

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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THE ASCO POST is a B2B brand intended for individuals with broad-based interests in oncology. The brand content and editorial scope of the publication includes news on major oncology meetings, important summaries of evidence-based research, news from ASCO, and commentary. The content of every issue is also available to subscribers globally via the online digital version.

BRAND 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.

CHANNELS

THE ASCO POST MAGAZINE



11 issues in the period
28,034 average circulation

THE ASCO POST E-NEWSLETTERS



2 E-Newsletters in the period
41 total issued in the period
20,404 average per occurrence
22,399 average per occurrence

THE ASCO POST WEBSITE



237,611 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE ASCO POST MAGAZINE (11 issues in the period)	28,034	-	28,034
THE ASCO POST E-NEWSLETTERS			
a. ASCO Post e-Table of Contents (12 issued in the period)	20,404	-	20,404
b. ASCO Post Evening News (29 issued in the period)	22,399	-	22,399
THE ASCO POST WEBSITE (Monthly Users with 405,405 average Pageviews)	237,611	-	237,611

FIELD SERVED

THE ASCO POST serves the fields of medical oncology, hematology-oncology, gynecologic oncology, hematology, radiation oncology, surgical oncology, musculoskeletal oncology, urology, pediatric hematology-oncology, oncology nurse practitioners, and all ASCO US-based Members.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified individuals are titled and non-titled personnel within the field of oncology-hematology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	562
Allocated for Trade Shows and Conventions	91
All Other	105
TOTAL	760

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,561	34.1	9,561	34.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	18,473	65.9	18,473	65.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,034	100.0	28,034	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019/2020 Issue	Total Qualified
August 10	28,067
August 25	27,937
September 10	27,937
September 25	28,036
October 10	28,036
October 25	28,033
November 10	28,033
November 25	28,037
December 10	28,037
December 25	28,033
*January 25	28,184

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 25, 2020
This issue is 0.6% or 165 copies above the average of the other 10 issues reported in Paragraph 2.

Business and Industry*	Total Qualified	Percent of Total
APSHO (CNS, NP, PA, RN)	1,354	4.8
Gynecologic Oncology	443	1.6
Hematology + Hematology Oncology	11,599	41.2
Medical Oncology	4,932	17.5
Internal Medicine	1,444	5.1
Pathology	150	0.5
Pediatrics	567	2.0
Oncology Pharmacology	386	1.4
Radiation Oncology	797	2.8
Surgical Oncology	575	2.0
Urology	165	0.6
Other ASCO Members	5,772	20.5
TOTAL QUALIFIED CIRCULATION	28,184	100.0

*Qualified individuals are titled and non-titled personnel within the field of oncology-hematology.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 25, 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,357	1,121	932	3,410	12.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	17,617	-	-	17,617	62.5
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,157	-	-	7,157	25.4
*Association rosters and directories	7,157	-	-	7,157	25.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,131	1,121	932	28,184	100.0
PERCENT	92.7	4.0	3.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 25, 2020*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	2,352	8.4	UNITED STATES	28,031	99.5
Middle Atlantic	5,354	19.0	U.S. Territories	142	0.5
East No. Central	3,840	13.6	Canada	11	-
West No. Central	1,662	5.9	Mexico	-	-
South Atlantic	5,369	19.0	Other International	-	-
East So. Central	1,242	4.4	APO/FPO	-	-
West So. Central	2,470	8.8			
Mountain	1,414	5.0	TOTAL QUALIFIED CIRCULATION	28,184	100.0
Pacific	4,328	15.4			

*See Additional Data

E-NEWSLETTER CHANNEL

2019/2020	ASCO Post e-Table of Contents	ASCO Post Evening News
AUGUST		
August 2	-	22,573
August 5	-	22,581
August 12	20,474	-
August 13	-	22,455
August 19	-	22,462
August 26	20,518	-
August 27	-	22,453
SEPTEMBER		
September 3	-	22,351
September 9	-	22,400
September 10	20,389	-
September 17	-	22,416
September 23	-	22,428
September 25	20,468	-
September 30	-	22,467
OCTOBER		
October 1	-	22,407
October 7	-	22,407
October 10	20,404	-
October 14	-	22,466
October 21	-	22,469
October 25	20,487	-
October 28	-	22,497
NOVEMBER		
November 1	-	22,235
November 4	-	22,219
November 11	20,266	-
November 12	-	22,249
November 17	20,287	-
November 18	-	22,280
November 25	20,359	-
November 26	-	22,343
DECEMBER		
December 2	-	22,274
December 8	-	22,305
December 10	20,337	-
December 16	-	22,322
December 23	-	22,368
December 24	20,452	-
JANUARY		
January 3	-	22,377
January 6	-	22,397
January 13	-	22,424
January 20	-	22,442
January 24	20,411	-
January 27	-	22,493
AVERAGE:	20,404	22,399

ASCO Post e-Table of Contents (12 issued in the period)
 ASCO Post Evening News (29 issued in the period)

WEBSITE CHANNEL

WWW.ASCOPOST.COM

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	430,500	336,104	248,618	1:13
September	424,652	331,591	245,744	1:14
October	433,045	329,844	245,463	1:14
November	385,453	306,156	230,426	1:06
December	362,250	286,136	217,601	1:07
January	396,531	315,895	237,814	1:05
AVERAGE:	405,405	317,621	237,611	1:09

August 2019 – January 2020 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.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association Rosters and Directories include 1 source of circulation for a quantity of 7,157 copies or 25.4%, including American Medical Association.

GEOGRAPHIC DISTRIBUTION:

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

The figures reported herein are correct based on the January 2020 audit.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

August 25, 2020

TYPE: BA

ID Number: A576B0D9

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.