

JADPRO

Journal of the Advanced Practitioner in Oncology

Audience Profile

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.

Fields Served:

JADPRO 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.



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Huntington, NY 11743
www.hbside.com

audativ
stamats AUDIENCE INTELLIGENCE

This Integrated Database analysis is provided by audativ - Stamats Audience Intelligence. The analysis provides a better understanding and identification of all the media channels the JADPRO audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.

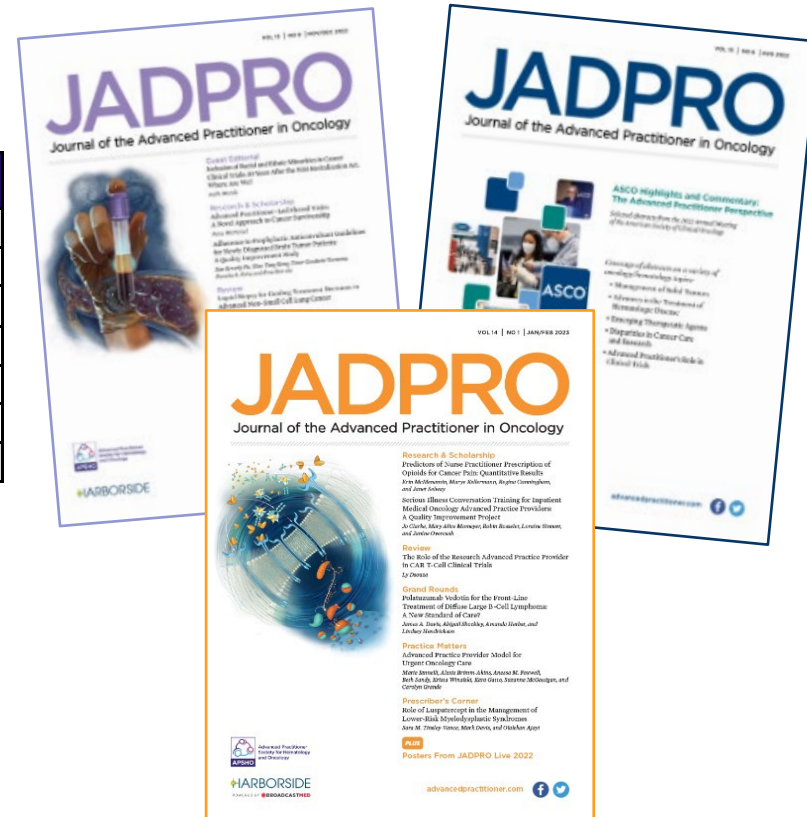
All Data in this report is based on: Jan/Feb 2023



