

# 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  
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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 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.

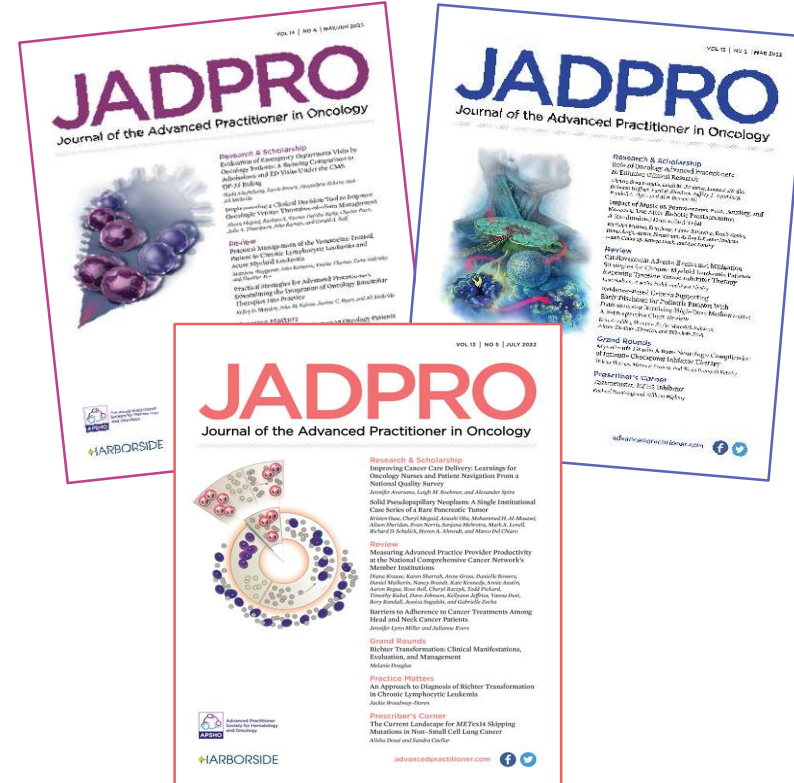


All Data in this report is based on: July 2022

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

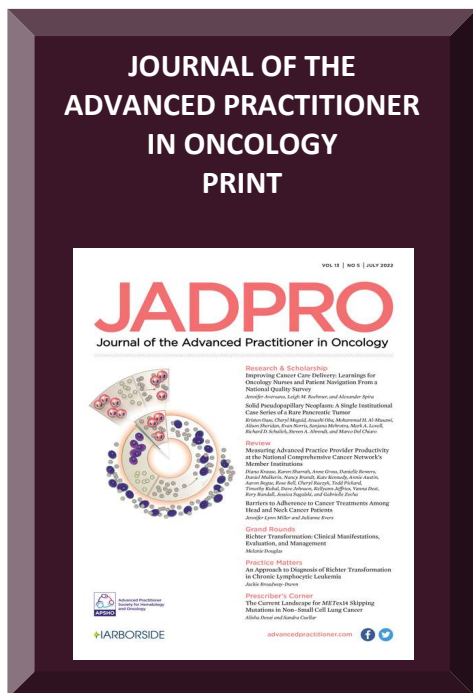
Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	1,939	597	775	3,311	40%
Assoc. Society Membership	381	0	0	381	5%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	4,531	0	0	4,531	55%
<b>Total Qualified Audience</b>	<b>6,851</b>	<b>597</b>	<b>775</b>	<b>8,223</b>	<b>100%</b>

Journal	
JADPRO Qualified Audience	Copies
Jan/Feb 2022	8,218
Mar 2022	8,221
Apr 2022	8,220
May/June 2022	8,217
July 2022	8,223
<b>Average</b>	<b>8,220</b>

