



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™ 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.

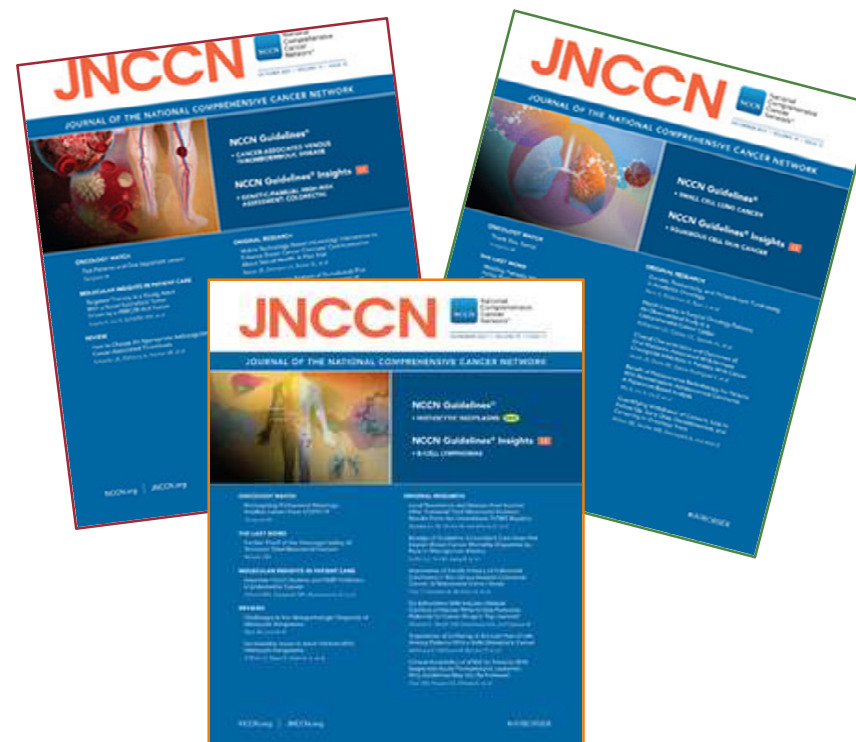


All Data in this report is based on: Jan 2022

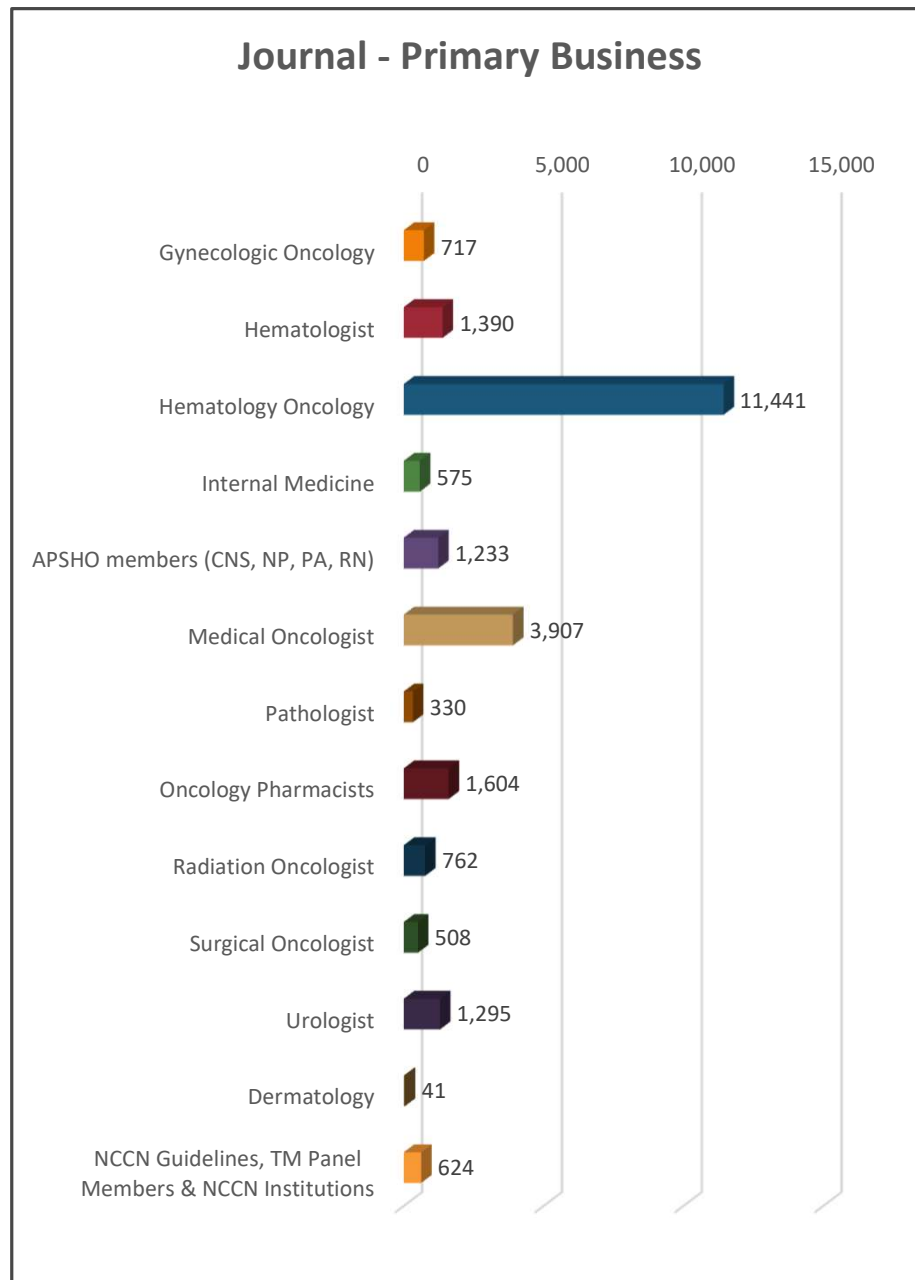
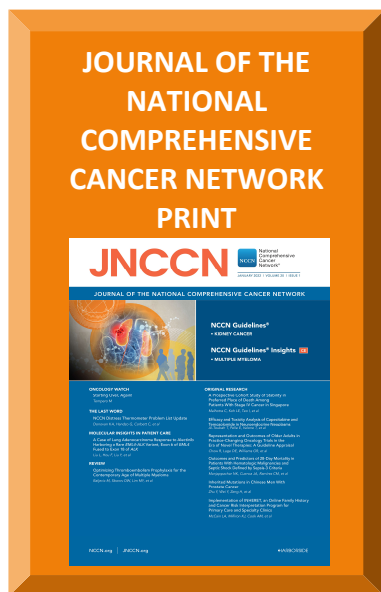
*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	6,221	2,512	2,161	10,894	45%
Assoc. Society Membership	1,076	0	0	1,076	4%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	12,457	0	0	12,457	51%
Total Qualified Audience	19,754	2,512	2,161	24,427	100%

