

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 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
8,858 average circulation

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY E-Newsletter

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

JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY Website

6,133 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Avera
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY (4 issues in period)	8,858	-	8,85
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY E-NewsLetter (8 issued in the period)	5,973	-	5,97
JOURNAL OF THE ADVANCED PRACTITIONER IN ONCOLOGY Website (Monthly Users with 14,982 average Pageviews - Note 1)	6,133	-	6,13

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

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

Not Included Elsewhere		Copies
Other Paid Circulation		3
Advertiser and Agency		432
Allocated for Trade Shows If; and Conventions		523
All Other		187
TOTAL		1,145

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,821	99.6	8,821	99.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	38	0.4	38	0.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,859	100.0	8,859	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
August 2019	9,063	-	9,063
September October 2019	9,062	-	9,062
November December 2019	9,066	-	9,066
January February 2020	8,241	-	8,241

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY FEBRUARY 2020 2020

This issue is 9.1% or 823 copies below the average of the other 3 issues reported in Paragraph 2.

Title	TOTAL QUALIFIED	PERCENT OF TOTAL
NURSE PRACTITIONER	4,600	55.8
PHYSICIAN ASSISTANT	2,310	28.0
CLINICAL NURSE SPECIALIST	449	5.4
ADVANCED PRACTICE NURSE	323	3.9
OTHERS	268	3.3
PHARMACISTS	291	3.5
TOTAL QUALIFIED CIRCULATION	8,241	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 JANUARY FEBRUARY 2020 2020

QUALIFICATION SOURCE	Qualified Within			Total Qualified
	1 year	2 years	3 years	
I. Direct request:	2,451	632	603	3,686
II. Request from recipient's company:	-	-	-	-
III. Membership benefit:	39	-	-	39
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,516	-	-	4,516
Association rosters and directories	4,516	-	-	4,516
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,006	632	603	8,241
PERCENT	85.0	7.7	7.3	100.0

*See Additional Data

Date	JADPRO E-Table of Contents
2019-08-11	5,862
2019-08-25	5,845
2019-09-22	5,936
2019-10-13	5,970
2019-11-17	5,928
2019-12-15	6,055
2020-01-12	6,094
2020-01-19	6,091
Average	5,973
JADPRO E-Table of Contents (8 issued in the period)	

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PAGEVIEWS

SESSIONS

USERS

AVERAGE SESSION DU

August	16,451	8,052	6,534	1:47
September	16,925	7,875	6,231	2:13
October	15,735	7,903	6,496	1:44
November	13,001	6,603	5,419	1:43
December	12,500	6,949	5,623	1:44
January	15,283	8,230	6,495	1:48
AVERAGE:	14,982	7,602	6,133	1:49

August - 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 downloaded 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**

The time visitors remain on a site per session.

Duration:

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY FEBRUARY 2020 2020**

Regions	Total Qualified	Percent
NEW ENGLAND	280	3.4
MIDDLE ATLANTIC	861	10.4
EAST NO. CENTRAL	1,305	15.8
WEST NO. CENTRAL	595	7.2
SOUTH ATLANTIC	2,074	25.2
EAST SO. CENTRAL	506	6.1
WEST SO. CENTRAL	1,011	12.3
MOUNTAIN	575	7.0
PACIFIC	1,003	12.2
UNITED STATES	8,210	99.6
969 & 004-009 U.S. TERRITORIES	6	0.1
CANADA	25	0.3
MEXICO	-	-
OTHER INTERNATIONAL	-	-
APO/FPO	-	-
TOTAL	8,241	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.	Date signed	February 12, 2020
Anthony Cutrone, President	State	NY
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	February 12, 2020
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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.	Type	PD
	ID Number	J128P0D9

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 compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-s audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.