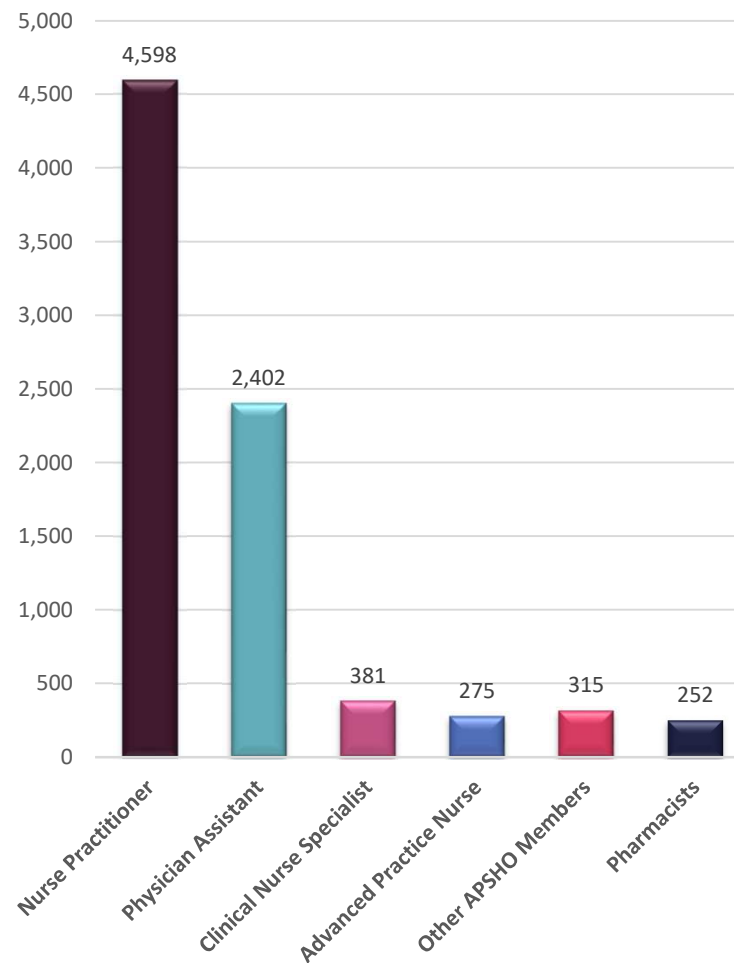


## Journal - Primary Business

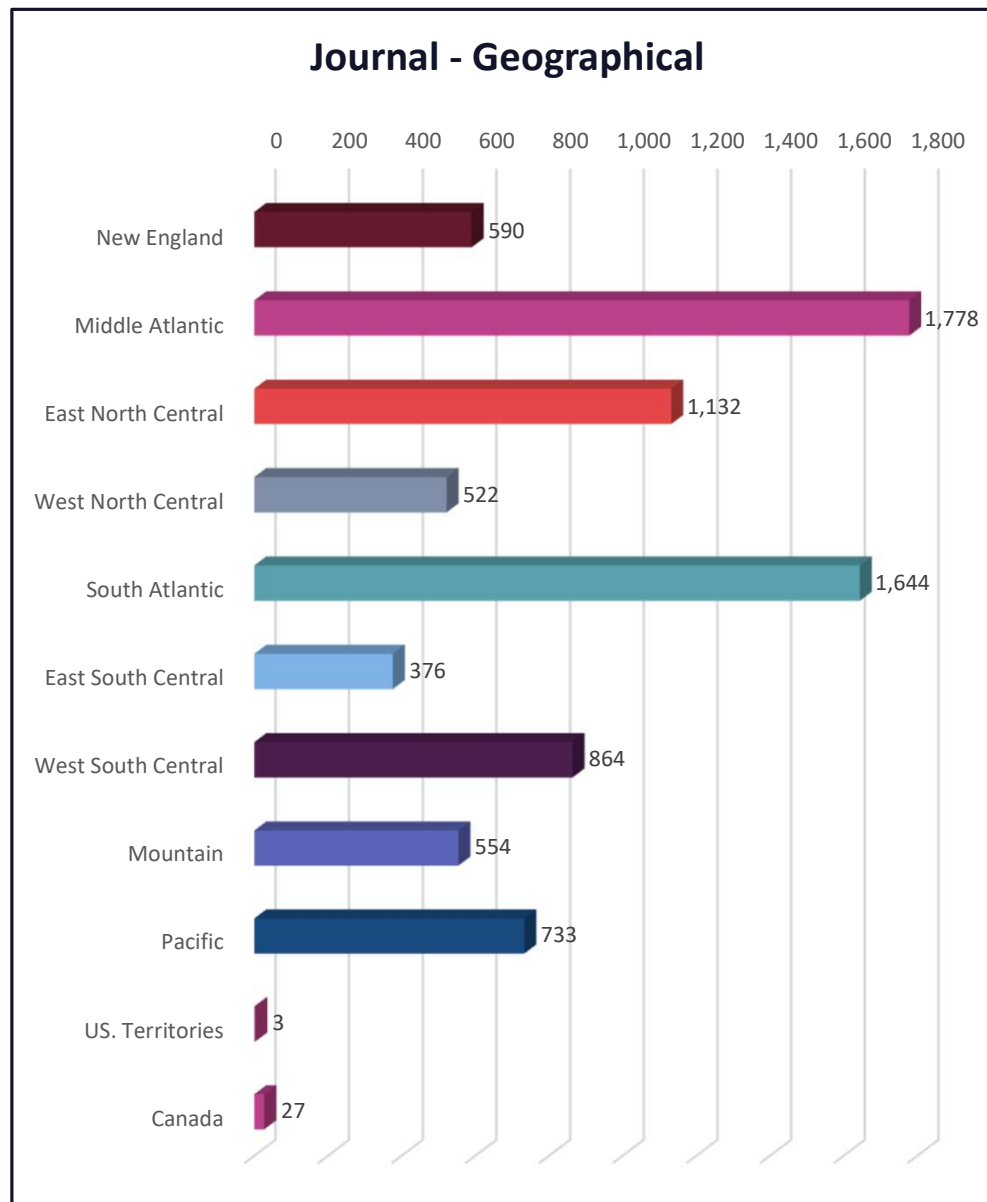
Title	Copies	%
Nurse Practitioner	4,598	56%
Physician Assistant	2,402	29%
Clinical Nurse Specialist	381	5%
Advanced Practice Nurse	275	3%
Other APSHO Members	315	4%
Pharmacists	252	3%
<b>Total Qualified Audience</b>	<b>8,223</b>	<b>100%</b>



