

The ASCO® Post

Audience Profile

THE ASCO POST is a B2B brand intended for individuals with broad-based interests in oncology. The brand content and editorial scope of the publication includes news on major oncology meetings, important summaries of evidence-based research, news from ASCO, and commentary. The content of every issue is also available to subscribers globally via the online digital version.

Fields Served:

The ASCO Post serves the fields of medical oncology, hematology-oncology, gynecologic-oncology, hematology, radiation oncology, surgical oncology, urology, pediatric hematology-oncology, oncology pharmacology, pathology, internal medicine, oncology nurse practitioners, and all ASCO US-based Members.

Definition of Recipient Qualification:

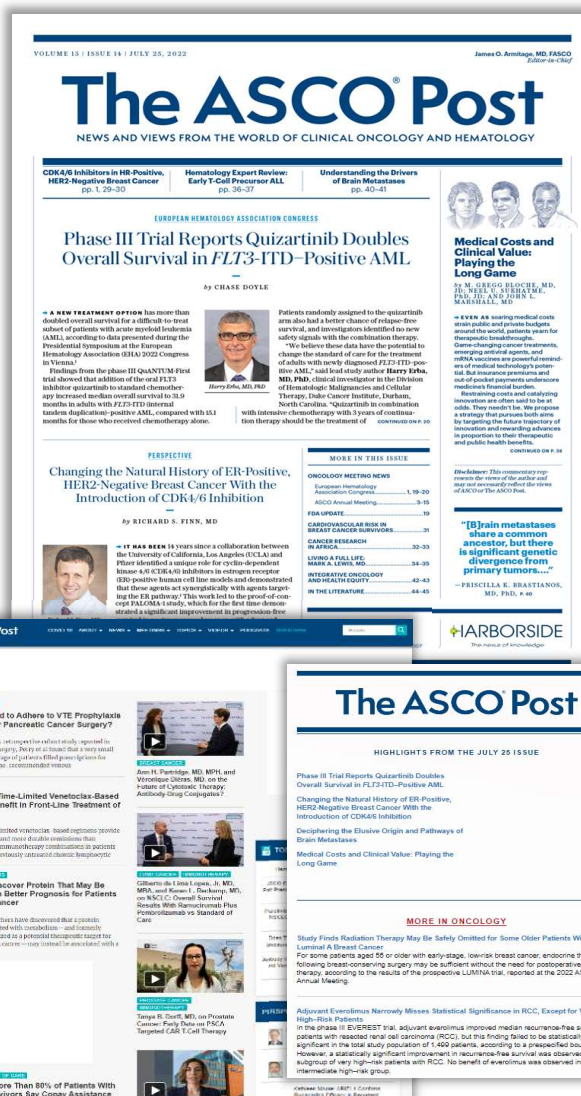
Qualified individuals are titled and non-titled personnel within the field of oncology-hematology.

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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 ASCO Post 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: Issue 14 Jul 25 2022



