

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, 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 1 Jan 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	1,607	478	362	2,447	9%
Assoc. Society Membership	18,322	0	0	18,322	65%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	7,371	0	0	7,371	26%
Total Qualified Audience	27,300	478	362	28,140	100%

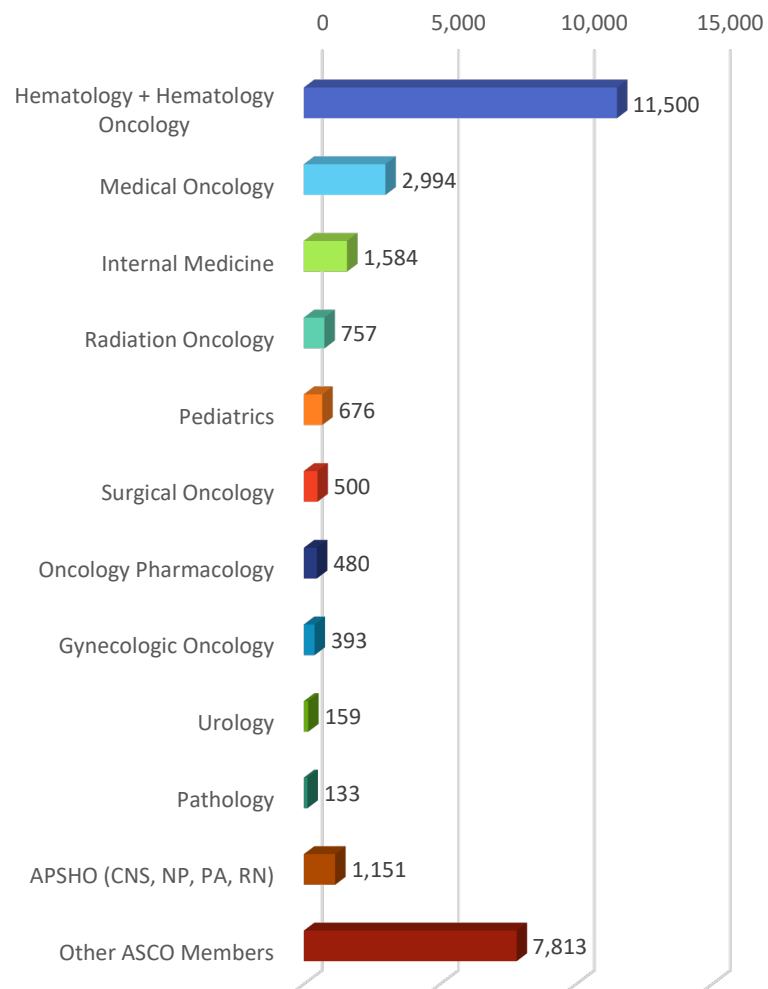
Journal	
ASCO Qualified Audience	Copies
Jun 25, 2021	28,077
Jul 10, 2021	28,077
Jul 25, 2021	28,546
Aug 10, 2021	28,546
Aug 25, 2021	27,466
Sep 10, 2021	27,466
Sep 25, 2021	27,105
Oct 10, 2021	27,105
Oct 25, 2021	27,452
Nov 10, 2021	27,452
Nov 25, 2021	28,047
Dec 10, 2021	28,047
Dec 25, 2021	28,205
Current (Issue 1 Jan 25 2022)	28,140
Average	27,838



