

JNCCCN

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK

Audience Profile

JNCCN - JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK is a peer-reviewed, indexed medical journal that provides the latest information about best clinical practices, oncology outcomes, and new initiatives in cancer research. JNCCN features updates on the NCCN Clinical Practice Guidelines in Oncology®, review articles elaborating on guideline recommendations, and health services and clinical research papers.

Fields Served:

JNCCN serves fields related to oncology or hematology.

Definition of Recipient Qualification:

Qualified recipients include Physicians, Pharmacists, Nurse Practitioners and Physician Assistants in the fields of Oncology, Hematology, Hematology-Oncology, Gynecologic Oncology, Radiation Oncology, Surgical Oncology, Internal Medicine; Urology, Pathology, other titles in related specialties; NCCN Guidelines TM Panel Members; and other titled and non-titled personnel.

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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 JNCCN 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



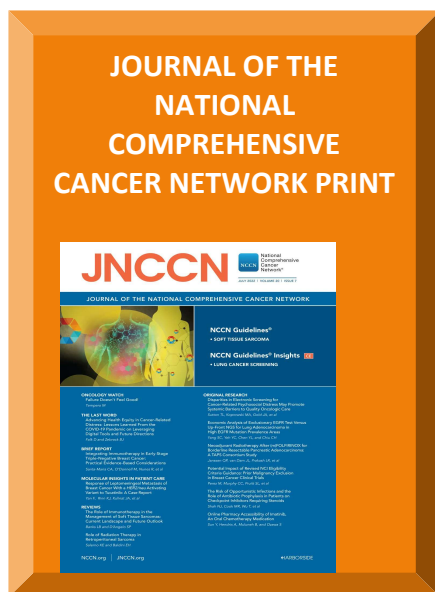
*Note: All data contained in this report is "Publishers' Own Data"

| Journal - Age of Source | | | | | |
|--|------------------|--------------|--------------|---------------|-------------|
| | Qualified Within | | | | |
| Qualification Source | 1 Year | 2 Years | 3 Years | Total | % |
| Personal Direct Request | 6,928 | 3,888 | 2,318 | 13,134 | 54% |
| Assoc. Society Membership | 1,616 | 0 | 0 | 1,616 | 7% |
| Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists. | 9,756 | 0 | 0 | 9,756 | 40% |
| Total Qualified Audience | 18,300 | 3,888 | 2,318 | 24,506 | 100% |

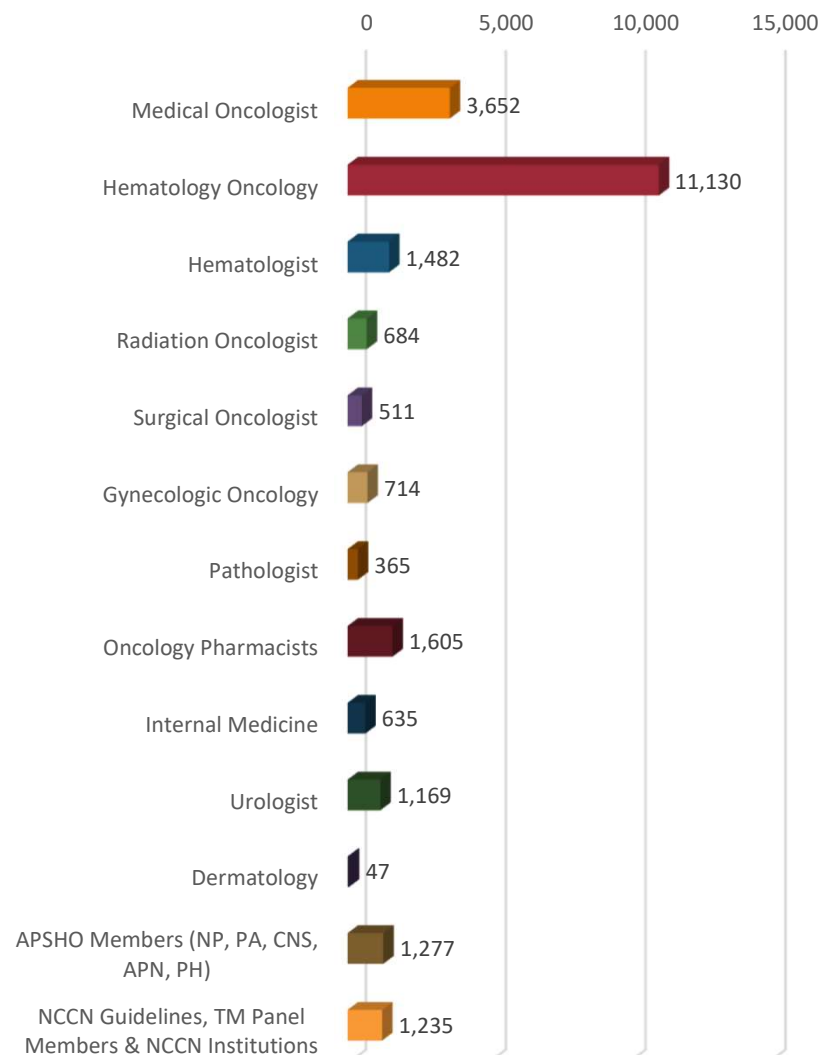
| Journal | |
|--------------------------|---------------|
| JNCCN Qualified Audience | Copies |
| January 2022 | 24,427 |
| February 2022 | 24,428 |
| March 2022 | 24,500 |
| April 2022 | 24,574 |
| May 2022 | 24,576 |
| May 2022 Highlights | 24,576 |
| June 2022 | 24,503 |
| July 2022 | 24,506 |
| Average | 24,511 |