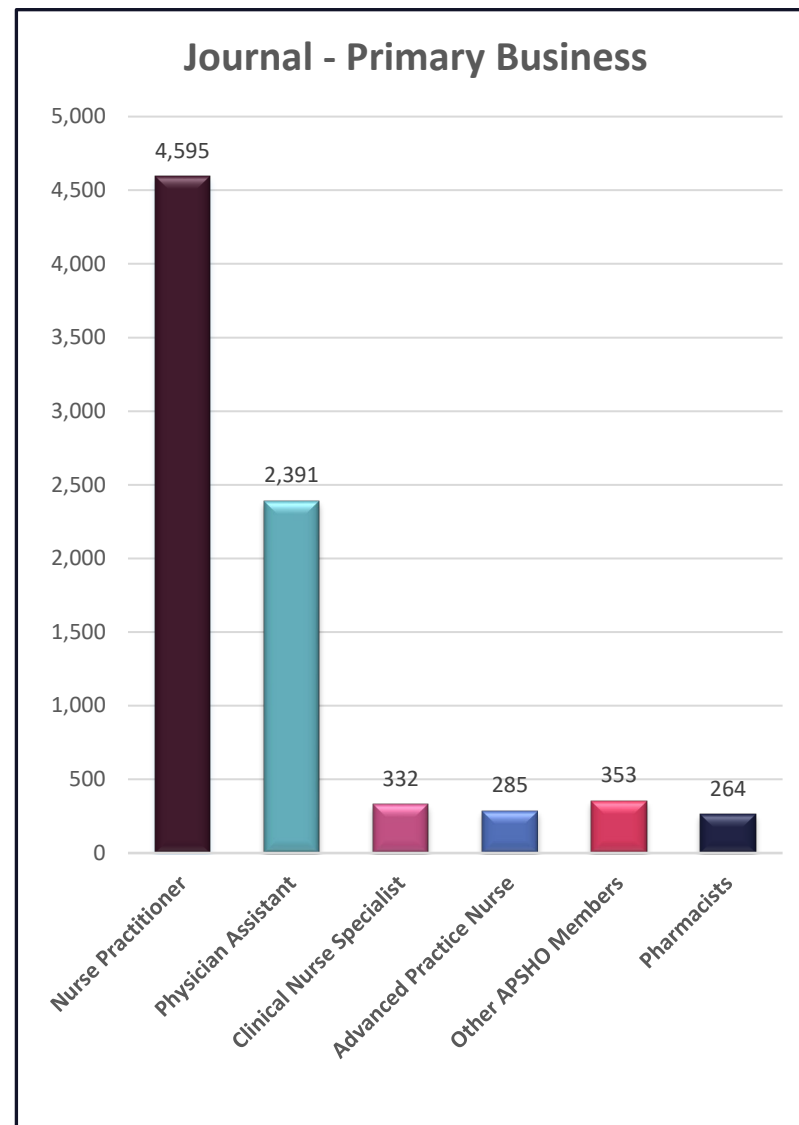
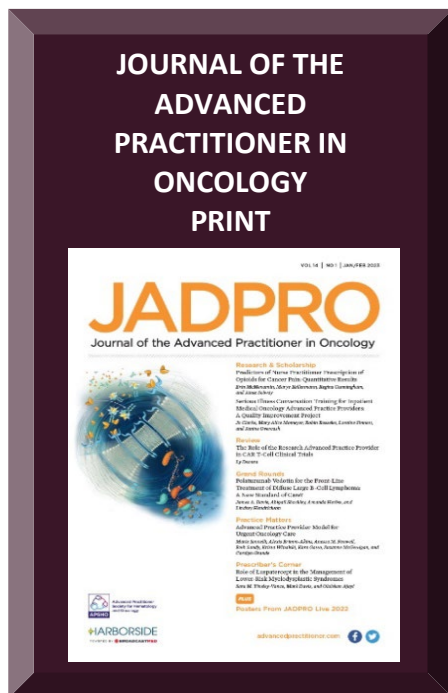
*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	2,174	561	577	3,312	40%
Assoc. Society Membership	366	0	0	366	4%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	4,542	0	0	4,542	55%
Total Qualified Audience	7,082	561	577	8,220	100%

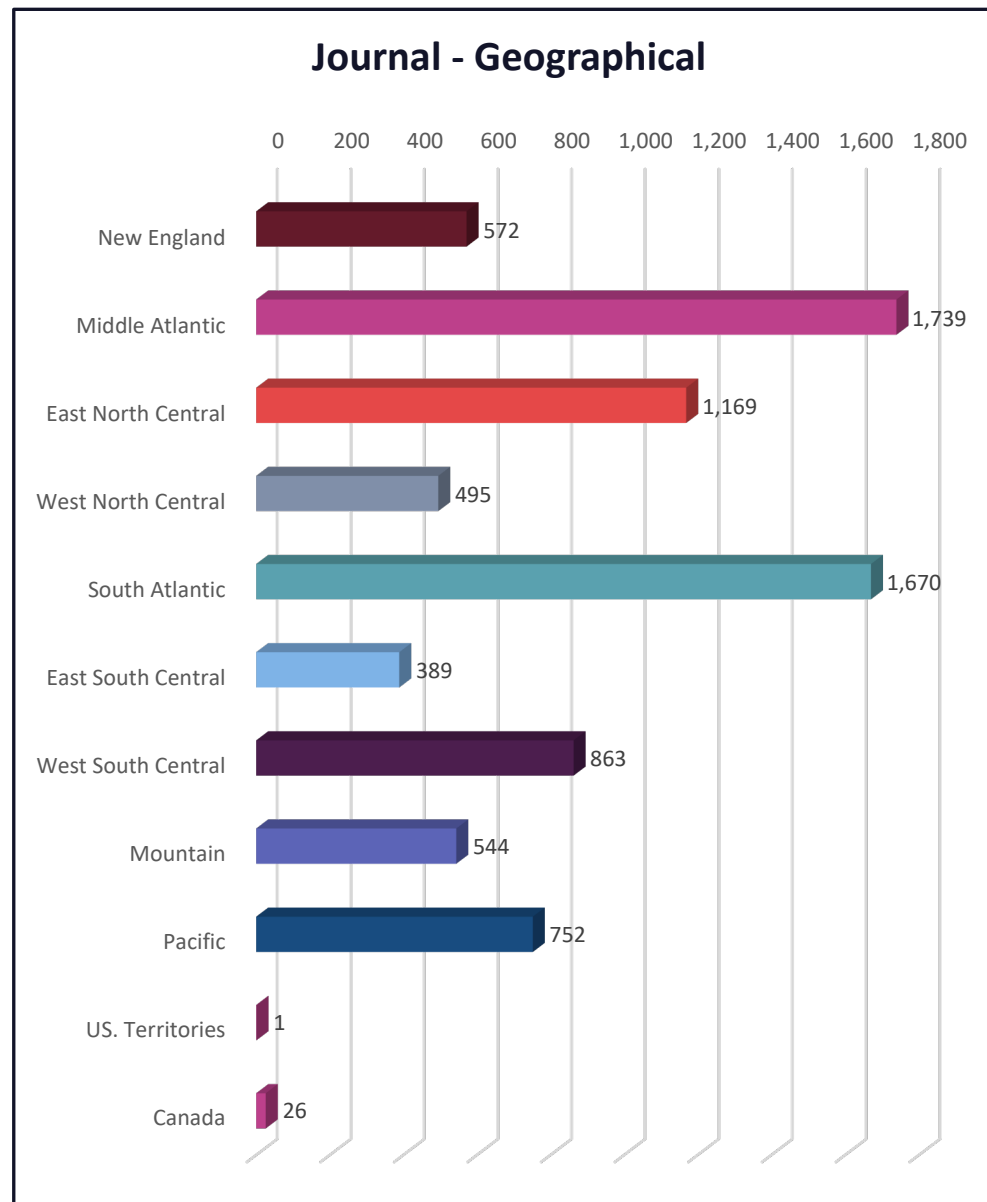
Journal	
JADPRO Qualified Audience	Copies
July 2022	8,223
August 2022	8,225
Sept/Oct 2022	8,215
Nov/Dec 2022	8,214
Jan/Feb 2023	8,220
Average	8,219