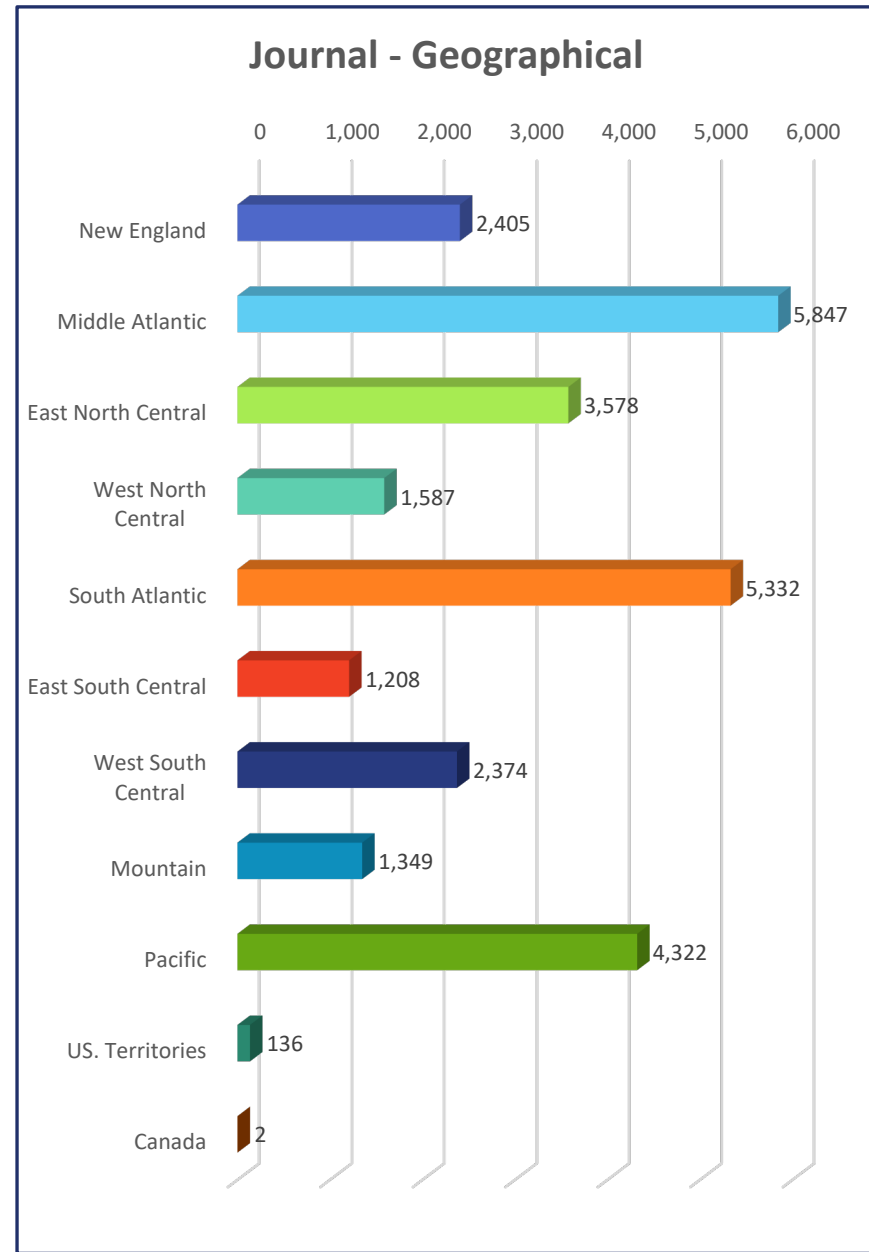
Journal - Primary Business		
Title	Copies	%
Hematology + Hematology Oncology	11,500	41%
Medical Oncology	2,994	11%
Internal Medicine	1,584	6%
Radiation Oncology	757	3%
Pediatrics	676	2%
Surgical Oncology	500	2%
Oncology Pharmacology	480	2%
Gynecologic Oncology	393	1%
Urology	159	1%
Pathology	133	0%
APSHO (CNS, NP, PA, RN)	1,151	4%
Other ASCO Members	7,813	28%
Total Qualified Audience	28,140	100%



Journal - Primary Business



Journal - Geographical		
Region	Copies	%
New England	2,405	9%
Middle Atlantic	5,847	21%
East North Central	3,578	13%
West North Central	1,587	6%
South Atlantic	5,332	19%
East South Central	1,208	4%
West South Central	2,374	8%
Mountain	1,349	5%
Pacific	4,322	15%
US. Territories	136	0%
Canada	2	0%
Total Qualified Audience	28,140	100%



The ASCO[®] Post

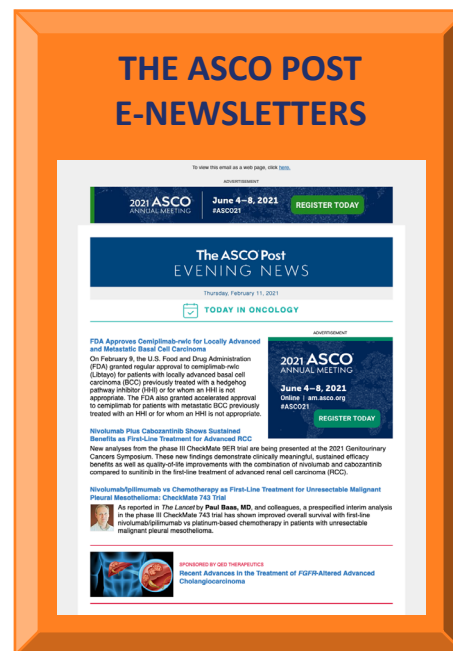
WEBSITE and E-NEWSLETTER

E-Newsletter - Evening News	
Date	Contacts
12/1/2021	19,695
12/2/2021	19,721
12/3/2021	19,712
12/4/2021	19,605
12/5/2021	19,603
12/6/2021	20,801
12/7/2021	19,596
12/8/2021	20,619
12/9/2021	19,631
12/11/2021	19,641
12/12/2021	19,673
12/13/2021	19,659
12/14/2021	19,661
12/15/2021	20,370
12/16/2021	19,748
12/17/2021	20,692
12/20/2021	21,197
12/22/2021	20,345
12/23/2021	20,113
12/27/2021	19,780
12/28/2021	19,780
12/29/2021	19,771
Average	19,973

Source: Higher Logic (US Only)