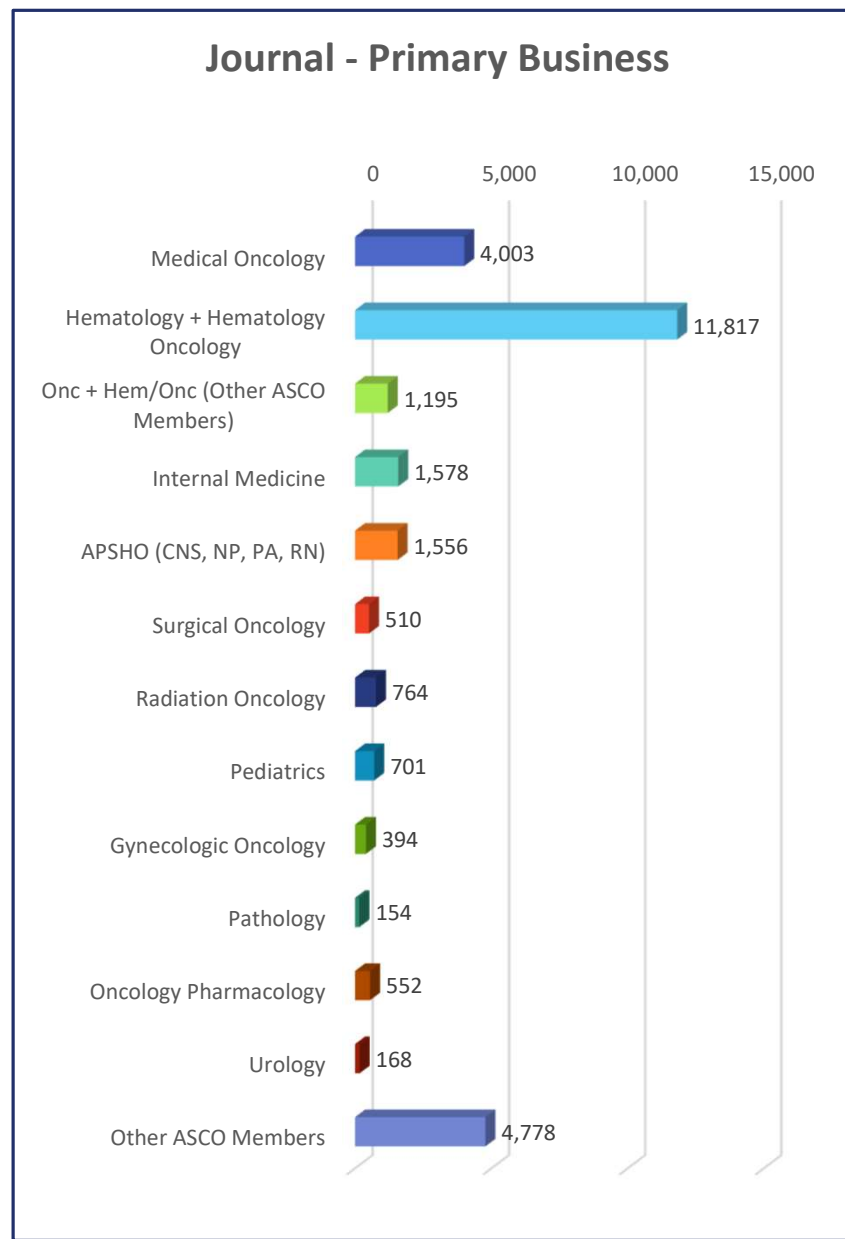
*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
Qualification Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Personal Direct Request	1,669	393	389	2,451	9%
Assoc. Society Membership	18,633	0	0	18,633	66%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	7,086	0	0	7,086	25%
Total Qualified Audience	27,388	393	389	28,170	100%