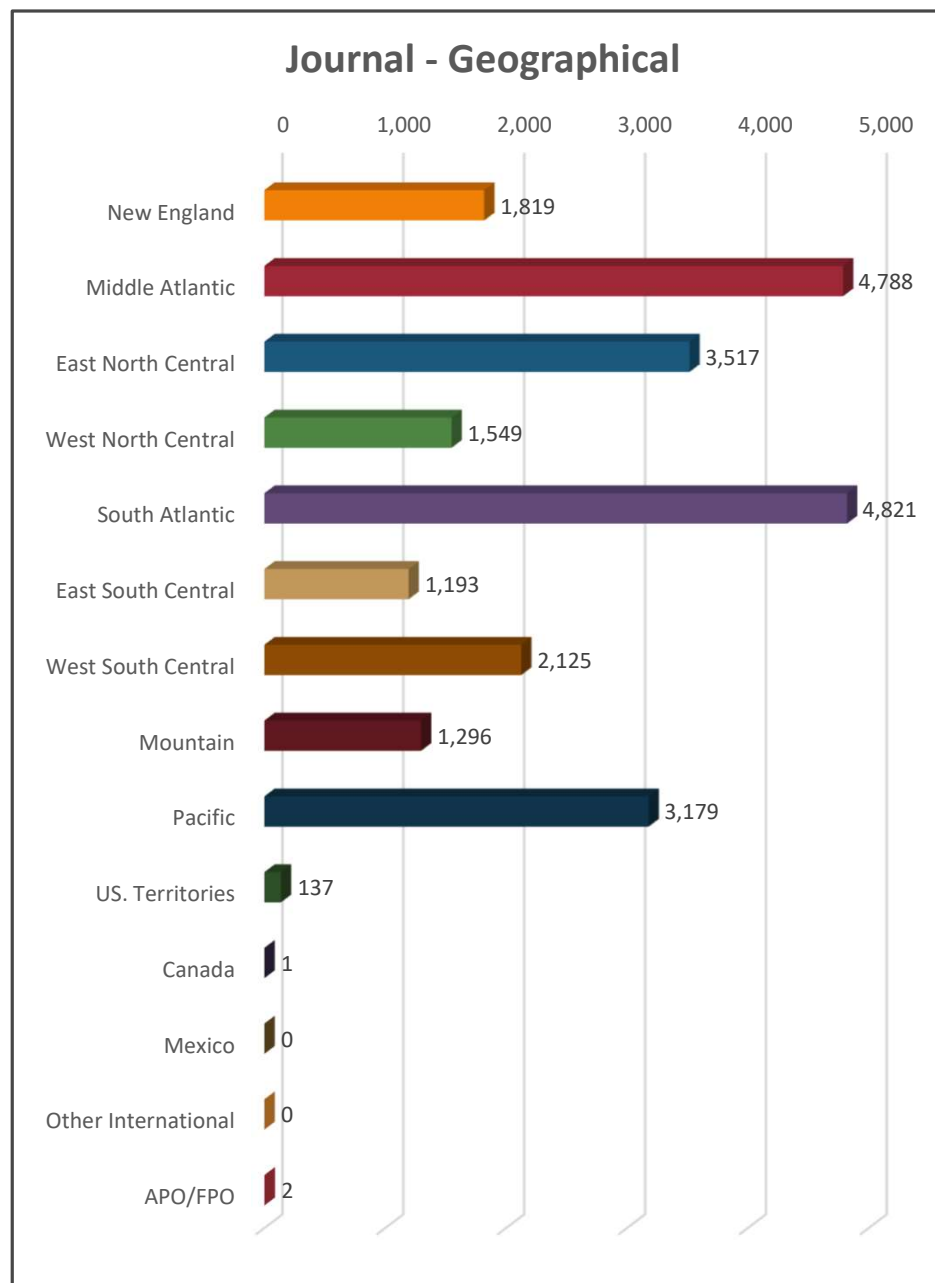
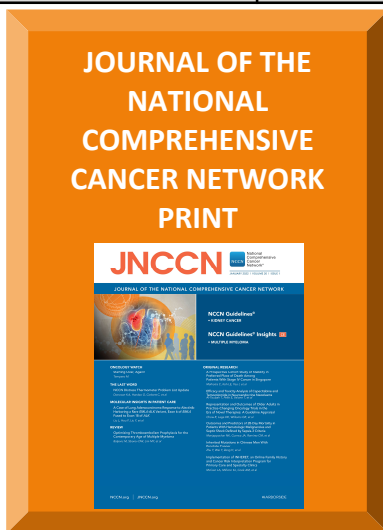
Journal	
JNCCN Qualified Audience	Copies
July 2021	24,727
August 2021	24,783
September 2021	24,424
October 2021	24,424
November 2021	24,424
Nov 2021 Highlights	24,424
December 2021	24,421
January 2022	24,427
Average	24,507