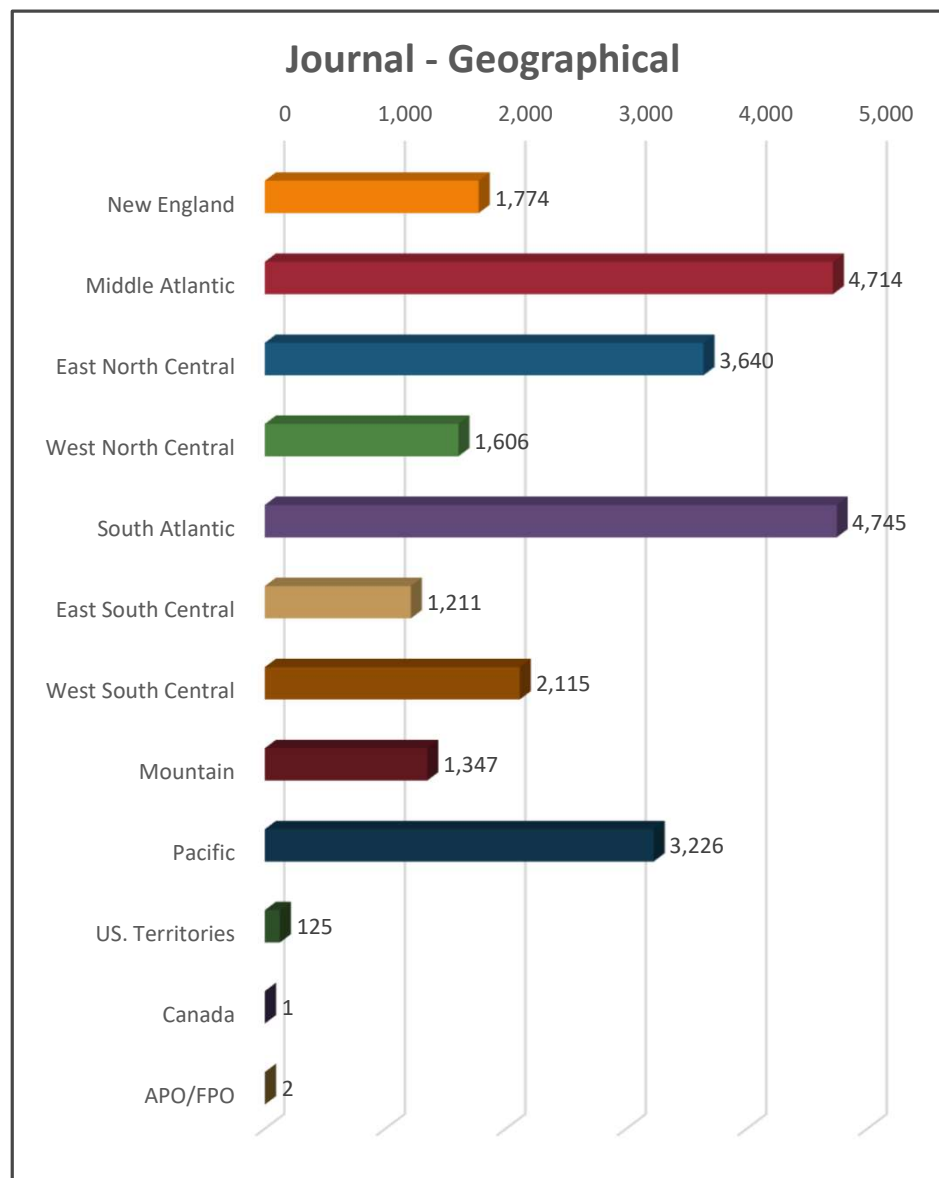
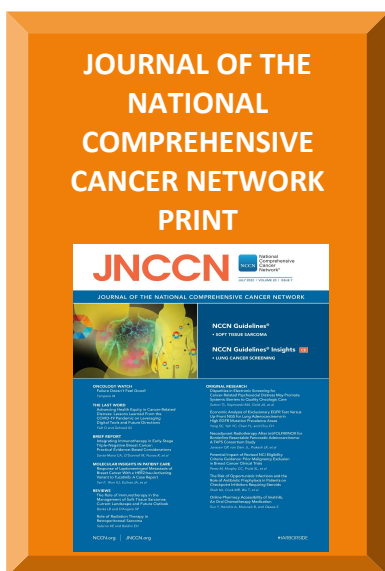
| Journal - Primary Business | | |
|---|---------------|-------------|
| Title | Copies | % |
| Medical Oncologist | 3,652 | 15% |
| Hematology Oncology | 11,130 | 45% |
| Hematologist | 1,482 | 6% |
| Radiation Oncologist | 684 | 3% |
| Surgical Oncologist | 511 | 2% |
| Gynecologic Oncology | 714 | 3% |
| Pathologist | 365 | 1% |
| Oncology Pharmacists | 1,605 | 7% |
| Internal Medicine | 635 | 3% |
| Urologist | 1,169 | 5% |
| Dermatology | 47 | 0% |
| APSHO Members (NP, PA, CNS, APN, PH) | 1,277 | 5% |
| NCCN Guidelines, TM Panel Members & NCCN Institutions | 1,235 | 5% |
| Total Qualified Audience | 24,506 | 100% |



