

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.

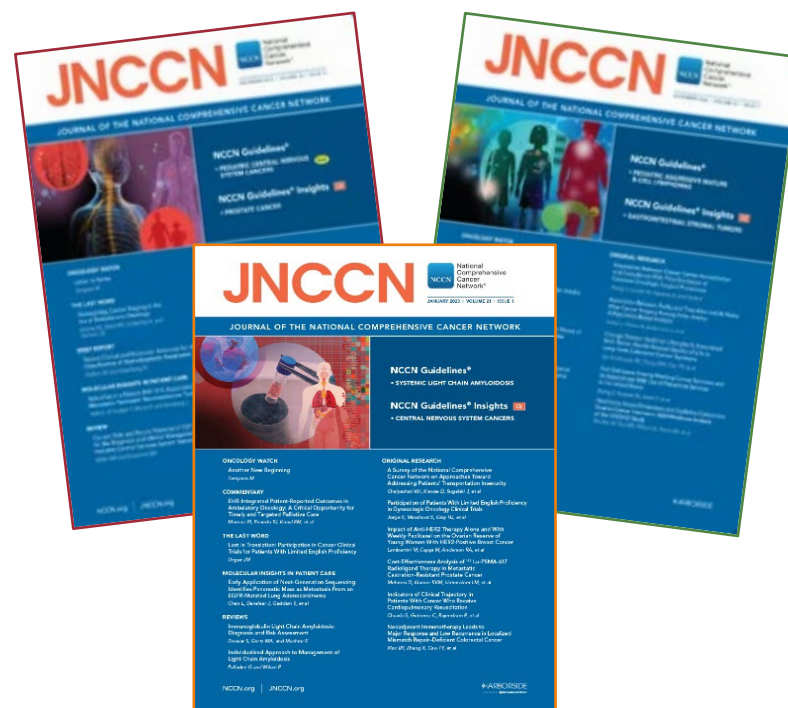
Definition of Recipient Qualification:

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.

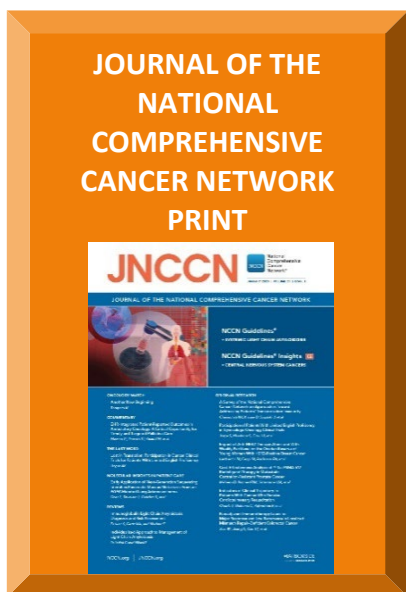


Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	7,109	4,531	1,740	13,380	55%
Assoc. Society Membership	1,552	0	0	1,552	6%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	9,583	0	0	9,583	39%
Total Qualified Audience	18,244	4,531	1,740	24,515	100%

