

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Journal of the National Comprehensive Cancer Network

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About
JNCCN – Journal of the National Comprehensive Cancer Network is a peer-reviewed, indexed medical journal that provides the latest information about best clinical practices, oncology outcomes, and new initiatives in cancer research. JNCCN features updates on the NCCN Clinical Practice Guidelines in Oncology®, review articles elaborating on guideline recommendations, and health services and clinical research papers.

Report Purpose
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

Field Served
JNCCN–Journal of the National Comprehensive Cancer Network serves fields related to oncology or hematology.

Definition of Recipient Qualification
Qualified recipients include Physicians, Pharmacists, Nurse Practitioners and Physician Assistants in the fields of Oncology, Hematology, Hematology-Oncology, Gynecologic Oncology, Radiation Oncology, Surgical Oncology, Internal Medicine with secondary specialty in Oncology; Urology, Pathology, other titles in related specialties; NCCN Guidelines TM Panel Members; and other titled and non-titled personnel within the field served as defined in paragraph 3a

CHANNELS

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK Magazine



7 issues in period
26,329 average circulation

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-Newsletter



1 E-Newsletter in the period
18 total issued in the period
See below for average per occurrence

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK Website



44,124 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK (7 issues in period)	26,329	-	26,329
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NewsLetter (18 issued in the period)	87,394	-	87,394
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK Website (Monthly Users with 89,195 average Pageviews - Note 1)	44,124	-	44,124

Note 1: Users: See Website Glossary in Channel Profile.

AVERAGE NON-QUALIFIED CIRCULATION**NON-QUALIFIED**

Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	427
Allocated for Trade Shows If; and Conventions	62
All Other	157
TOTAL	654

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,063	95.2	25,063	95.2	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	1,266	4.8	1,266	4.8	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,329	100.0	26,329	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
February	26,035	-	26,035
March	26,040	-	26,040
April	25,991	-	25,991
May 10th	26,838	-	26,838
May 25th	26,838	-	26,838
June	25,802	-	25,802
July	26,761	-	26,761

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

This issue is 1.9% or 504 copies above the average of the other 6 issues reported in Paragraph 2.

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
GYNECOLOGIC ONCOLOGIST	705	2.6
HEMATOLOGIST	1,547	5.8
HEMATOLOGY-ONCOLOGY	10,177	38.0
INTERNAL MEDICINE	1,422	5.3
APSHO MEMBERS (CNS, NP, PA, RN)	1,266	4.7
MEDICAL ONCOLOGIST	5,371	20.1
PATHOLOGIST	615	2.3
ONCOLOGY PHARMACISTS	1,577	5.9
RADIATION ONCOLOGIST	786	2.9
SURGICAL ONCOLOGIST	504	1.9
UROLOGIST	1,710	6.4
DERMATOLOGY	40	0.1
NCCN GUIDELINES TM PANEL MEMBERS & NCCN INSTITUTIONS	772	2.9
OTHER	269	1.0
TOTAL QUALIFIED CIRCULATION	26,761	100.0
PERCENT	100.0	-

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. Direct request:	4,738	2,557	3,078	10,373	38.8
II. Request from recipient's company:	-	-	-	-	-
III. Membership benefit:	1,249	-	-	1,249	4.7
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	15,139	-	-	15,139	56.6
Association rosters and directories	15,139	-	-	15,139	56.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,126	2,557	3,078	26,761	100.0
PERCENT	78.9	9.6	11.5	100.0	-

*See Additional Data

Date	JNCCN ETABLE OF CONTENTS
2019-02-03	86,749
2019-02-17	86,515
2019-02-24	86,363
2019-03-03	87,291
2019-03-10	87,101
2019-03-24	86,643
2019-04-01	86,456
2019-04-07	87,424
2019-04-14	86,922
2019-05-01	86,983
2019-05-05	87,985
2019-05-12	87,859
2019-05-26	87,578
2019-06-02	88,538
2019-06-16	87,282
2019-06-23	88,109
2019-07-07	88,594
2019-07-14	88,700
Average	87,394

JNCCN ETABLE OF CONTENTS (18 issued in the period)

www.jnccn.org

2019	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	97,656	54,282	43,300	1:29
March	78,905	46,682	38,301	1:07
April	88,515	54,820	44,521	1:05
May	96,377	58,047	47,298	1:12
June	85,755	53,582	43,401	1:06
July	87,963	58,282	47,923	1:02
AVERAGE:	89,195	54,282	44,124	1:10

February - July 2019 data was provided by , Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews:	A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.
Sessions:	A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.
Users:	An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.
Average Session Duration:	The time visitors remain on a site per session.

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019**

Regions	Total Qualified	Percent
NEW ENGLAND	1,919	7.2
MIDDLE ATLANTIC	4,676	17.5
EAST NO. CENTRAL	3,978	14.9
WEST NO. CENTRAL	1,643	6.1
SOUTH ATLANTIC	5,168	19.3
EAST SO. CENTRAL	1,359	5.1
WEST SO. CENTRAL	2,528	9.4
MOUNTAIN	1,523	5.7
PACIFIC	3,797	14.2
UNITED STATES	26,591	99.4
969 & 004-009 U.S. TERRITORIES	164	0.6
CANADA	6	-
MEXICO	-	-
OTHER INTERNATIONAL	-	-
APO/FPO	-	-
TOTAL	26,761	100.0

**See Additional Data

ADDITIONAL DATA

PARAGRAPH 3B:

Association rosters and directories include 1 source of circulation for a quantity of 15,139 copies or 56.6%, including American Medical Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Date signed

August 14, 2019

Anthony Cutrone, President

State

New York

Shannon Meserve, Circulation Manager

County

Suffolk

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Received by BPA Worldwide

August 14, 2019

IMPORTANT NOTE:

Type

PJ

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.