Journal - Primary Business



| Journal - Geographical | | |
|---------------------------------|---------------|-------------|
| Region | Copies | % |
| New England | 1,774 | 7.2% |
| Middle Atlantic | 4,714 | 19.2% |
| East North Central | 3,640 | 14.9% |
| West North Central | 1,606 | 6.6% |
| South Atlantic | 4,745 | 19.4% |
| East South Central | 1,211 | 4.9% |
| West South Central | 2,115 | 8.6% |
| Mountain | 1,347 | 5.5% |
| Pacific | 3,226 | 13.2% |
| US. Territories | 125 | 0.5% |
| Canada | 1 | 0.0% |
| APO/FPO | 2 | 0.0% |
| Total Qualified Audience | 24,506 | 100% |

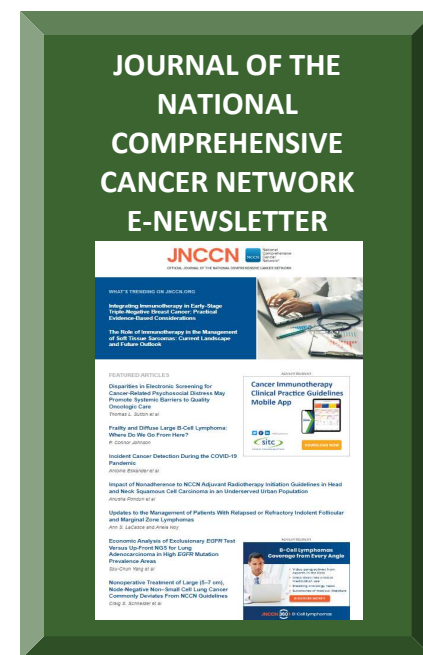


| E-Newsletter | |
|----------------|---------------|
| Date | E-table |
| 01/27/22 | 84,191 |
| 01/20/22 | 84,370 |
| 01/06/22 | 84,485 |
| 01/13/22 | 84,563 |
| 02/10/22 | 84,914 |
| 02/24/22 | 84,983 |
| 02/17/22 | 85,124 |
| 03/31/22 | 85,411 |
| 03/24/22 | 85,545 |