Journal - Primary Business		
Title	Copies	%
Nurse Practitioner	4,595	56%
Physician Assistant	2,391	29%
Clinical Nurse Specialist	332	4%
Advanced Practice Nurse	285	3%
Other APSHO Members	353	4%
Pharmacists	264	3%
Total Qualified Audience	8,220	100%



Journal - Geographical		
Region	Copies	%
New England	572	7%
Middle Atlantic	1,739	21%
East North Central	1,169	14%
West North Central	495	6%
South Atlantic	1,670	20%
East South Central	389	5%
West South Central	863	10%
Mountain	544	7%
Pacific	752	9%
UNITED STATES Sub Total	8,193	100%
US. Territories	1	0%
Canada	26	0%
OTHER Sub Total	27	0%
Total Qualified Circulation	8,220	100%

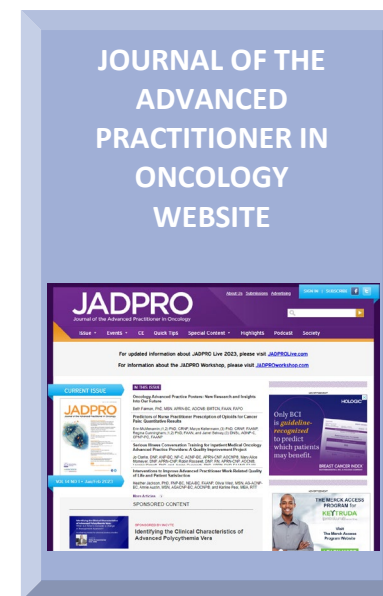
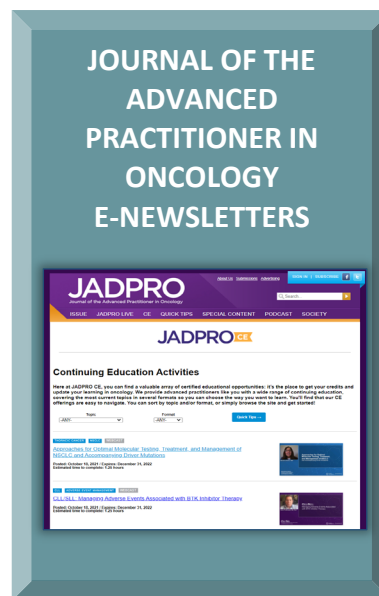


E-Newsletter	
JADPRO E-Table Date	Contacts
07/06/22	25,280
07/13/22	25,713
07/20/22	16,673
07/27/22	25,664
08/03/22	25,593
08/10/22	25,576
08/17/22	25,665
08/24/22	25,631
08/31/22	25,591
09/07/22	25,546
10/12/22	25,840
10/26/22	25,796
11/02/22	25,821
11/09/22	25,879
11/16/22	26,016
11/23/22	26,011
11/30/22	25,830
12/07/22	25,726
12/14/22	25,645
12/21/22	25,559
Average	25,253

Source: Higher Logic (US Only)

