



Audience Profile

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.

Fields Served:

JNCCN 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; Urology, Pathology, other titles in related specialties; NCCN Guidelines TM Panel Members; and other titled and non-titled personnel.

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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 JNCCN 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: July 2021

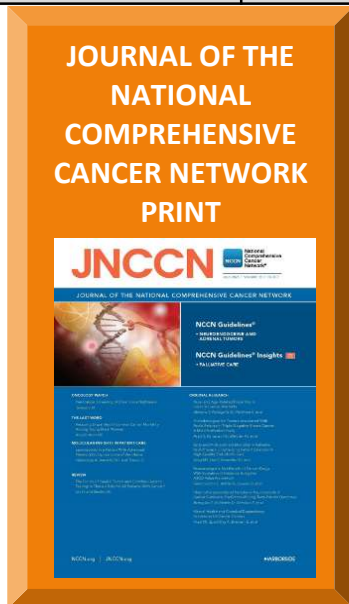
*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	4,367	2,337	1,886	8,590	35%
Assoc. Society Membership	1,322	0	0	1,322	5%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	14,815	0	0	14,815	60%
Total Qualified Audience	20,504	2,337	1,886	24,727	100%

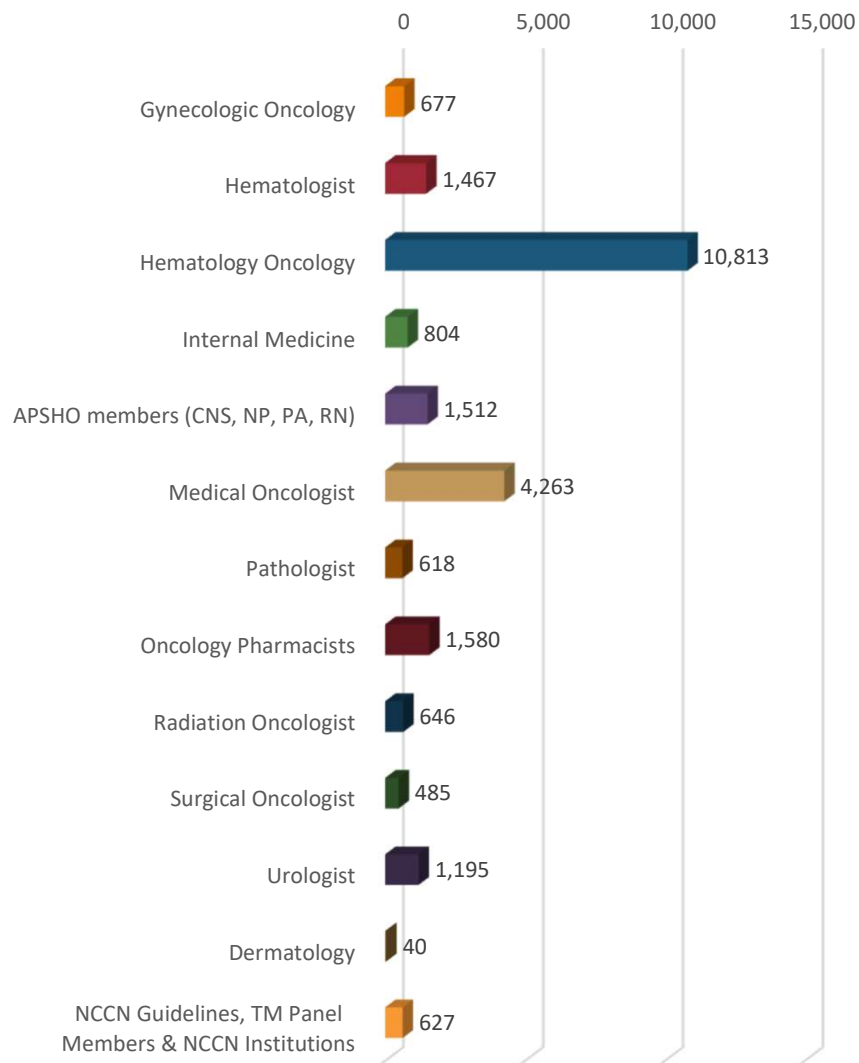
Journal	
JNCCN Qualified Audience	Copies
January 2021	24,416
February 2021	24,426
March 2021	24,523
April 2021	24,425
May 2021	24,249
May 2021 Highlights	24,249
June 2021	24,936
July 2021	24,727
Average	24,494