Journal - Primary Business		
Title	Copies	%
Gynecologic Oncology	717	3%
Hematologist	1,390	6%
Hematology Oncology	11,441	47%
Internal Medicine	575	2%
APSHO members (CNS, NP, PA, RN)	1,233	5%
Medical Oncologist	3,907	16%
Pathologist	330	1%
Oncology Pharmacists	1,604	7%
Radiation Oncologist	762	3%
Surgical Oncologist	508	2%
Urologist	1,295	5%
Dermatology	41	0%
NCCN Guidelines, TM Panel Members & NCCN Institutions	624	3%
Total Qualified Audience	24,427	100%



Journal - Geographical		
Region	Copies	%
New England	1,819	7%
Middle Atlantic	4,788	20%
East North Central	3,517	14%
West North Central	1,549	6%
South Atlantic	4,821	20%
East South Central	1,193	5%
West South Central	2,125	9%
Mountain	1,296	5%
Pacific	3,179	13%
UNITED STATES Sub Total	24,287	99%
US. Territories	137	1%
Canada	1	0%
Mexico	0	0%
Other International	0	0%
APO/FPO	2	0%
OTHER Sub Total	140	1%
Total Qualified Audience	24,427	100%



Website			
WWW.JNCCN.ORG	Pageviews	Sessions	Users
Jul 2021	42,100	25,358	23,313
Aug 2021	46,582	30,744	24,516
Sep 2021	45,466	29,759	23,946
Oct 2021	45,325	30,089	24,439
Nov 2021	43,005	28,192	22,918
Dec 2021	37,383	24,414	19,809
Average	43,310	28,093	23,157

Source: Google Analytics (US Only)

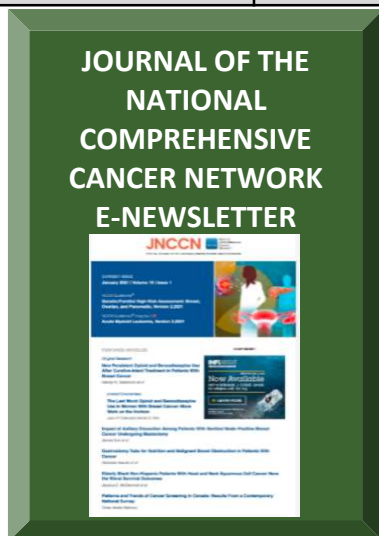
E-Newsletter	
Date	E-table
07/01/21	114,272
07/08/21	122,968
07/22/21	122,167
07/29/21	80,132
08/05/21	80,774
08/12/21	80,615
08/19/21	80,359
08/26/21	80,205
09/02/21	81,348
09/09/21	82,348
09/16/21	82,248
09/23/21	82,151
09/30/21	82,030
10/07/21	83,177
10/14/21	83,058
10/21/21	83,013
10/28/21	82,903
11/04/21	83,932
11/11/21	83,815
11/11/21	122,610
11/18/21	83,717
11/30/21	67,048
12/02/21	84,522
12/09/21	84,486
12/16/21	84,357
12/23/21	83,898
Average	87,775



