

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.

Harborside Press
94 North Woodhull Road
Huntington, NY 11743
Tel. No.: 631.692.0800
Fax No.: 631.692.0805
www.hbside.com



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.

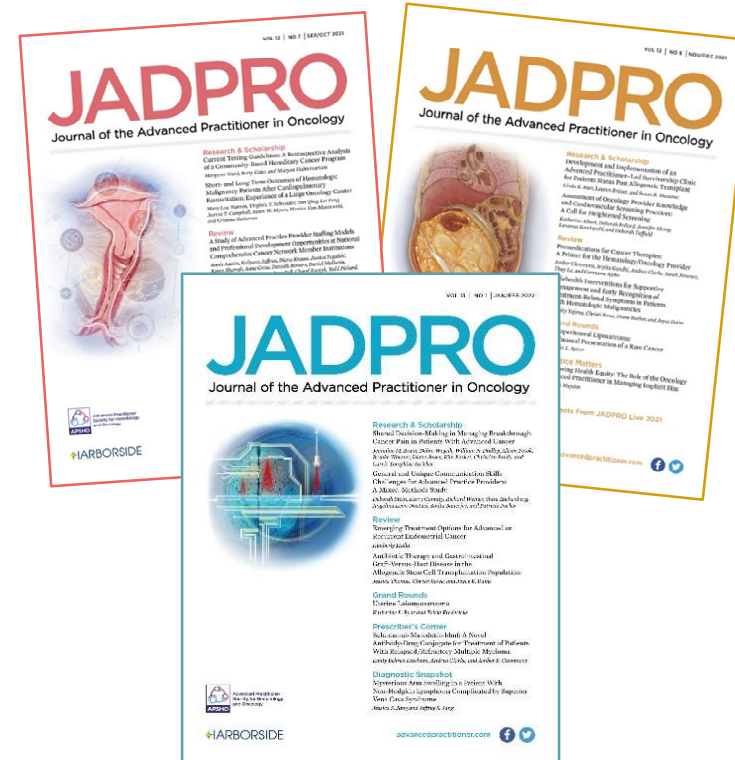


All Data in this report is based on: Jan/Feb 2022

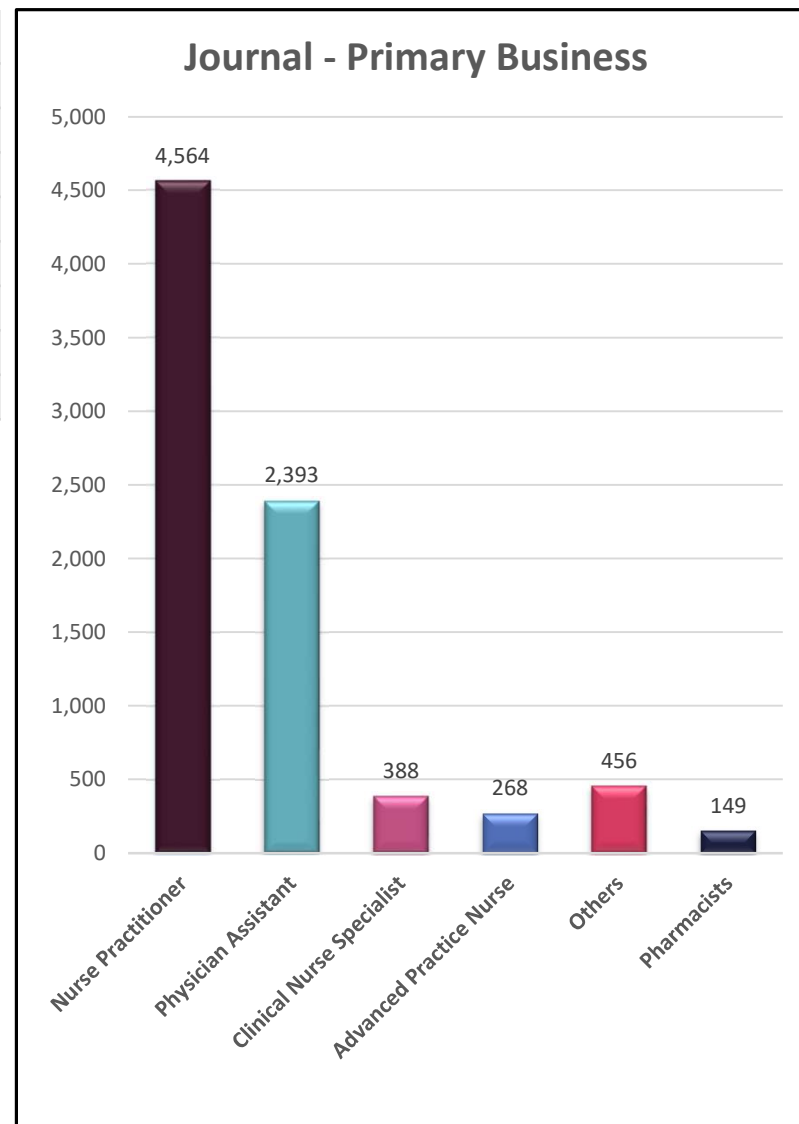
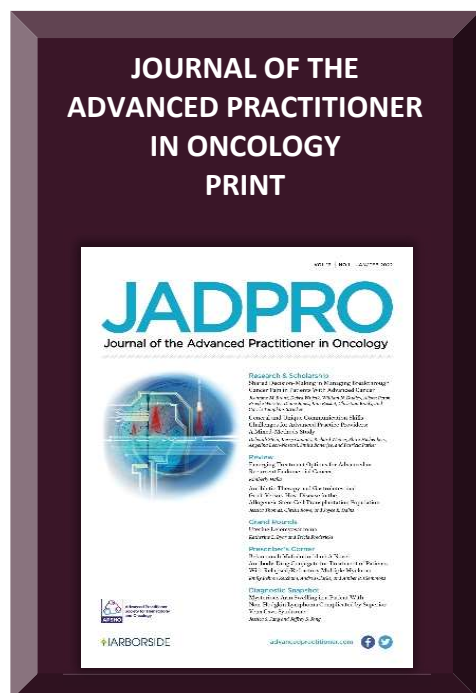
*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	1,896	713	875	3,484	42%
Assoc. Society Membership	426	0	0	426	5%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	4,308	0	0	4,308	52%
Total Qualified Audience	6,630	713	875	8,218	100%