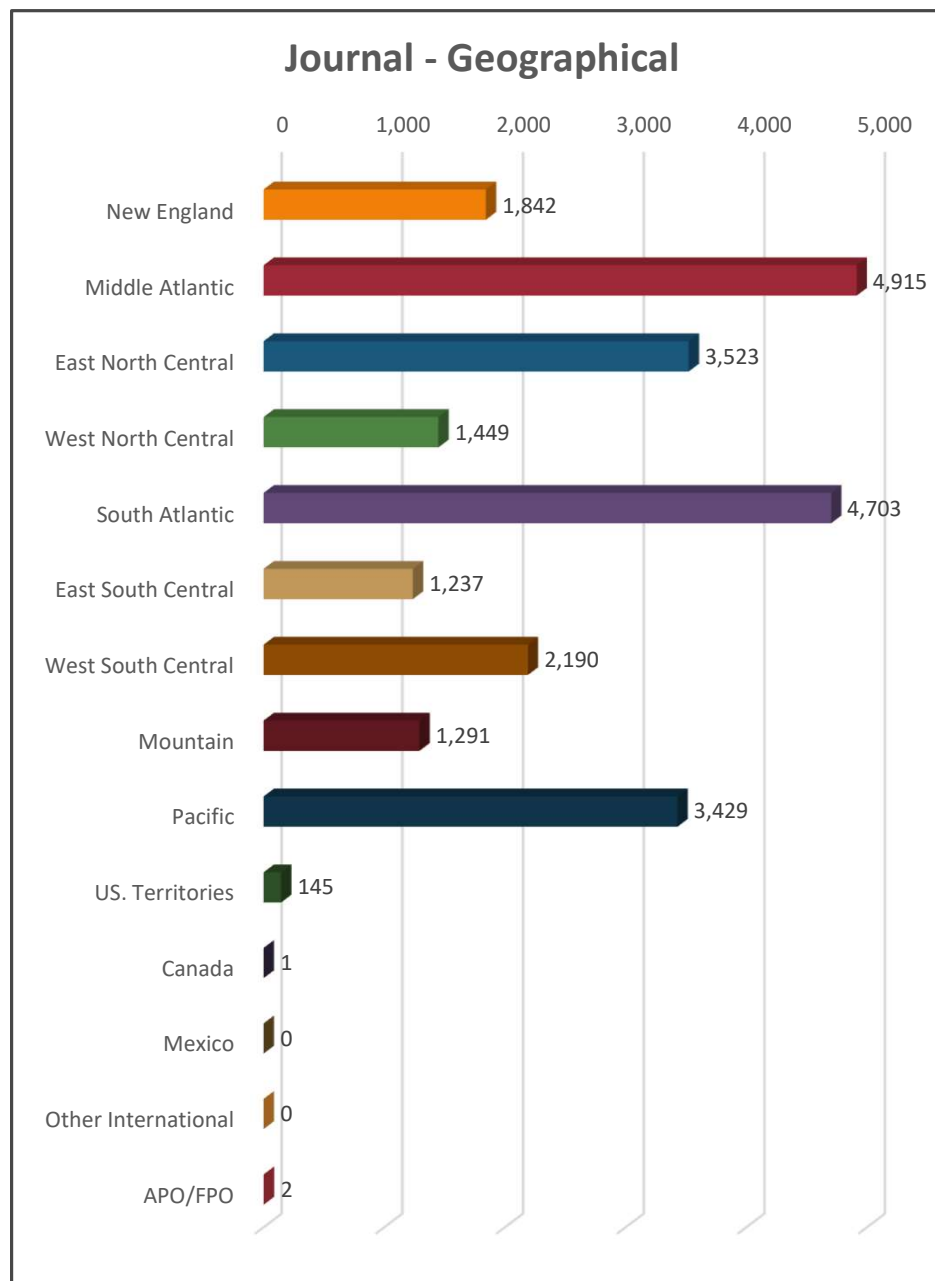
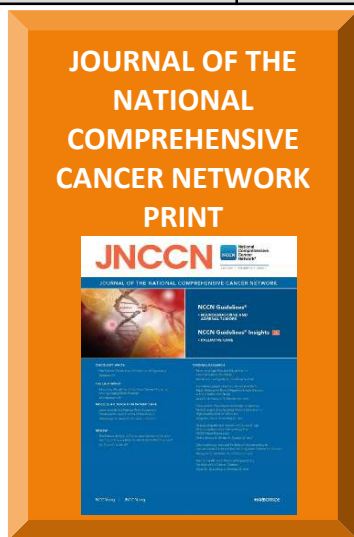
Journal - Primary Business		
Title	Copies	%
Gynecologic Oncology	677	3%
Hematologist	1,467	6%
Hematology Oncology	10,813	44%
Internal Medicine	804	3%
APSHO members (CNS, NP, PA, RN)	1,512	6%
Medical Oncologist	4,263	17%
Pathologist	618	2%
Oncology Pharmacists	1,580	6%
Radiation Oncologist	646	3%
Surgical Oncologist	485	2%
Urologist	1,195	5%
Dermatology	40	0%
NCCN Guidelines, TM Panel Members & NCCN Institutions	627	3%
Total Qualified Audience	24,727	100%