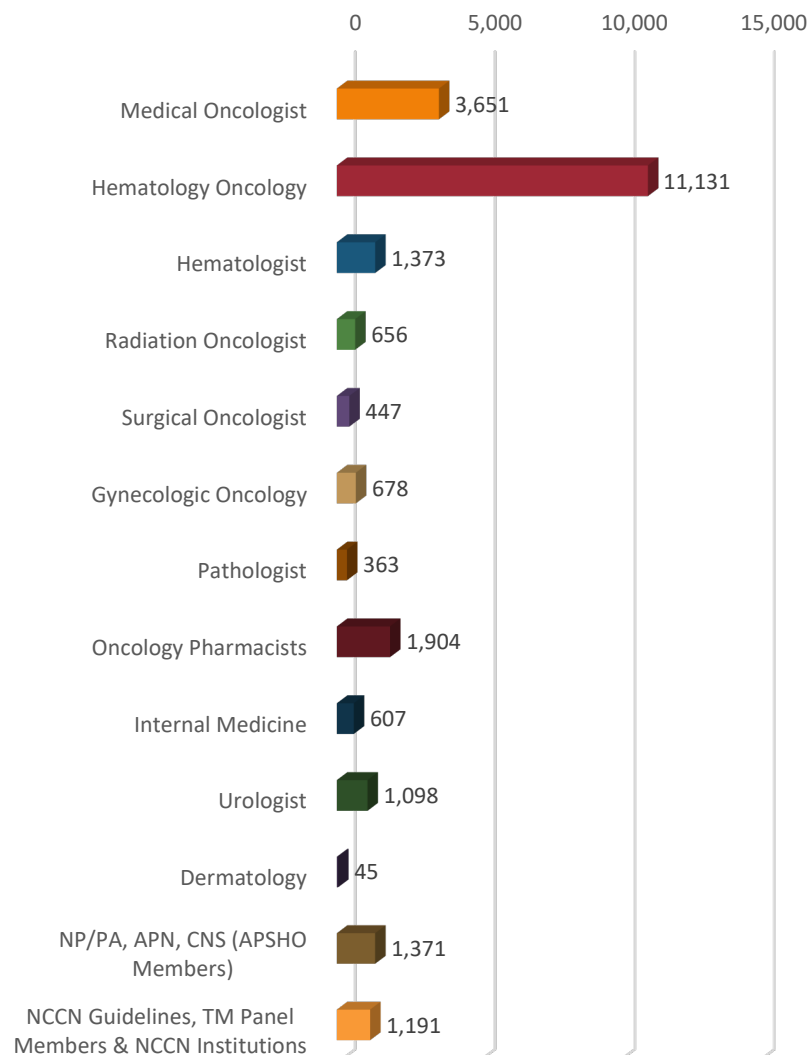
Journal	
JNCCCN Qualified Audience	Copies
July 2022	24,506
August 2022	24,510
September 2022	24,512
October 2022	24,499
November 2022	24,485
December 2022	24,502
January 2023	24,515
Average	24,504