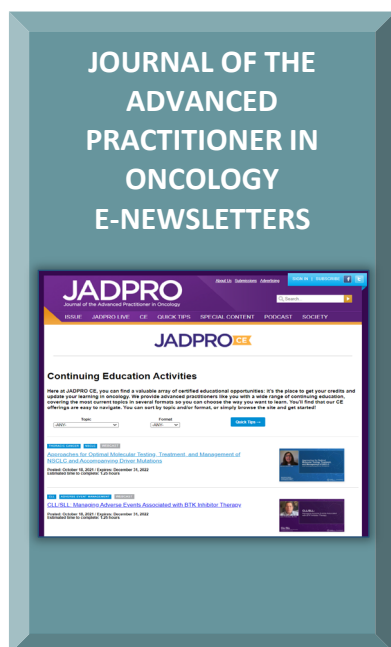
Website			
www.advancedpractitioner.com	Pageviews	Sessions	Users
July 2022	12,590	6,659	4,301
August 2022	15,661	7,780	5,244
September 2022	14,010	7,250	4,878
October 2022	13,904	7,816	5,478
November 2022	11,821	6,020	3,956
December 2022	10,280	5,332	3,653
Average	13,044	6,810	4,585

Source: Google Analytics (US Only)

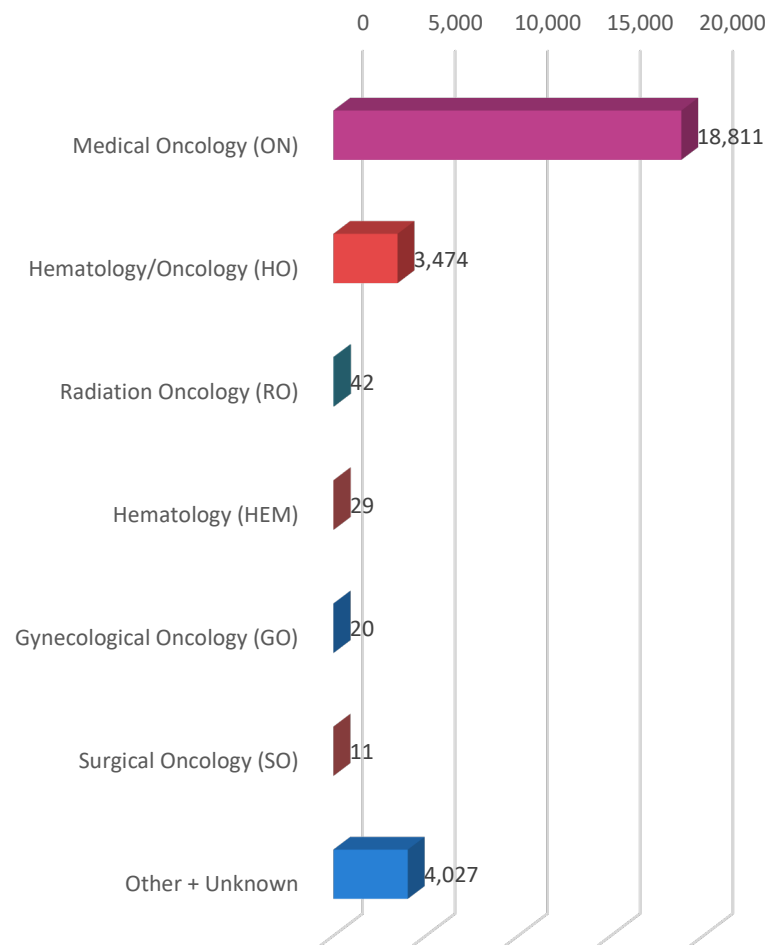


E-Newsletter - Specialty		
Title	Sends	%
Medical Oncology (ON)	18,811	71%
Hematology/Oncology (HO)	3,474	13%
Radiation Oncology (RO)	42	0%
Hematology (HEM)	29	0%
Gynecological Oncology (GO)	20	0%
Surgical Oncology (SO)	11	0%
Other + Unknown	4,027	0%
Total Qualified Audience	26,414	85%

Source: Higher Logic (US Only)



E-Newsletter - Specialty



Audience Summary - Channels

Journal - Average Qualified Audience	8,219
E-Newsletter - Average # Contacts	25,253
Website - Average # Users	4,585



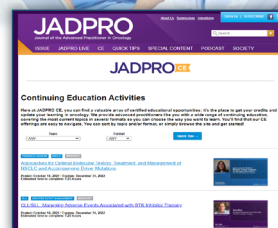
**JOURNAL
OF THE
ADVANCED
PRACTITIONER
IN ONCOLOGY
PRINT**

Avg Qual Audience:
8,219



**JOURNAL
OF THE
ADVANCED
PRACTITIONER
IN ONCOLOGY
WEBSITE**

Avg # of Users:
4,585



**JOURNAL
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ADVANCED
PRACTITIONER
IN ONCOLOGY
E-NEWSLETTER**

Avg # of Contacts:
25,253