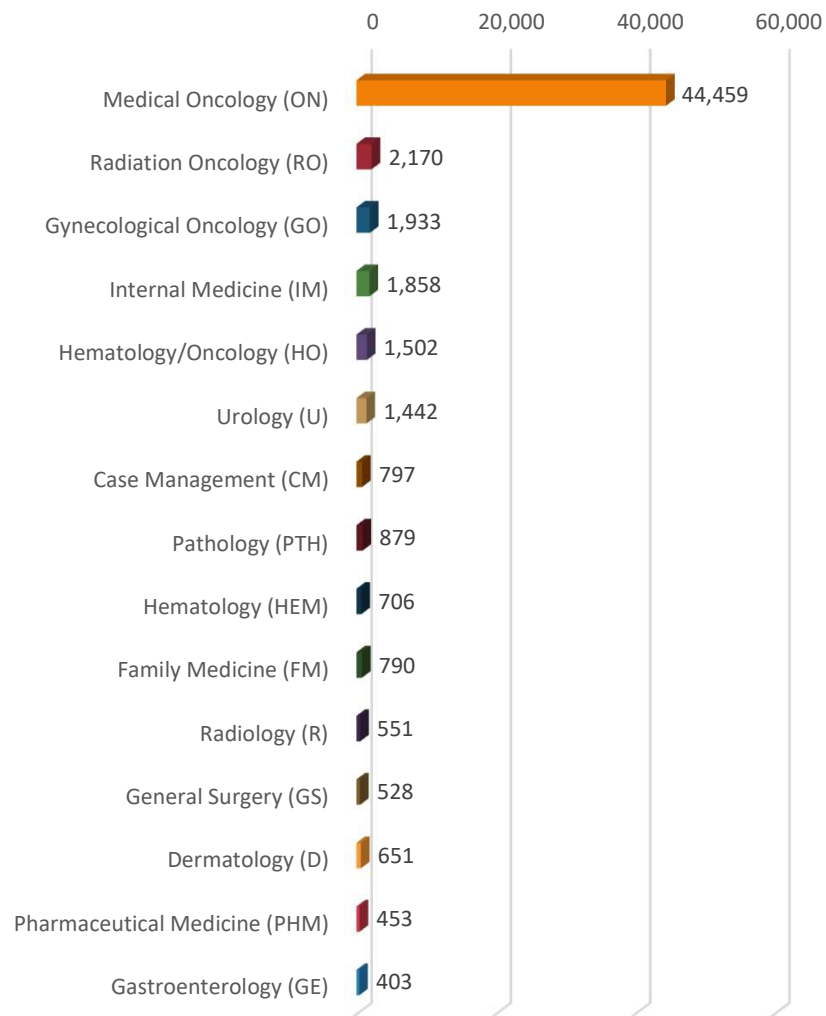
Source: Higher Logic (US Only)

E-Newsletter - Specialty		
Title	Copies	%
Medical Oncology (ON)	44,459	53%
Radiation Oncology (RO)	2,170	3%
Gynecological Oncology (GO)	1,933	2%
Internal Medicine (IM)	1,858	2%
Hematology/Oncology (HO)	1,502	2%
Urology (U)	1,442	2%
Case Management (CM)	797	1%
Pathology (PTH)	879	1%
Hematology (HEM)	706	1%
Family Medicine (FM)	790	1%
Radiology (R)	551	1%
General Surgery (GS)	528	1%
Dermatology (D)	651	1%
Pharmaceutical Medicine (PHM)	453	1%
Gastroenterology (GE)	403	0%
Other + Unknown	24,892	30%
Total Qualified Audience	84,014	100%

Source: Blueconic (US Only)



E-Newsletter - Specialty



*Graph includes verified HCPs only

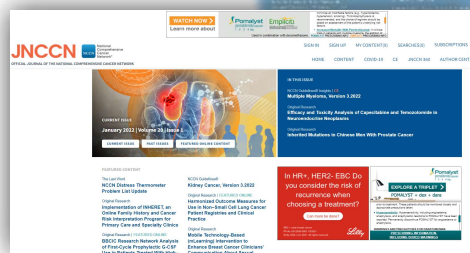
Audience Summary - Channels

Journal - Average Qualified Audience	24,507
E-Newsletter - Average # Contacts	87,775
Website - Average # Users	23,157



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK PRINT

Avg Qual Audience:
24,507



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE

Avg # of Users:
23,157



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER

Avg # of Contacts:
87,775