Journal - Primary Business



Journal - Geographical		
Region	Copies	%
New England	1,842	7%
Middle Atlantic	4,915	20%
East North Central	3,523	14%
West North Central	1,449	6%
South Atlantic	4,703	19%
East South Central	1,237	5%
West South Central	2,190	9%
Mountain	1,291	5%
Pacific	3,429	14%
UNITED STATES Sub Total	24,579	99%
US. Territories	145	1%
Canada	1	0%
Mexico	0	0%
Other International	0	0%
APO/FPO	2	0%
OTHER Sub Total	148	1%
Total Qualified Audience	24,727	100%



Website			
WWW.JNCCN.ORG	Pageviews	Sessions	Users
Jan 2021	40,107	27,770	21,504
Feb 2021	40,345	27,252	21,503
Mar 2021	47,386	30,763	24,068
Apr 2021	44,337	29,687	23,234
May 2021	45,761	29,197	23,667
Jun 2021	45,950	27,933	22,751
Average	43,981	28,767	22,788

Source: Google Analytics (US Only)

E-Newsletter	
Date	E-table
1/7/2021	95,724
1/14/2021	95,508
1/21/2021	95,401
1/28/2021	95,260
2/4/2021	96,225
2/11/2021	96,064
2/18/2021	95,954
2/25/2021	95,793
3/4/2021	95,550
3/11/2021	96,471
3/18/2021	96,332
3/25/2021	101,701
4/1/2021	104,321
4/8/2021	103,958
4/15/2021	104,864
4/22/2021	109,801
4/29/2021	109,413
5/6/2021	110,012
5/13/2021	109,787
5/20/2021	114,770
5/27/2021	114,524
6/3/2021	114,241
6/10/2021	114,775
6/17/2021	114,602
6/24/2021	114,435
Average	103,819



