

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.

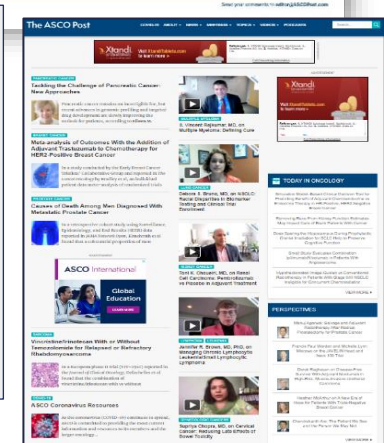
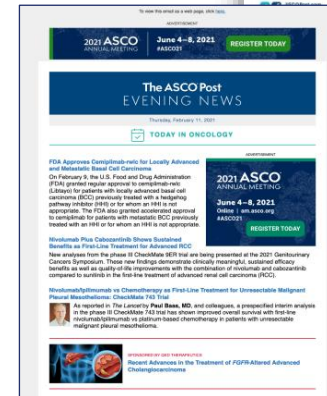
Definition of Recipient Qualification:

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

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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 2021

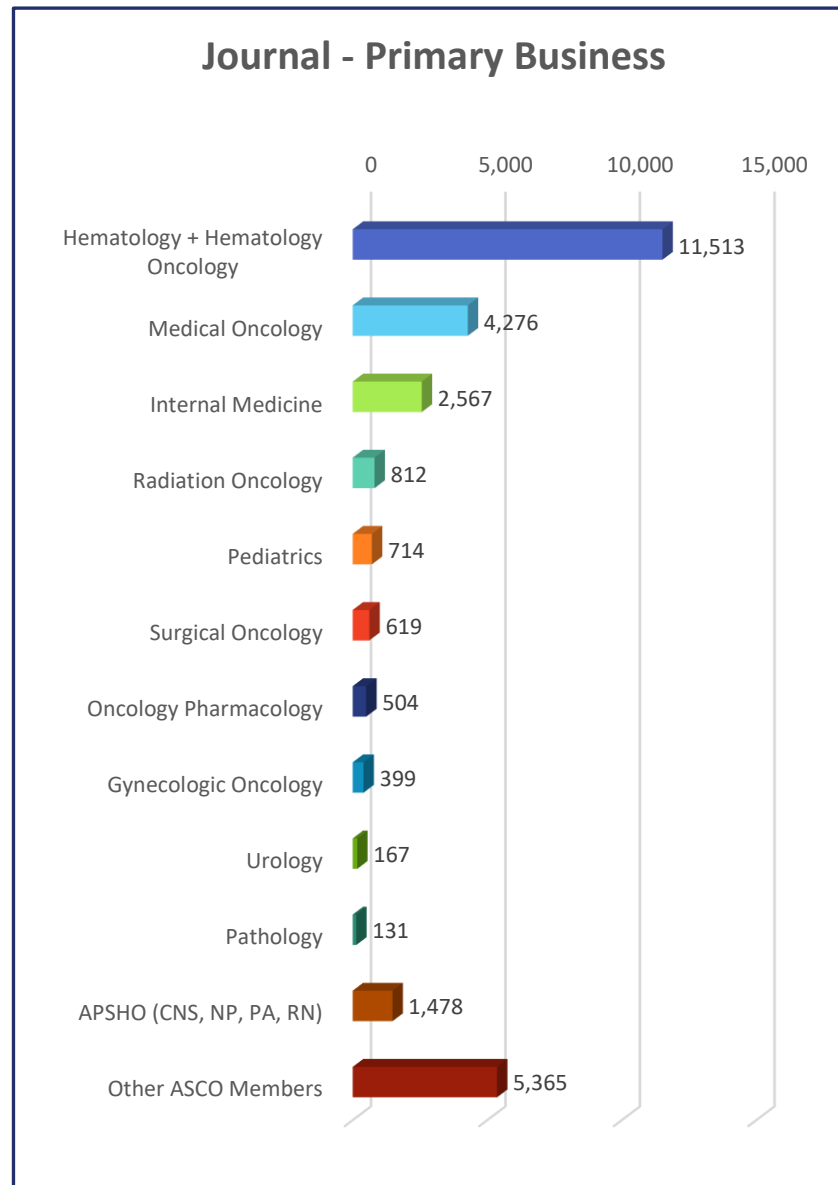
*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
Qualification Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Personal Direct Request	19,582	338	437	20,357	71%
Assoc. Society Membership	8,189	0	0	8,189	29%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	0	0	0	0	0%
Total Qualified Audience	27,771	338	437	28,546	100%