Website			
www.ascopost.com	Pageviews	Sessions	Users
July 2021	161,686	128,033	103,857
August 2021	162,724	130,178	104,680
September 2021	163,441	131,062	107,641
October 2021	171,663	135,586	110,786
November 2021	157,569	127,207	103,204
December 2021	152,866	121,319	95,456
Average	161,658	128,898	104,271

Source: Google Analytics (US Only)

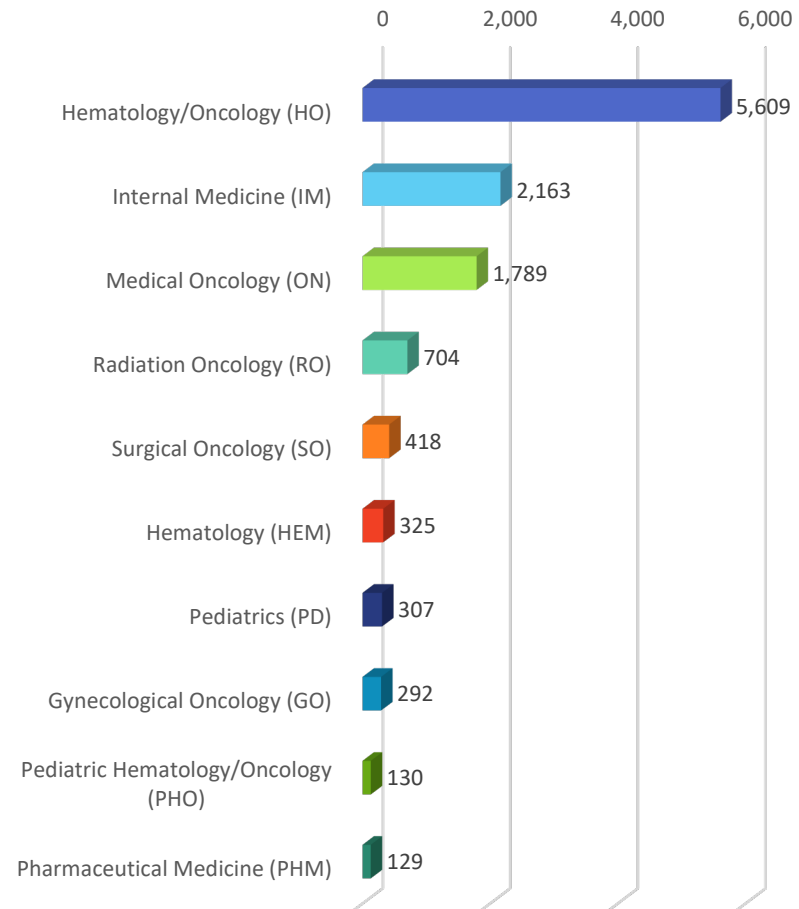


E-Newsletter - Specialty		
Title	Copies	%
Hematology/Oncology (HO)	5,609	28%
Internal Medicine (IM)	2,163	11%
Medical Oncology (ON)	1,789	9%
Radiation Oncology (RO)	704	4%
Surgical Oncology (SO)	418	2%
Hematology (HEM)	325	2%
Pediatrics (PD)	307	2%
Gynecological Oncology (GO)	292	1%
Pediatric Hematology/Oncology (PHO)	130	1%
Pharmaceutical Medicine (PHM)	129	1%
Other + Unknown	8,098	41%
Total Qualified Audience	19,964	100%

Source: Blueconic (US Only)



E-Newsletter - Specialty



*Graph includes verified HCPs only

The ASCO Post SUMMARY

Audience Summary - Channels

Journal - Average Qualified Audience	27,838
E-Newsletter (Evening News) - Average # Contacts	19,973
Website - Average # Users	104,271



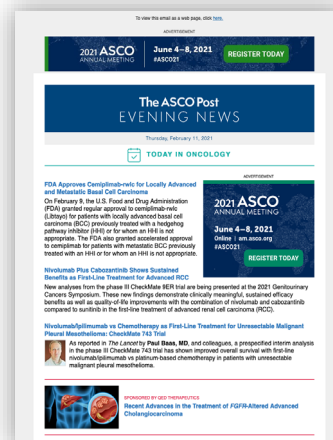
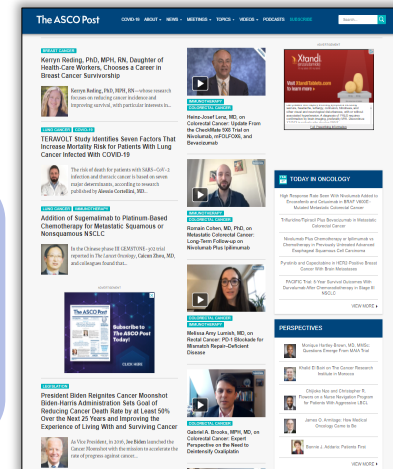
THE ASCO POST PRINT

Avg Qual Audience:
27,838



THE ASCO POST WEBSITE

Avg # Users:
104,271



THE ASCO POST E-NEWSLETTERS

Avg # of Contacts:
19,973