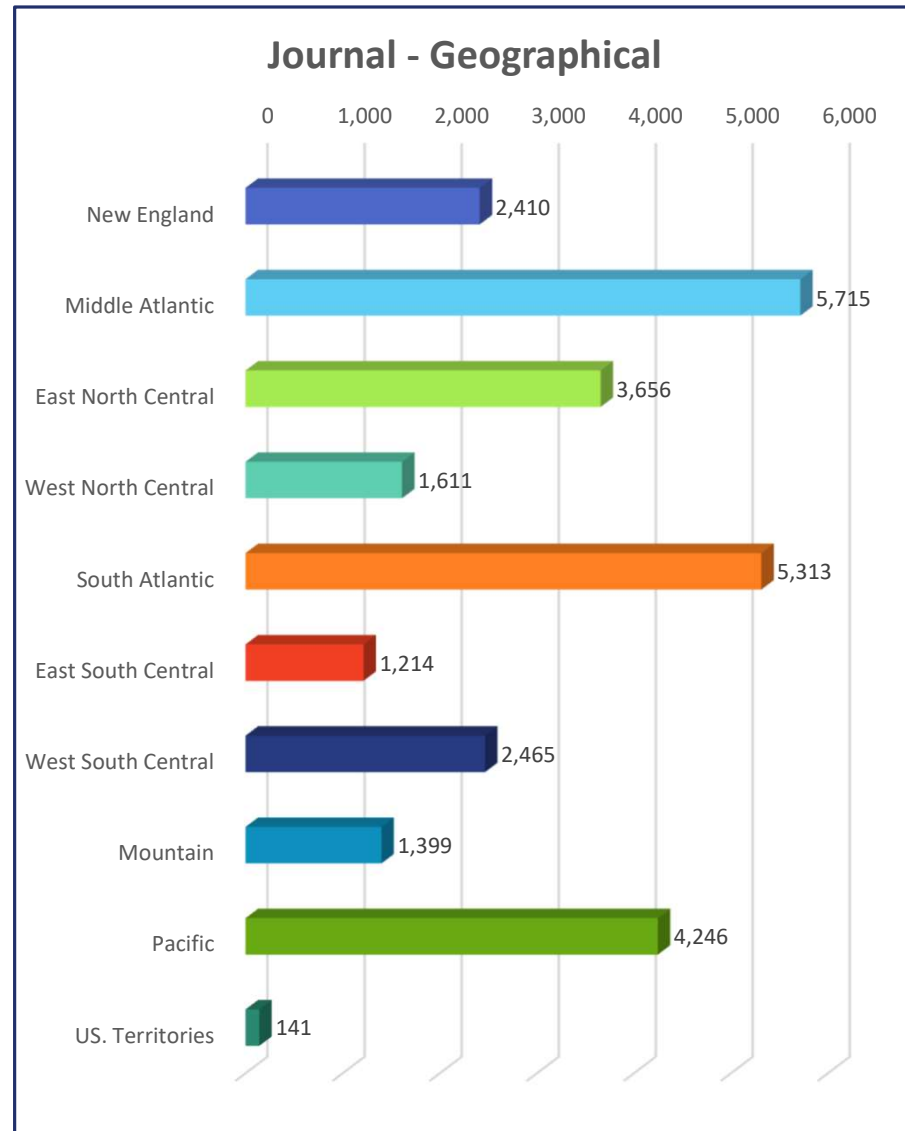
Journal	
ASCO Qualified Audience	Copies
Jan 25, 2022	28,140
Feb 10, 2022	28,140
Feb 25, 2022	28,165
Mar 10, 2022	28,165
Mar 25, 2022	28,190
Apr 10, 2022	28,190
Apr 25, 2022	28,165
May 10, 2022	28,165
May 25, 2022	28,168
Jun 3, 2022	28,168
Jun 10, 2022	28,168
Jun 25, 2022	28,171
Jul 10, 2022	28,171
Jul 25, 2022	28,170
Average	28,167



Journal - Primary Business		
Title	Copies	%
Medical Oncology	4,003	14%
Hematology + Hematology Oncology	11,817	42%
Onc + Hem/Onc (Other ASCO Members)	1,195	4%
Internal Medicine	1,578	6%
APSHO (CNS, NP, PA, RN)	1,556	6%
Surgical Oncology	510	2%
Radiation Oncology	764	3%
Pediatrics	701	2%
Gynecologic Oncology	394	1%
Pathology	154	1%
Oncology Pharmacology	552	2%
Urology	168	1%
Other ASCO Members	4,778	17%
Total Qualified Audience	28,170	100%



Journal - Geographical		
Region	Copies	%
New England	2,410	9%
Middle Atlantic	5,715	20%
East North Central	3,656	13%
West North Central	1,611	6%
South Atlantic	5,313	19%
East South Central	1,214	4%
West South Central	2,465	9%
Mountain	1,399	5%
Pacific	4,246	15%
US. Territories	141	1%
Total Qualified Audience	28,170	100%