Journal	
JADPRO Qualified Audience	Copies
July 2021	8,856
August 2021	8,620
Sept/Oct 2021	8,202
Nov/Dec 2021	8,423
Current (Jan/Feb 2022)	8,218
Average	8,464



Journal - Primary Business		
Title	Copies	%
Nurse Practitioner	4,564	56%
Physician Assistant	2,393	29%
Clinical Nurse Specialist	388	5%
Advanced Practice Nurse	268	3%
Others	456	6%
Pharmacists	149	2%
Total Qualified Audience	8,218	100%



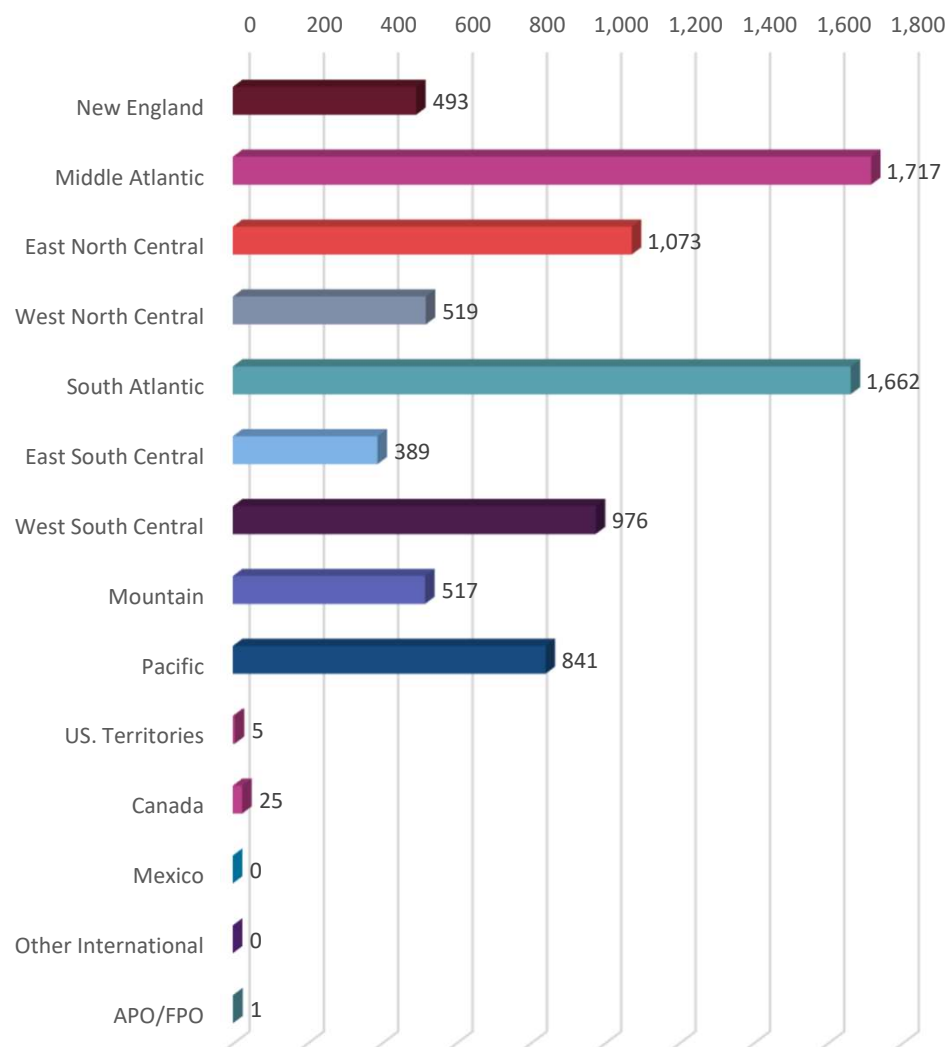
Journal - Geographical

Region	Copies	%
New England	493	6%
Middle Atlantic	1,717	21%
East North Central	1,073	13%
West North Central	519	6%
South Atlantic	1,662	20%
East South Central	389	5%
West South Central	976	12%
Mountain	517	6%
Pacific	841	10%
UNITED STATES Sub Total	8,187	100%
US. Territories	5	0%
Canada	25	0%
Mexico	0	0%
Other International	0	0%
APO/FPO	1	0%
OTHER Sub Total	31	0%
Total Qualified Circulation	8,218	100%

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



Journal - Geographical

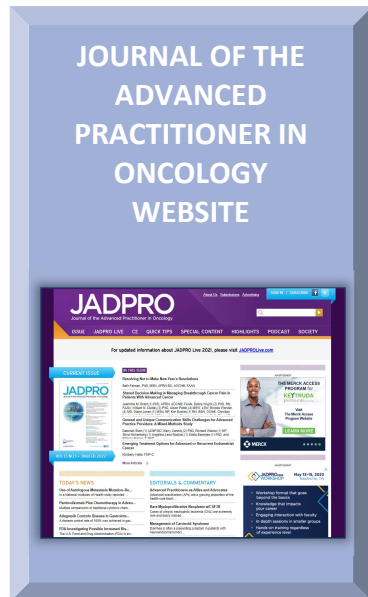
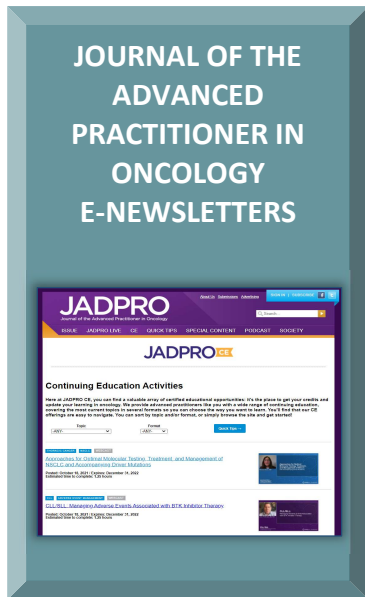


Website			
www.advancedpractitioner.com	Pageviews	Sessions	Users
July 2021	9,540	5,674	3,691
August 2021	10,483	6,106	3,974
September 2021	11,573	6,427	4,335