| 03/17/22 | 85,679 |
| 03/10/22 | 85,836 |
| 03/03/22 | 85,951 |
| 04/28/22 | 86,134 |
| 04/21/22 | 86,245 |
| 04/14/22 | 86,416 |
| 05/26/22 | 86,653 |
| 05/05/22 | 87,034 |
| 06/09/22 | 88,866 |
| 07/07/22 | 112,227 |
| 07/28/22 | 115,284 |
| 07/21/22 | 115,467 |
| 07/14/22 | 116,139 |
| Average | 90,978 |

Source: Higher Logic (US Only)

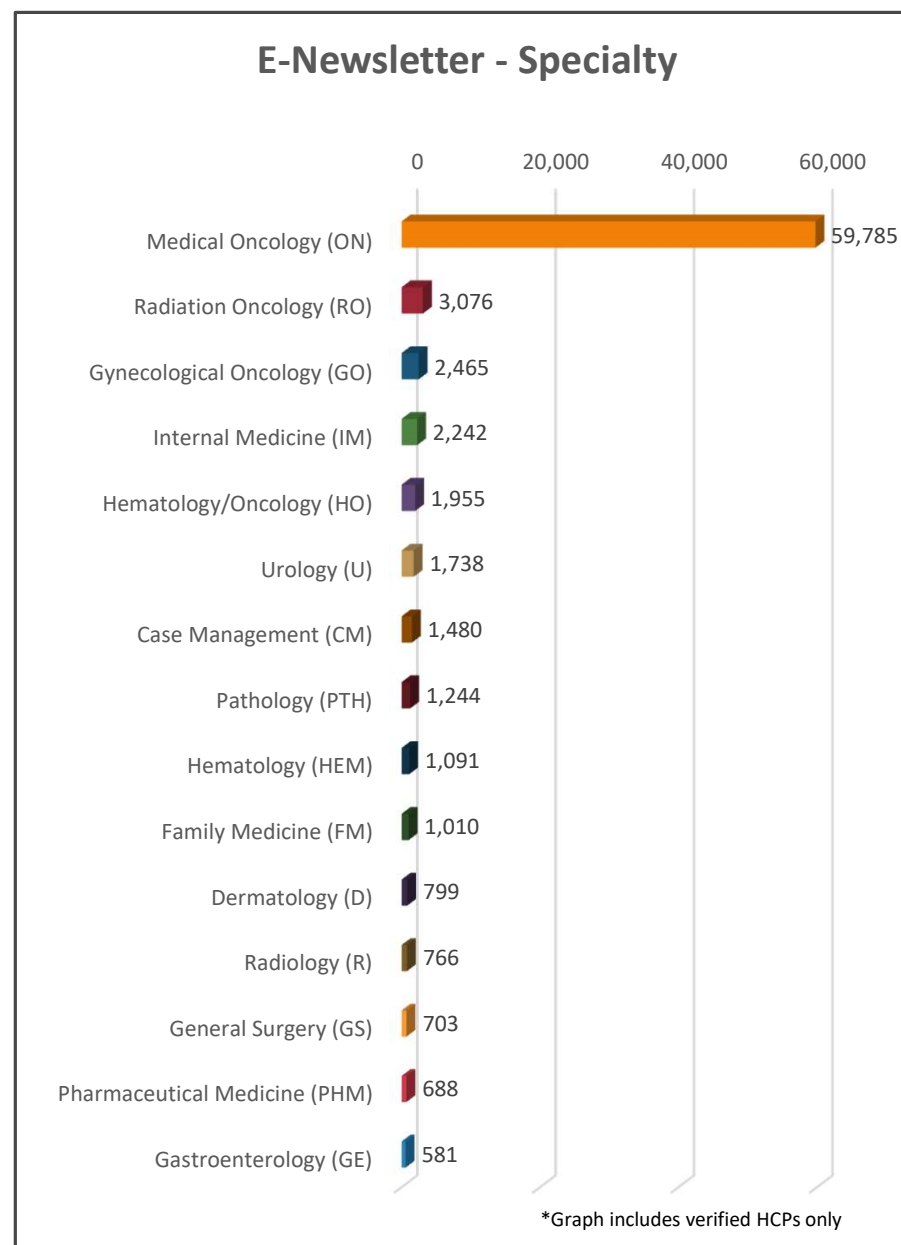
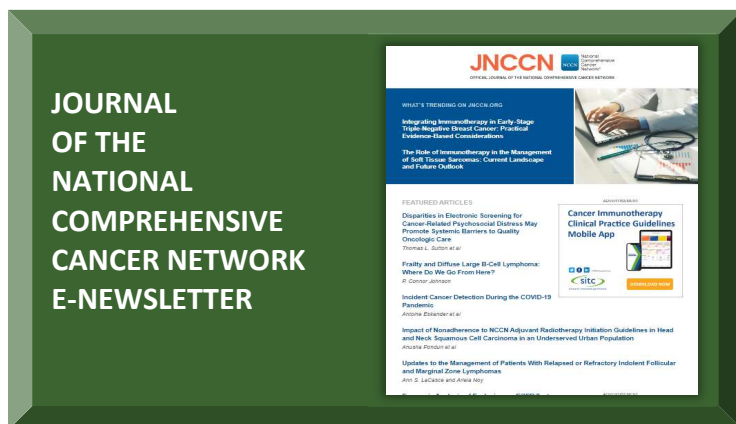
| Website | | | |
|----------------|---------------|---------------|---------------|
| WWW.JNCCN.ORG | Pageviews | Sessions | Users |
| Jan 2022 | 44,666 | 30,079 | 23,749 |
| Feb 2022 | 45,773 | 30,864 | 24,836 |
| Mar 2022 | 52,057 | 32,249 | 25,505 |
| Apr 2022 | 49,043 | 30,837 | 24,313 |
| May 2022 | 40,685 | 27,161 | 21,239 |
| Jun 2022 | 42,645 | 28,015 | 21,561 |
| Jul 2022 | 37,178 | 25,841 | 20,370 |
| Average | 44,578 | 29,292 | 23,082 |