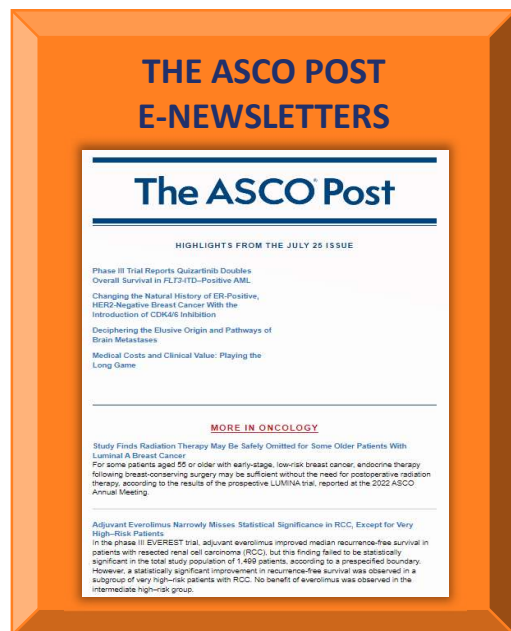
The ASCO Post WEBSITE and E-NEWSLETTER

ETOC/Evening News		
Month	Issues Sent	Number of Contacts
January	20 issues	20,058
February	16 issues	20,354
March	19 issues	20,492
April	19 issues	20,345
May	18 issues	20,536
June	21 issues	20,555
July	18 issues	21,140
Average		20,497

Source: Higher Logic (US Only)

Website			
www.ascopost.com	Pageviews	Sessions	Users
January	167,236	135,062	104,158
February	162,274	130,800	101,594
March	179,684	143,629	110,482
April	177,923	140,982	108,835
May	162,203	130,745	101,828
June	201,974	157,846	119,879
July	158,028	127,528	100,031
Average	172,760	138,085	106,687

Source: Google Analytics (US Only)