## Journal - Primary Business



Journal - Geographical		
Region	Copies	%
New England	590	7%
Middle Atlantic	1,778	22%
East North Central	1,132	14%
West North Central	522	6%
South Atlantic	1,644	20%
East South Central	376	5%
West South Central	864	11%
Mountain	554	7%
Pacific	733	9%
<b>UNITED STATES Sub Total</b>	<b>8,193</b>	<b>100%</b>
US. Territories	3	0%
Canada	27	0%
<b>OTHER Sub Total</b>	<b>30</b>	<b>0%</b>
<b>Total Qualified Circulation</b>	<b>8,223</b>	<b>100%</b>

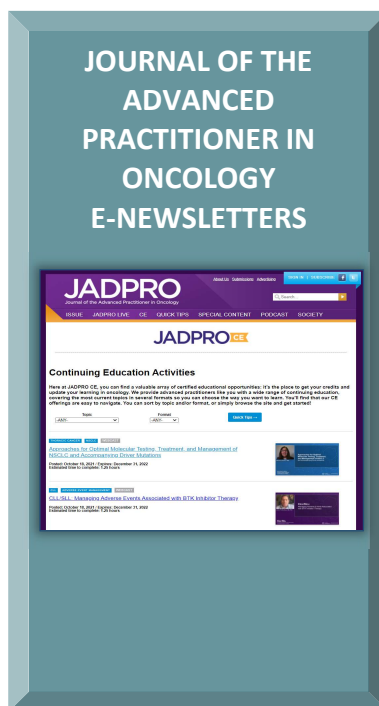


E-Newsletter			
JADPRO E-Table	Contacts	JADPRO E-Table	Contacts
01/10/22	15,946	04/05/22	15,703
01/11/22	15,802	04/13/22	15,695
01/12/22	15,783	04/14/22	15,692
01/19/22	15,772	04/20/22	15,652
01/21/22	15,756	04/20/22	15,670
01/25/22	15,738	04/21/22	15,635
01/28/22	15,739	04/27/22	15,617
01/28/22	17,301	04/28/22	15,608
01/31/22	16,259	04/28/22	15,613
02/03/22	15,729	05/02/22	15,595
02/03/22	17,267	05/05/22	15,600
02/07/22	15,703	05/06/22	15,698
02/16/22	15,748	05/11/22	15,608
02/18/22	15,729	05/17/22	15,606
02/23/22	15,717	05/24/22	15,593
02/24/22	15,715	05/27/22	15,580
02/28/22	15,694	05/27/22	17,189
03/08/22	16,364	06/03/22	17,163
03/10/22	15,747	06/07/22	15,576
03/14/22	16,413	06/10/22	15,596
03/17/22	16,385	06/14/22	15,596
03/21/22	16,369	06/15/22	17,191
03/22/22	15,756	06/16/22	15,580
03/24/22	15,723	06/29/22	15,839
03/28/22	15,710	06/30/22	15,839
03/28/22	16,316	07/08/22	16,640
03/28/22	17,241	07/14/22	16,609
03/30/22	15,698	07/19/22	16,546
03/31/22	16,307	07/20/22	16,673
04/04/22	16,243	07/29/22	16,521
04/04/22	16,298	<b>Average</b>	<b>16,011</b>

Source: Higher Logic (US Only)

