

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.

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### About

THE JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY (JADPRO) is a peer-reviewed, medical journal whose mission is to improve the quality of care for patients with cancer, support critical issues in advanced practice in oncology, and recognize the expanding contributions of advanced practitioners in oncology, including nurse practitioners, physician assistants, and clinical nurse specialists.

### 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

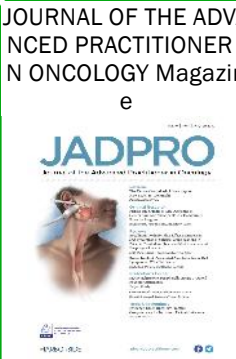
Journal of The Advanced Practitioner in Oncology serves the medical specialties of oncology and hematology.

### Definition of Recipient Qualification

Qualified recipients include nurse practitioners, physician assistants, clinical nurse specialists, advanced practice nurses and other titled and non-titled personnel as reported in the field served as defined in paragraph 3a.

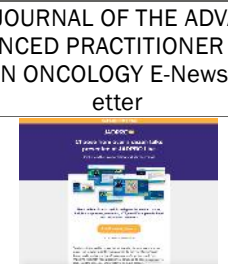
## CHANNELS

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY Magazine




4 issues in period  
9,084 average circulation

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY E-Newsletter



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

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY Website



5,732 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY (4 issues in period)	9,084	-	9,084
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY E-NewsLetter (7 issued in the period)	5,595	-	5,595
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY Website (Monthly Users with 16,288 average Pageviews - Note 1)	5,732	-	5,732

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

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

Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	439
Allocated for Trade Shows If; and Conventions	202
All Other	192
<b>TOTAL</b>	<b>835</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,045	99.6	9,045	99.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	39	0.4	39	0.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,084</b>	<b>100.0</b>	<b>9,084</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
March	9,164	-	9,164
April	9,057	-	9,057
May June	9,055	-	9,055
July	9,060	-	9,060

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

This issue is 0.4% or 32 copies below the average of the other 3 issues reported in Paragraph 2.

Title	TOTAL QUALIFIED	PERCENT OF TOTAL
NURSE PRACTITIONER	5,085	56.1
PHYSICIAN ASSISTANT	2,087	23.0
CLINICAL NURSE SPECIALIST	212	2.3
ADVANCED PRACTICE NURSE	310	3.4
OTHERS	1,096	12.1
PHARMACISTS	270	3.0
TOTAL QUALIFIED CIRCULATION	9,060	100.0
PERCENT	100.0	-

\*JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY serve the medical specialties of oncology and hematology.

### 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:	2,624	818	844	4,286	47.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership benefit:	36	-	-	36	0.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,738	-	-	4,738	52.3
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	4,738	-	-	4,738	52.3
VI. Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,398	818	844	9,060	100.0
PERCENT	81.7	9.0	9.3	100.0	-

\*See Additional Data

Date	JADPRO E-Table of Contents
2019-02-03	5,457
2019-03-24	5,528
2019-04-07	4,773
2019-04-21	5,571
2019-05-19	5,653
2019-06-09	6,400
2019-07-21	5,786
Average	5,595
JADPRO E-Table of Contents (7 issued in the period)	

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2019	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	17,158	6,501	4,720	2:29
March	18,310	7,780	5,826	2:02
April	19,486	8,409	6,536	1:57
May	14,952	7,483	6,092	1:31
June	13,221	6,876	5,565	1:29
July	14,605	7,261	5,657	1:56
<b>AVERAGE:</b>	<b>16,288</b>	<b>7,385</b>	<b>5,732</b>	<b>1:54</b>

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

#### WEBSITE GLOSSARY

<b>Pageviews:</b>	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.
<b>Sessions:</b>	A single continuous set of activity attributable to a cookie'd 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.
<b>Users:</b>	An identified and unduplicated cookie'd browser that accesses internet content or advertising during a measurement period.
<b>Average Session Duration:</b>	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	575	6.3
MIDDLE ATLANTIC	1,569	17.3
EAST NO. CENTRAL	1,270	14.0
WEST NO. CENTRAL	559	6.2
SOUTH ATLANTIC	2,026	22.4
EAST SO. CENTRAL	473	5.2
WEST SO. CENTRAL	958	10.6
MOUNTAIN	571	6.3
PACIFIC	1,025	11.3
UNITED STATES	9,026	99.6
969 & 004-009 U.S. TERRITORIES	5	0.1
CANADA	29	0.3
MEXICO	-	-
OTHER INTERNATIONAL	-	-
APO/FPO	-	-
TOTAL	9,060	100.0

\*\*See Additional Data

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

Anthony Cutrone, President

Shannon Meserve, Circulation Manager

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

IMPORTANT NOTE:

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

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.

Date signed

State

County

Type

ID Number

August 14, 2019

New York

Suffolk

August 14, 2019

PD

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