Source: Google Analytics (US Only)



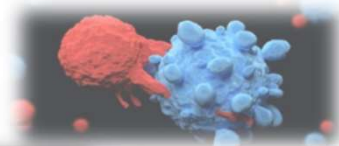
| E-Newsletter - Specialty | | |
|---------------------------------|----------------|-------------|
| Title | Copies | % |
| Medical Oncology (ON) | 59,785 | 52% |
| Radiation Oncology (RO) | 3,076 | 3% |
| Gynecological Oncology (GO) | 2,465 | 2% |
| Internal Medicine (IM) | 2,242 | 2% |
| Hematology/Oncology (HO) | 1,955 | 2% |
| Urology (U) | 1,738 | 2% |
| Case Management (CM) | 1,480 | 1% |
| Pathology (PTH) | 1,244 | 1% |
| Hematology (HEM) | 1,091 | 1% |
| Family Medicine (FM) | 1,010 | 1% |
| Dermatology (D) | 799 | 1% |
| Radiology (R) | 766 | 1% |
| General Surgery (GS) | 703 | 1% |
| Pharmaceutical Medicine (PHM) | 688 | 1% |
| Gastroenterology (GE) | 581 | 1% |
| Other + Unknown | 35,661 | 31% |
| Total Qualified Audience | 115,284 | 100% |

Source: Blueconic (US Only)



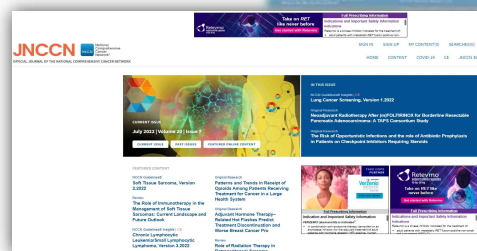
Audience Summary - Channels

| | |
|--------------------------------------|--------|
| Journal - Average Qualified Audience | 24,511 |
| E-Newsletter - Average # Contacts | 90,978 |
| Website - Average # Users | 23,082 |



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK PRINT

Avg Qual Audience:
24,511



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK WEBSITE

Avg # of Users:
23,082



JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK E-NEWSLETTER

Avg # of Contacts:
90,978