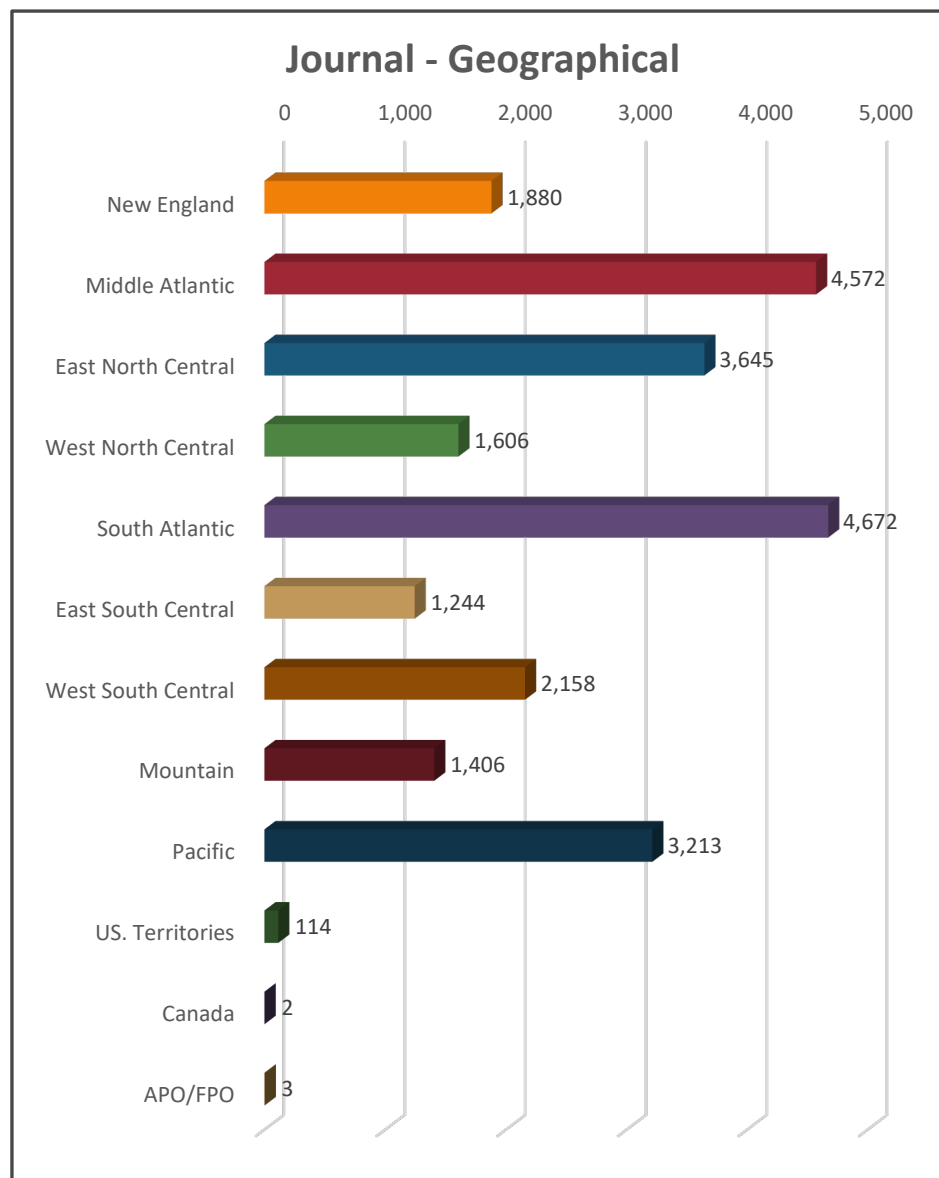
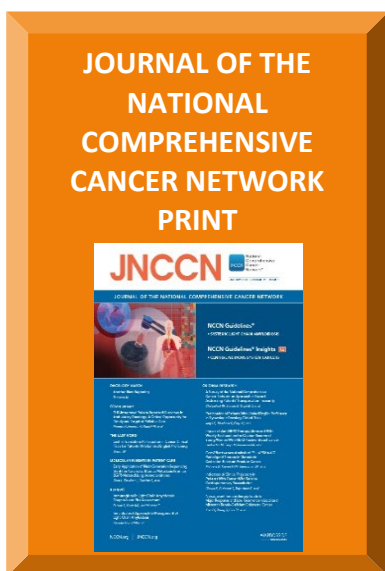
Journal - Primary Business		
Title	Copies	%
Medical Oncologist	3,651	15%
Hematology Oncology	11,131	45%
Hematologist	1,373	6%
Radiation Oncologist	656	3%
Surgical Oncologist	447	2%
Gynecologic Oncology	678	3%
Pathologist	363	1%
Oncology Pharmacists	1,904	8%
Internal Medicine	607	2%
Urologist	1,098	4%
Dermatology	45	0%
NP/PA, APN, CNS (APSHO Members)	1,371	6%
NCCN Guidelines, TM Panel Members & NCCN Institutions	1,191	5%
Total Qualified Audience	24,515	100%



