

# 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

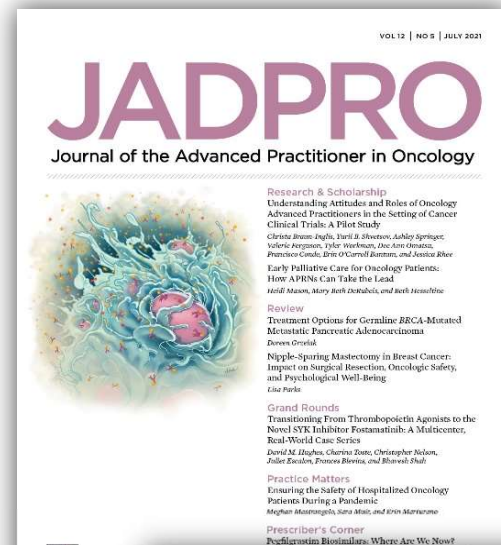
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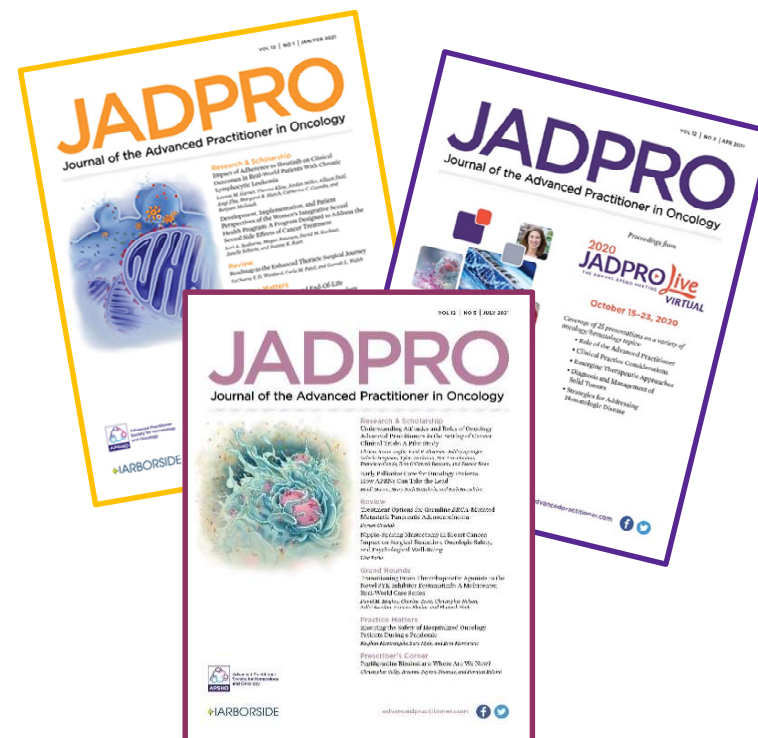
This Integrated Database analysis is provided by audativ - Stamats Audience Intelligence. The analysis provides a better understanding and identification of all the media channels the JADPRO audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.