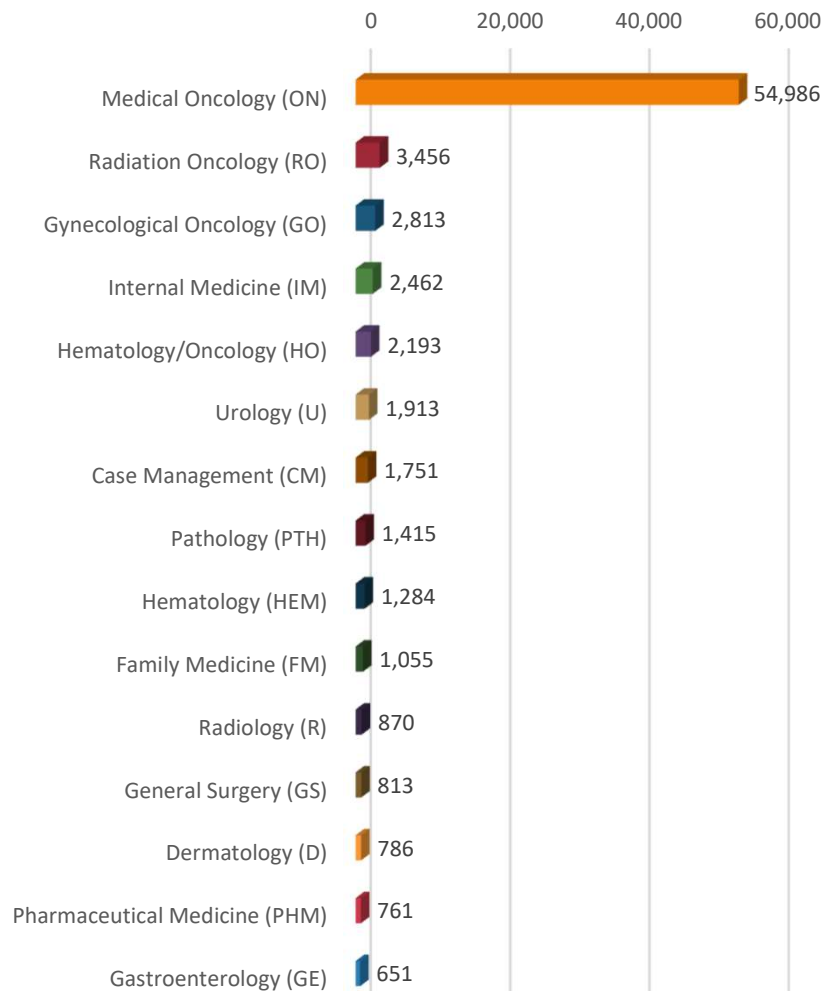
Source: Higher Logic (US Only)

E-Newsletter - Specialty		
Title	Copies	%
Medical Oncology (ON)	54,986	48%
Radiation Oncology (RO)	3,456	3%
Gynecological Oncology (GO)	2,813	2%
Internal Medicine (IM)	2,462	2%
Hematology/Oncology (HO)	2,193	2%
Urology (U)	1,913	2%
Case Management (CM)	1,751	2%
Pathology (PTH)	1,415	1%
Hematology (HEM)	1,284	1%
Family Medicine (FM)	1,055	1%
Radiology (R)	870	1%
General Surgery (GS)	813	1%
Dermatology (D)	786	1%
Pharmaceutical Medicine (PHM)	761	1%
Gastroenterology (GE)	651	
Other + Unknown	37,226	33%
Total Qualified Audience	114,435	100%

Source: Blueconic (US Only)



E-Newsletter - Specialty



*Graph includes verified HCPs only

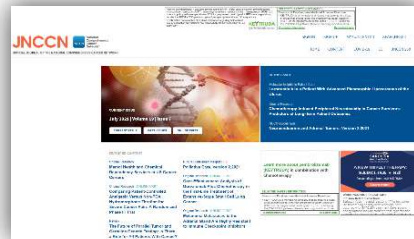
Audience Summary - Channels

Journal - Average Qualified Audience	24,494
E-Newsletter - Average # Contacts	103,819
Website - Average # Users	22,788



**JOURNAL OF THE
NATIONAL
COMPREHENSIVE
CANCER NETWORK
PRINT**

Avg Qual Audience:
24,494



**JOURNAL OF THE
NATIONAL
COMPREHENSIVE
CANCER NETWORK
WEBSITE**

Avg # of Users:
22,788



**JOURNAL OF THE
NATIONAL
COMPREHENSIVE
CANCER NETWORK
E-NEWSLETTER**

Avg # of Contacts:
103,819