Journal - Primary Business



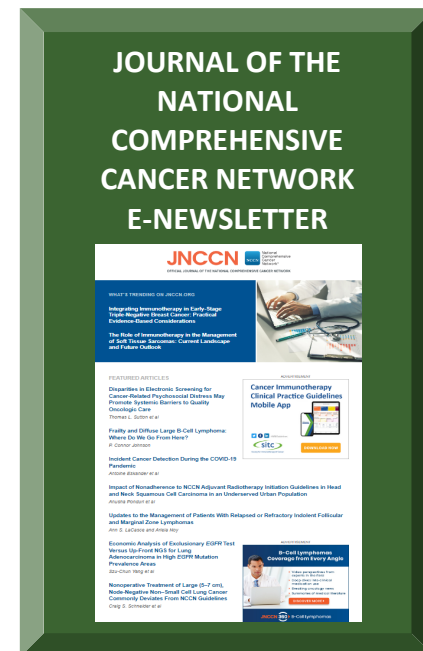
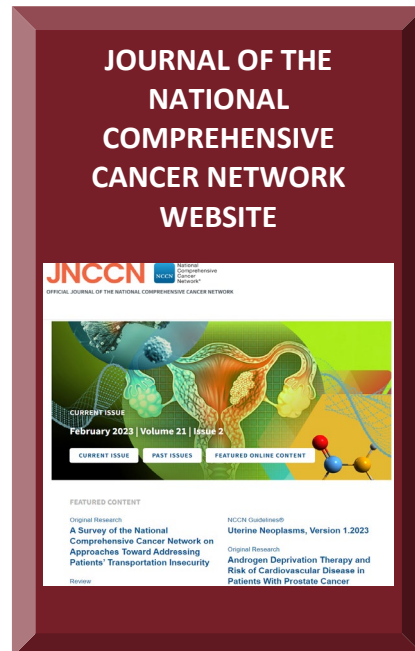
Journal - Geographical		
Region	Copies	%
New England	1,880	7.7%
Middle Atlantic	4,572	18.6%
East North Central	3,645	14.9%
West North Central	1,606	6.6%
South Atlantic	4,672	19.1%
East South Central	1,244	5.1%
West South Central	2,158	8.8%
Mountain	1,406	5.7%
Pacific	3,213	13.1%
US. Territories	114	0.5%
Canada	2	0.0%
APO/FPO	3	0.0%
Total Qualified Audience	24,515	100%



E-Newsletter	
Date	E-table
07/07/22	117,269
07/14/22	116,139
07/21/22	115,467
07/28/22	115,284
08/04/22	115,033
08/11/22	79,149
08/18/22	90,293
08/25/22	90,164
09/01/22	90,027
09/08/22	92,109
09/15/22	91,169
09/22/22	91,008
09/29/22	90,913
10/06/22	92,742
10/13/22	91,896
10/20/22	91,829
10/27/22	91,609
11/03/22	94,867
11/10/22	93,544
11/17/22	92,553
12/01/22	92,413
12/08/22	95,261
12/15/22	93,201
12/22/22	93,647
Average	96,566