October 2021	11,336	6,712	4,610
November 2021	9,140	5,482	3,718
December 2021	10,852	6,393	4,462
Average	10,487	6,132	4,132

Source: Google Analytics (US Only)

E-Newsletter	
JADPRO E-Table	Contacts
07/07/21	19,756
07/14/21	25,233
07/21/21	25,040
07/28/21	28,125
08/04/21	27,959
08/11/21	27,644
08/18/21	27,489
08/25/21	27,353
09/01/21	27,209
09/08/21	27,158
09/15/21	26,943
09/22/21	33,736
09/29/21	33,548
10/06/21	33,269
10/13/21	33,078
10/20/21	32,809
10/27/21	32,678
11/03/21	32,595
11/10/21	32,454
11/17/21	32,324
11/24/21	33,077
12/01/21	32,946
12/08/21	32,966
12/15/21	32,921
12/22/21	32,837
12/29/21	32,520
Average	30,141

E-Newsletter Specialty		
Specialty	Copies	%
Medical Oncology (ON)	25,243	79%
Hematology/Oncology (HO)	648	2%
Other + Unknown	6,056	19%
Total	31,947	100%



Source: Higher Logic (US Only)

Audience Summary - Channels

Journal - Average Qualified Audience	8,464
E-Newsletter - Average # Contacts	30,141
Website - Average # Users	4,132



JOURNAL
OF THE
ADVANCED
PRACTITIONER
IN ONCOLOGY
PRINT

Avg Qual Audience:
8,464



JOURNAL
OF THE
ADVANCED
PRACTITIONER
IN ONCOLOGY
WEBSITE

Avg # of Users:
4,132



JOURNAL
OF THE
ADVANCED
PRACTITIONER
IN ONCOLOGY
E-NEWSLETTER

Avg # of Contacts:
30,141