All Data in this report is based on: Jul 2021

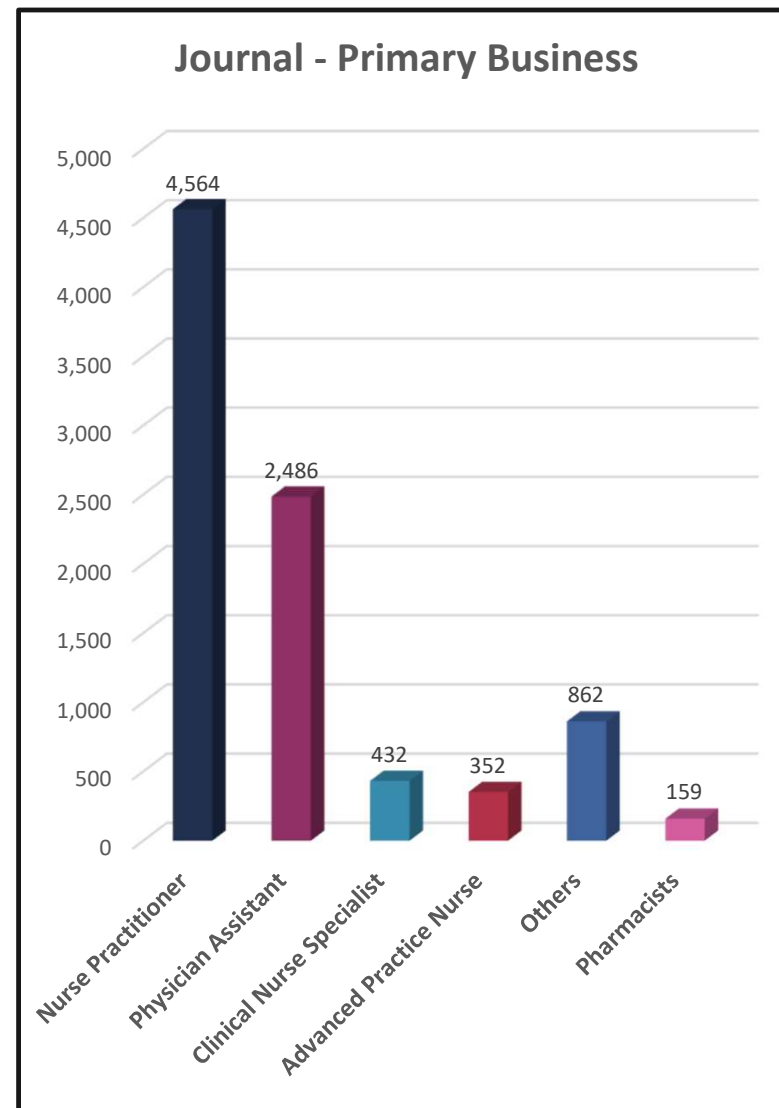
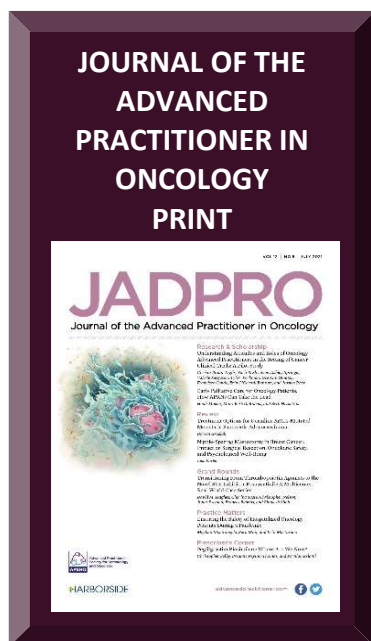
\*Note: All data contained in this report is "Publishers' Own Data"

Journal - Age of Source					
	Qualified Within				
Qualification Source	1 Year	2 Years	3 Years	Total	%
Personal Direct Request	2,073	1,045	897	4,015	45%
Assoc. Society Membership	730	8	14	752	8%
Assoc. Rosters and Directories; Business directories; Manufacturer's, distributor's, and wholesaler's lists.	4,089	0	0	4,089	46%
<b>Total Qualified Audience</b>	<b>6,892</b>	<b>1,053</b>	<b>911</b>	<b>8,856</b>	<b>100%</b>

Journal	
JADPRO Qualified Audience	Copies
Jan/Feb 2021	8,277
March 2021	8,241
April 2021	8,177
May/June 2021	8,178
July 2021	8,856
<b>Average</b>	<b>8,346</b>



Journal - Primary Business		
Title	Copies	%
Nurse Practitioner	4,564	52%
Physician Assistant	2,486	28%
Clinical Nurse Specialist	432	5%
Advanced Practice Nurse	352	4%
Others	862	10%
Pharmacists	159	2%
<b>Total Qualified Audience</b>	<b>8,855</b>	<b>100%</b>