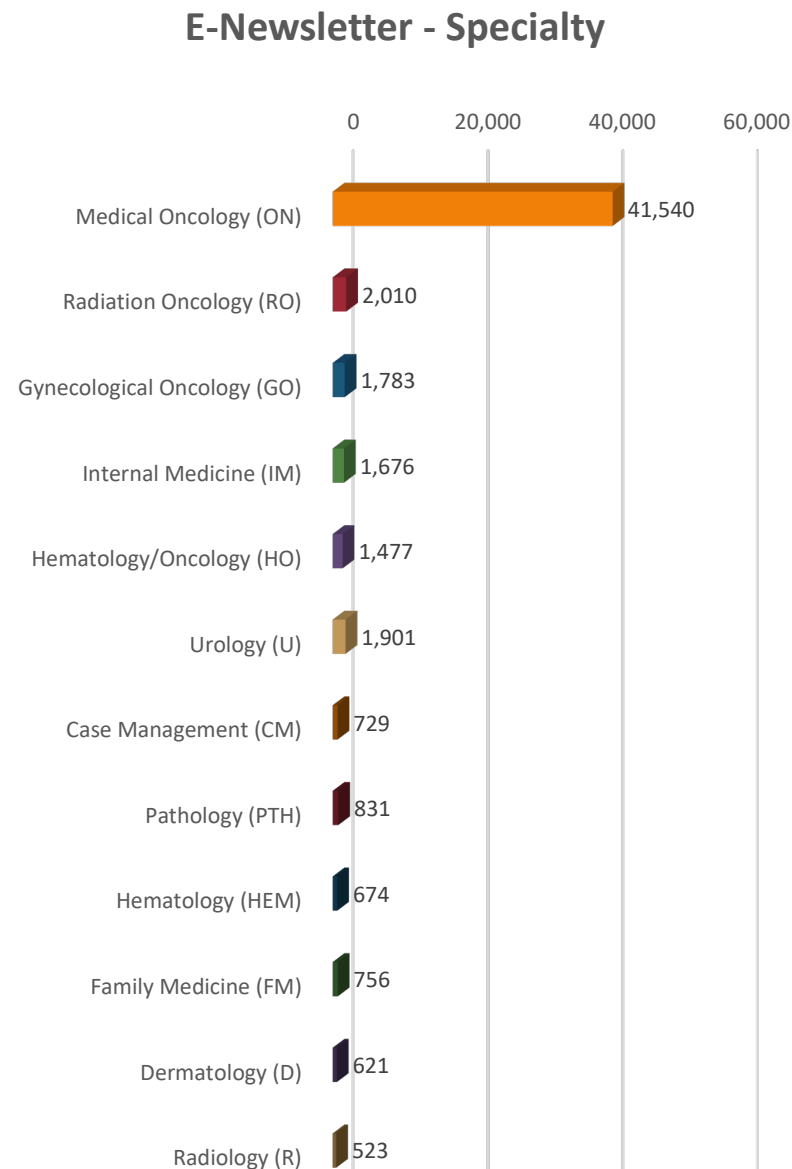
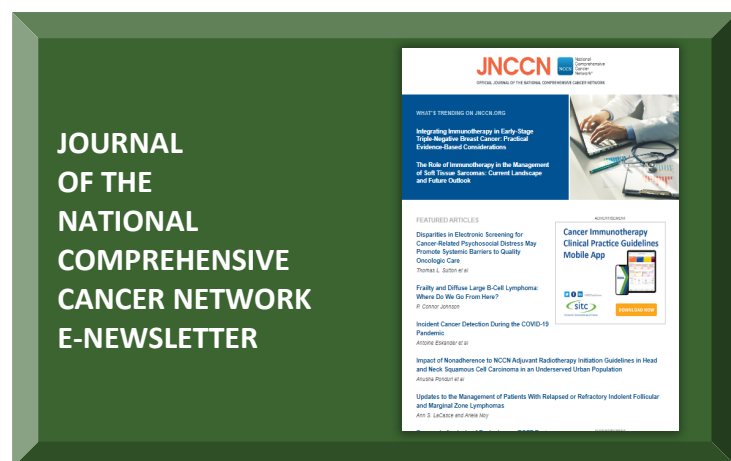
Website			
WWW.JNCCN.ORG	Pageviews	Sessions	Users
July	37,621	26,185	20,669
August	42,288	29,025	23,020
September	43,465	29,003	23,173
October	45,720	31,990	25,758
November	42,120	29,187	23,580
December	39,521	26,981	22,001
Average	41,789	28,729	23,034

Source: Google Analytics (US Only)



E-Newsletter - Specialty		
Title	Sends	%
Medical Oncology (ON)	41,540	47.6%
Radiation Oncology (RO)	2,010	2.3%
Gynecological Oncology (GO)	1,783	2.0%
Internal Medicine (IM)	1,676	1.9%
Hematology/Oncology (HO)	1,477	1.7%
Urology (U)	1,901	2.2%
Case Management (CM)	729	0.8%
Pathology (PTH)	831	1.0%
Hematology (HEM)	674	0.8%
Family Medicine (FM)	756	0.9%
Dermatology (D)	621	0.7%
Radiology (R)	523	0.6%
Other + Unknown	32,772	37.5%
Total Qualified Audience	87,293	100%

Source: Blueconic (US Only)



*Graph includes verified HCPs only

Audience Summary - Channels

Journal - Average Qualified Audience	24,504
E-Newsletter - Average # Contacts	96,566
Website - Average # Users	23,034



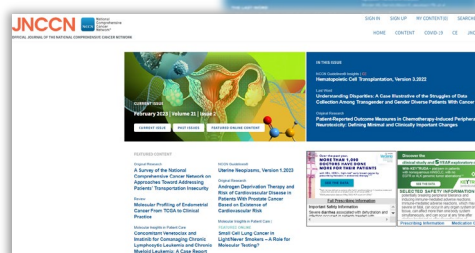
JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK PRINT

Avg Qual Audience:
24,504



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE

Avg # of Users:
23,034



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER

Avg # of Contacts:
96,566