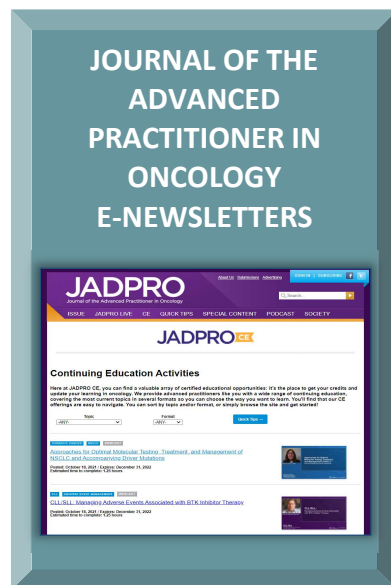
Website			
www.advancedpractitioner.com	Pageviews	Sessions	Users
January 2022	12,567	6,642	4,601
February 2022	10,628	6,178	4,231
March 2022	11,966	6,640	4,382
April 2022	12,361	6,778	4,409
May 2022	11,072	6,405	4,174
June 2022	11,355	6,834	4,628
July 2022	12,590	6,659	4,301
<b>Average</b>	<b>11,791</b>	<b>6,591</b>	<b>4,389</b>

Source: Google Analytics (US Only)

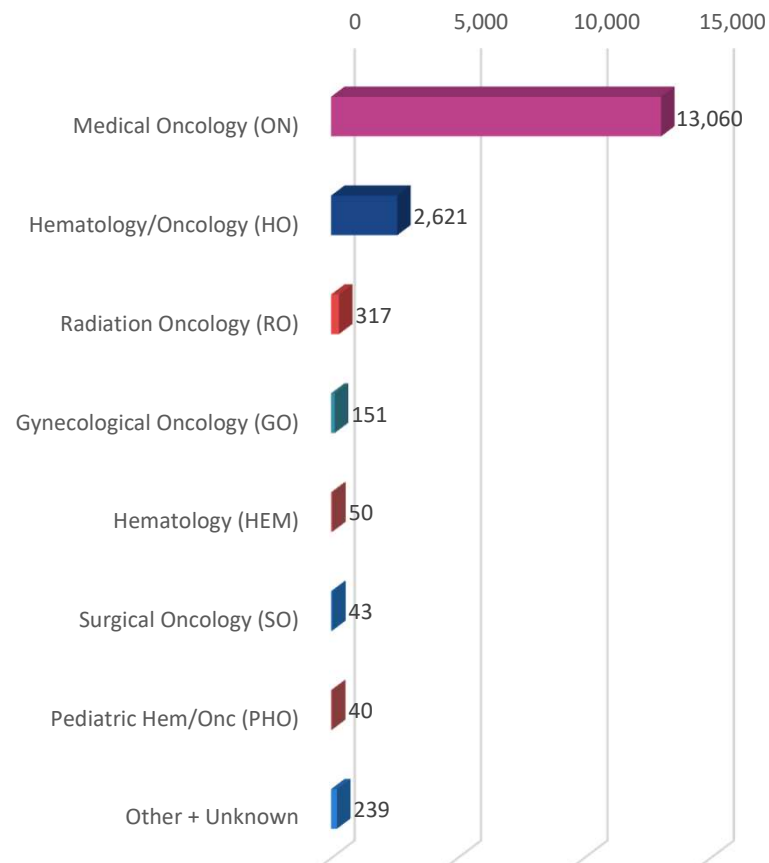


E-Newsletter - Specialty		
Title	Copies	%
Medical Oncology (ON)	13,060	79%
Hematology/Oncology (HO)	2,621	16%
Radiation Oncology (RO)	317	2%
Gynecological Oncology (GO)	151	1%
Hematology (HEM)	50	0%
Surgical Oncology (SO)	43	0%
Pediatric Hem/Onc (PHO)	40	0%
Other + Unknown	239	1%
<b>Total Qualified Audience</b>	<b>16,521</b>	<b>100%</b>

Source: Higher Logic (US Only)



## E-Newsletter - Specialty





### Audience Summary - Channels

Journal - Average Qualified Audience	8,220
E-Newsletter - Average # Contacts	16,011
Website - Average # Users	4,389



JOURNAL  
OF THE  
ADVANCED  
PRACTITIONER  
IN ONCOLOGY  
PRINT

Avg Qual Audience:  
8,220



JOURNAL  
OF THE  
ADVANCED  
PRACTITIONER  
IN ONCOLOGY  
WEBSITE

Avg # of Users:  
4,389



JOURNAL  
OF THE  
ADVANCED  
PRACTITIONER  
IN ONCOLOGY  
E-NEWSLETTER

Avg # of Contacts:  
16,011