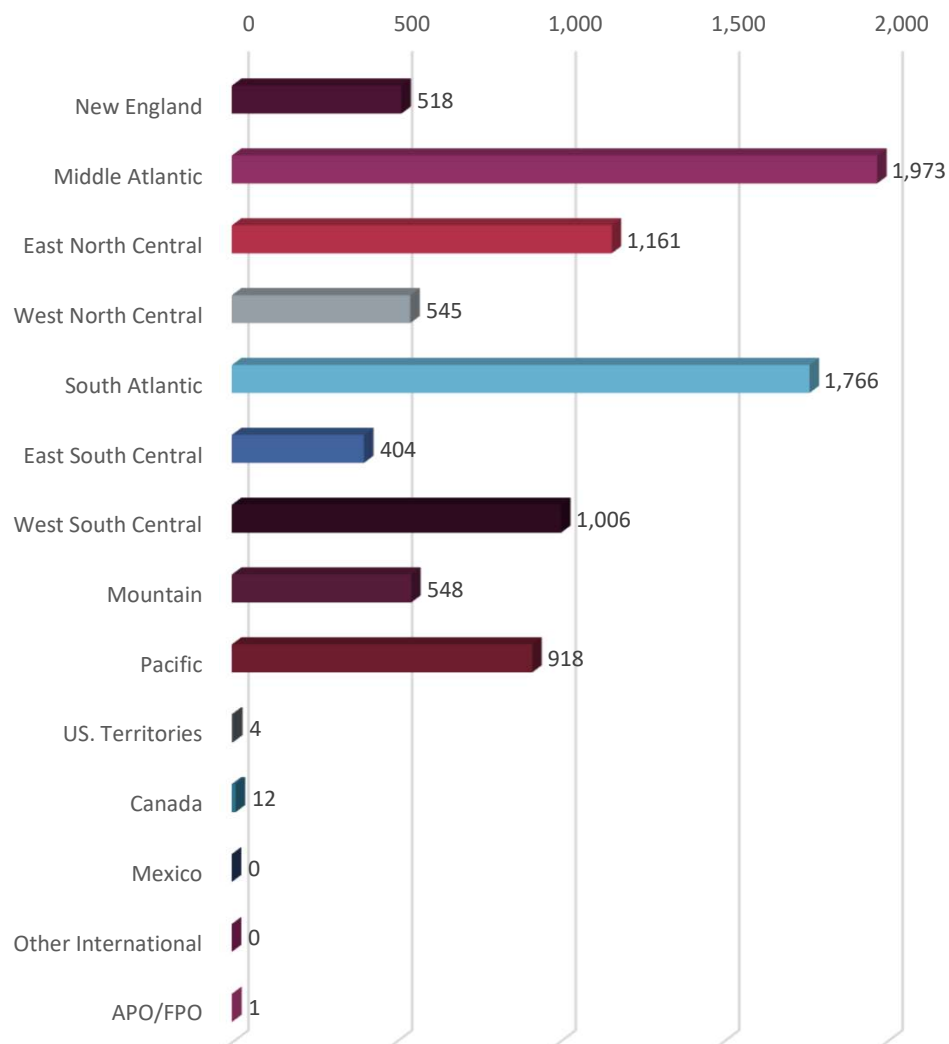
## Journal - Geographical

Region	Copies	%
New England	518	6%
Middle Atlantic	1,973	22%
East North Central	1,161	13%
West North Central	545	6%
South Atlantic	1,766	20%
East South Central	404	5%
West South Central	1,006	11%
Mountain	548	6%
Pacific	918	10%
<b>UNITED STATES Sub Total</b>	<b>8,839</b>	<b>100%</b>
US. Territories	4	0%
Canada	12	0%
Mexico	0	0%
Other International	0	0%
APO/FPO	1	0%
<b>OTHER Sub Total</b>	<b>17</b>	<b>0%</b>
<b>Total Qualified Circulation</b>	<b>8,856</b>	<b>100%</b>

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PRINT**



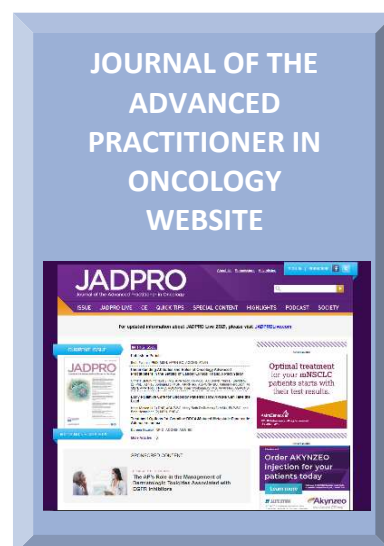
## Journal - Geographical



Website			
www.advancedpractitioner.com	Pageviews	Sessions	Users
January 2021	10,659	5,525	4,403
February 2021	10,468	5,412	4,372
March 2021	11,127	5,754	4,607
April 2021	11,169	5,783	4,510
May 2021	10,126	5,509	4,322
June 2021	11,279	6,480	4,344
<b>Average</b>	<b>10,805</b>	<b>5,744</b>	<b>4,426</b>

Source: Google Analytics (US Only)

Website		
Specialty	Copies	%
Medical Oncology (ON)	13,484	68%
Hematology/Oncology (HO)	584	3%
Other + Unknown	5,885	29%
<b>Total</b>	<b>19,953</b>	<b>100%</b>



E-Newsletter	
JADPRO E-Table	Contacts
1/6/2021	6,155
1/13/2021	6,139
1/20/2021	6,133
1/27/2021	6,121
2/3/2021	6,983
2/17/2021	7,271
2/24/2021	7,246
3/3/2021	7,223
3/10/2021	7,202
3/17/2021	7,174
3/24/2021	10,085
3/31/2021	12,973
4/7/2021	12,842
4/14/2021	12,656
4/21/2021	15,692
4/28/2021	15,469
5/5/2021	15,304
5/12/2021	15,258
5/19/2021	20,595
5/26/2021	20,439
6/2/2021	20,218
6/9/2021	20,123
6/16/2021	20,034
6/23/2021	19,953
<b>Average</b>	<b>12,470</b>

Source: Higher Logic (US Only)

### Audience Summary - Channels

Journal - Average Qualified Audience	8,346
E-Newsletter - Average # Contacts	12,470
Website - Average # Users	4,426



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8,346



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WEBSITE**

Avg # of Users:  
4,426



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E-NEWSLETTER**

Avg # of Contacts:  
12,470