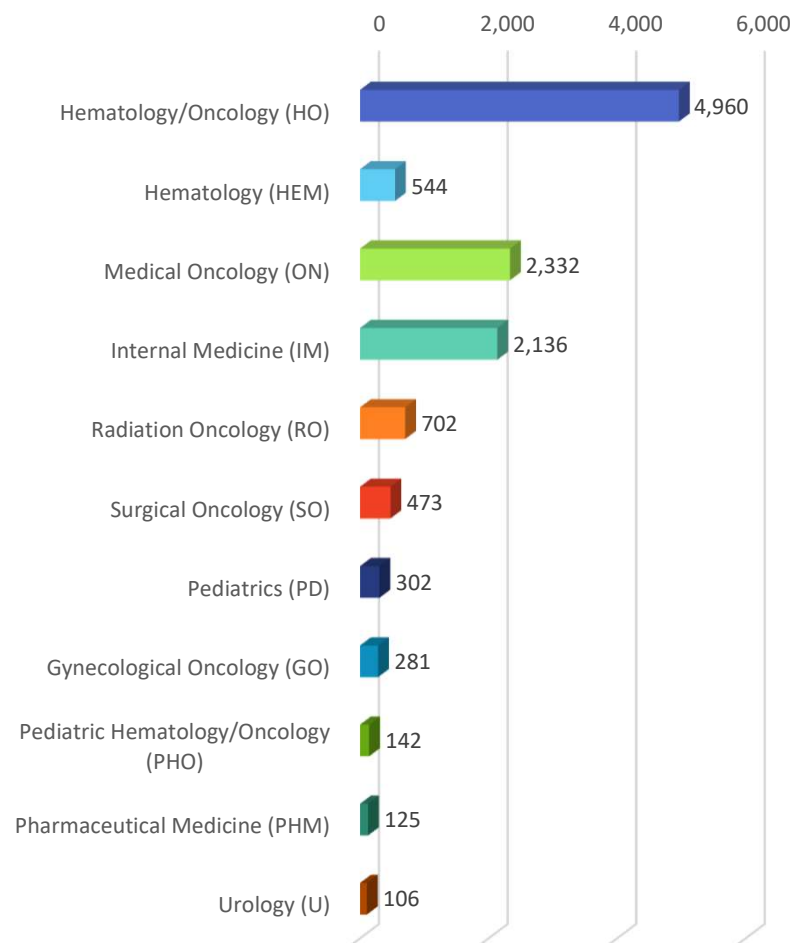


E-Newsletter - Specialty		
Title	Copies	%
Hematology/Oncology (HO)	4,960	21.0%
Hematology (HEM)	544	2.3%
Medical Oncology (ON)	2,332	9.9%
Internal Medicine (IM)	2,136	9.1%
Radiation Oncology (RO)	702	3.0%
Surgical Oncology (SO)	473	2.0%
Pediatrics (PD)	302	1.3%
Gynecological Oncology (GO)	281	1.2%
Pediatric Hematology/Oncology (PHO)	142	0.6%
Pharmaceutical Medicine (PHM)	125	0.5%
Urology (U)	106	0.4%
Other + Unknown	11,492	48.7%
Total Qualified Audience	23,595	100%

Source: Blueconic (US Only)



E-Newsletter - Specialty



*Graph includes verified HCPs only

The ASCO Post SUMMARY

Audience Summary - Channels

Journal - Average Qualified Audience	28,167
E-Newsletter (ETOC/Evening News) - Average # Contacts	20,497
Website - Average # Users	106,687

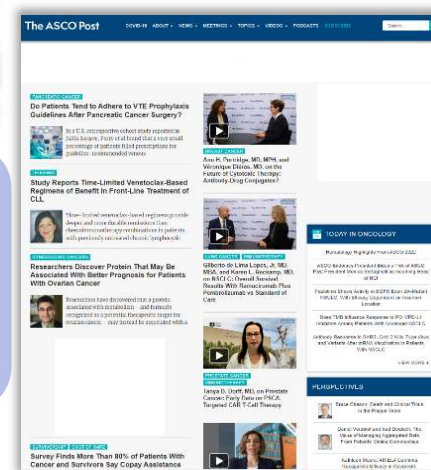


THE ASCO POST PRINT

Avg Qual Audience:
28,167

THE ASCO POST WEBSITE

Avg # Users:
106,687



The ASCO Post

HIGHLIGHTS FROM THE JULY 26 ISSUE

Phase III Trial Reports Quizartinib Doubles Overall Survival in FLT3-ITD-Positive AML.
Changing the Natural History of ER-Positive, HER2-Negative Breast Cancer With the Introduction of CDK4/6 Inhibition.
Disseminating the Elusive Origin and Pathways of Brain Metastases.
Medical Costs and Clinical Value: Playing the Long Game.

MORE IN ONCOLOGY

Study Finds Radiation Therapy May Be Safely Omitted for Some Older Patients With Luminal A Breast Cancer.
For some patients aged 65 or older with early-stage, low-risk breast cancer, endocrine therapy following breast-conserving surgery may be sufficient without the need for postoperative radiation therapy, according to the results of the prospective LUMINA trial, reported at the 2022 ASCO Annual Meeting.
Adjuvant Everolimus Narrowly Misses Statistical Significance in RCC, Except for Very High-Risk Patients.
In the phase III EVEREST trial, adjuvant everolimus improved median recurrence-free survival in patients with resected renal cell carcinoma (RCC), but this finding failed to be statistically significant in the total study population of 1,400 patients, according to a prespecified boundary. However, a statistically significant improvement in recurrence-free survival rate was observed in a subgroup of very high-risk patients with RCC. No benefit of everolimus was observed in the intermediate high-risk group.

THE ASCO POST E-NEWSLETTERS

Avg # of Contacts:
20,497