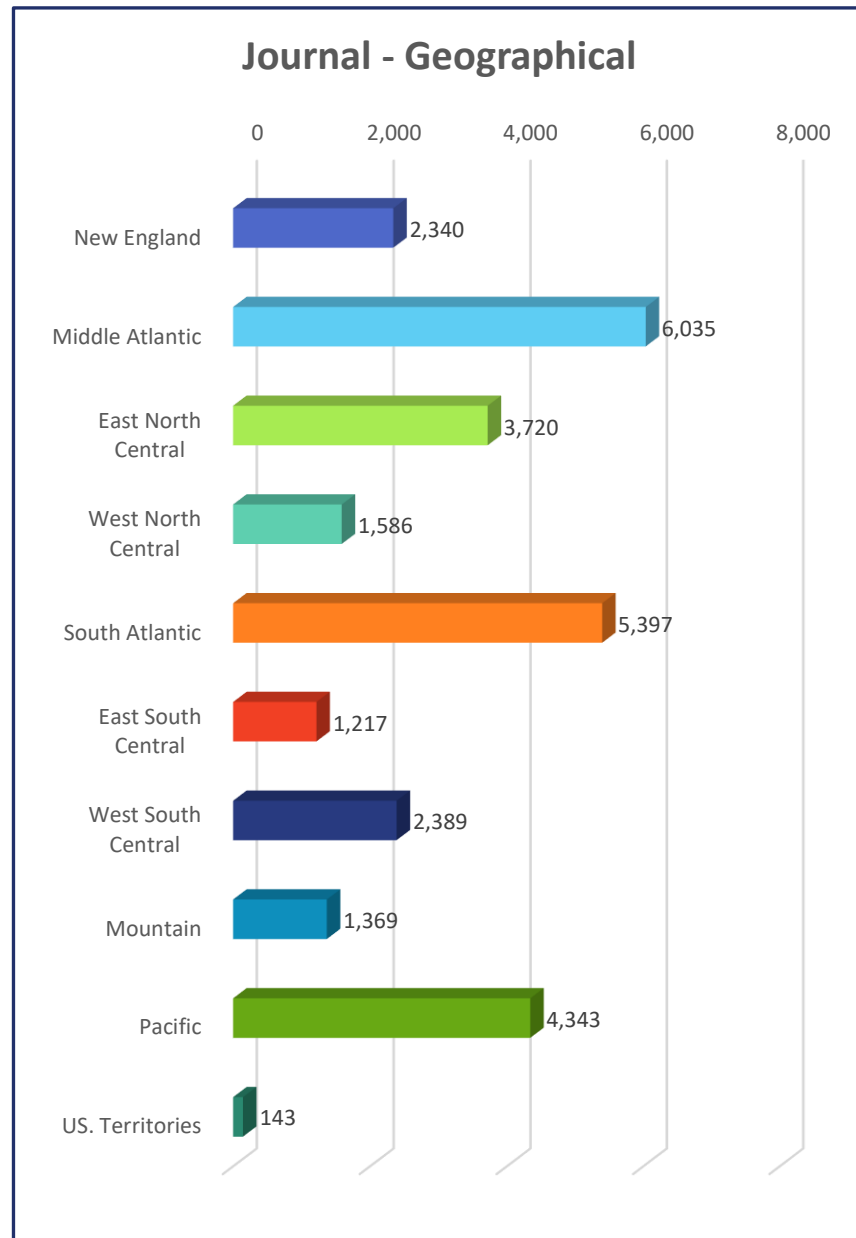
Journal	
ASCO Qualified Audience	Copies
Jan 25, 2021	27,645
Feb 10, 2021	27,645
Feb 25, 2021	27,622
Mar 10, 2021	27,622
Mar 25, 2021	28,120
Apr 10, 2021	28,120
Apr 25, 2021	28,062
May 10, 2021	28,062
May 25, 2021	28,110
Jun 3, 2021	28,110
Jun 10, 2021	28,110
Jun 25, 2021	28,077
Jul 10, 2021	28,077
Current (Issue 14 Jul 25 2021)	28,546
Average	27,995



Journal - Primary Business		
Title	Copies	%
Hematology + Hematology Oncology	11,513	40%
Medical Oncology	4,276	15%
Internal Medicine	2,567	9%
Radiation Oncology	812	3%
Pediatrics	714	3%
Surgical Oncology	619	2%
Oncology Pharmacology	504	2%
Gynecologic Oncology	399	1%
Urology	167	1%
Pathology	131	0%
APSHO (CNS, NP, PA, RN)	1,478	5%
Other ASCO Members	5,365	19%
Total Qualified Audience	28,545	100%



Journal - Geographical		
Region	Copies	%
New England	2,340	8%
Middle Atlantic	6,035	21%
East North Central	3,720	13%
West North Central	1,586	6%
South Atlantic	5,397	19%
East South Central	1,217	4%
West South Central	2,389	8%
Mountain	1,369	5%
Pacific	4,343	15%
US. Territories	143	1%
Total Qualified Audience	28,539	100%



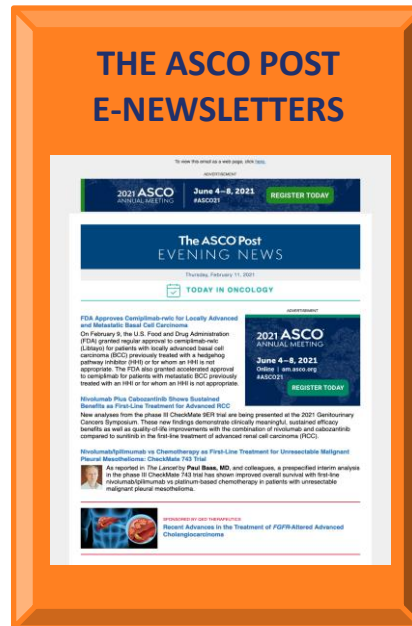
The ASCO Post WEBSITE and E-NEWSLETTER

E-Newsletter	
Date	Evening News
6/1/2021	20,557
6/2/2021	20,556
6/4/2021	20,382
6/6/2021	20,393
6/7/2021	20,394
6/8/2021	20,389
6/9/2021	20,617
6/11/2021	20,942
6/14/2021	21,081
6/15/2021	20,381
6/16/2021	20,403
6/17/2021	21,169
6/18/2021	20,410
6/21/2021	20,728
6/22/2021	20,402
6/23/2021	20,629
6/24/2021	20,878
6/28/2021	20,303
6/29/2021	20,311
Average	20,575

Source: Higher Logic (US Only)

Website			
www.ascopost.com	Pageviews	Sessions	Users
Jan 2021	176,994	139,057	108,644
Feb 2021	172,741	138,353	108,016
Mar 2021	186,651	150,600	117,310
Apr 2021	184,665	146,110	113,114
May 2021	171,446	138,696	107,375
Jun 2021	188,874	147,422	111,842
Average	180,229	143,373	111,050

Source: Google Analytics (US Only)

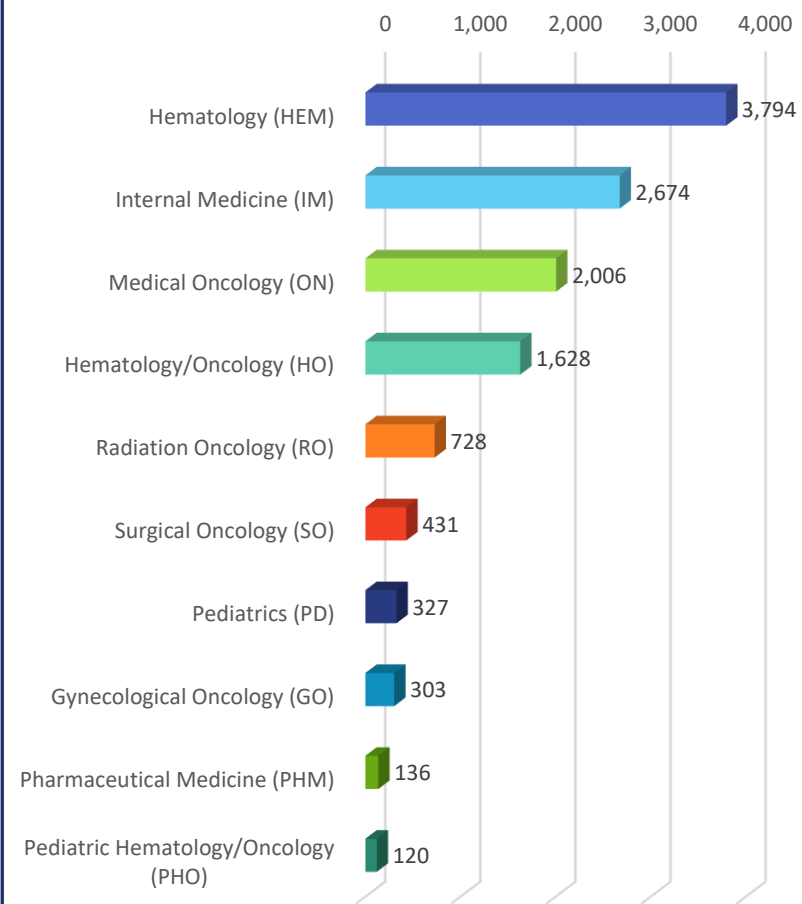


E-Newsletter - Specialty		
Title	Copies	%
Hematology (HEM)	3,794	19%
Internal Medicine (IM)	2,674	13%
Medical Oncology (ON)	2,006	10%
Hematology/Oncology (HO)	1,628	8%
Radiation Oncology (RO)	728	4%
Surgical Oncology (SO)	431	2%
Pediatrics (PD)	327	2%
Gynecological Oncology (GO)	303	1%
Pharmaceutical Medicine (PHM)	136	1%
Pediatric Hematology/Oncology (PHO)	120	1%
Other + Unkown	8,164	40%
Total Qualified Audience	20,311	100%

Source: Blueconic (US Only)



E-Newsletter - Specialty



*Graph includes verified HCPs only

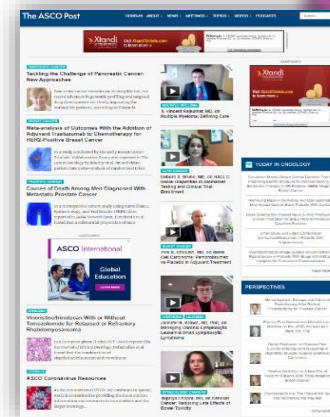
Audience Summary - Channels

Journal - Average Qualified Audience	27,995
E-Newsletter (Evening News) - Average # Contacts	20,575
Website - Average # Users	111,050



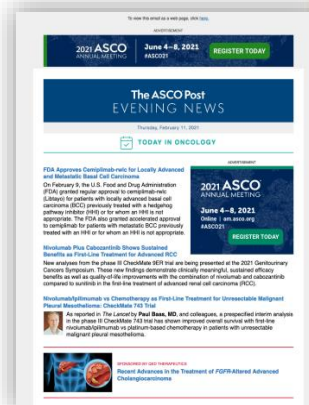
THE ASCO POST PRINT

Avg Qual Audience:
27,995



THE ASCO POST WEBSITE

Avg # Users:
111,050



THE ASCO POST E-NEWSLETTERS

Avg # of Contacts:
20,575