

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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With over 25 years of experience, **ONCOLOGY** is a monthly clinical journal which presents practical review articles discussing the care of patients with cancer. Its unique editorial platform consists of clinical and practical review articles followed by expert commentaries. The journal's review articles are authored by top physicians in their respective specialties and address important issues and questions such as: interpretations and reviews of the latest and sometimes controversial-research; and new "takes" on persistent unresolved problems.

FIELD SERVED

ONCOLOGY serves the following professional classifications: Hematology, Internal Medicine, Hematology and Oncology, Medical Oncology, Gynecological Oncology, Pediatric Hematology/Oncology, Radiation Oncology, Colon/Rectal Surgery, Head and Neck Surgery, Urology, Other Professional Classifications and Others Allied to Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based medical physicians, interns/residents, full-time hospital staff and oncology nurses in the United States. Also qualified are those in medical teaching, administration, research, and other professional activities.

CHANNELS

**ONCOLOGY
MAGAZINE**



6 Issues in the period
28,798 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
ONCOLOGY MAGAZINE (6 issues in the period)	28,798	-	28,798

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	48
Advertiser and Agency	172
Allocated for Trade Shows and Conventions	25
All Other	419
TOTAL	664

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,798	100.0	28,798	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,798	100.0	28,798	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
February	29,323
March	29,250
April	27,852
May	27,787
June	29,337
July	29,241

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017
This issue is 1.8% or 531 copies above the average of the other 5 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	All Occupations (Note 1)
HEM Hematology	871	3.0	871
IM Internal Medicine	1,798	6.2	1,798
HO Hematology and Oncology	10,524	36.0	10,524
ON Oncology, Medical	3,825	13.1	3,825
GO Gynecological Oncology	950	3.2	950
PHO Pediatrics, Hematology - Oncology	2,322	7.9	2,322
RO Radiation Oncology	5,327	18.2	5,327
CRS Surgery, Colon & Rectal	13	-	13
GS Surgery, General	183	0.6	183
U Urology	2,474	8.5	2,474
Other Professional Classifications	954	3.3	954
Total Copies To Physicians	29,241	100.0	29,241
Percent To Physicians	100.0		100.0
Oncology Nurses	-	-	-
Others Allied to the Field	-	-	-
TOTAL QUALIFIED CIRCULATION	29,241	100.0	
PERCENT	100.0		

Note 1: Professional classifications and all occupations have been combined at the Publisher's Option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	29,241	-	-	29,241	100.0
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	29,241	-	-	29,241	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,241	-	-	29,241	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	29,241	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	29,241	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	August 2014 – January 2015	February - July 2015	August 2015 – January 2016	February - July 2016	August 2016 – January 2017	February - July 2017*
Total Audit Average Qualified:	28,468	28,681	28,574	28,442	28,520	28,798
Qualified Non-Paid:	28,468	28,681	28,574	28,442	28,520	28,798
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: February – July 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	145		Kentucky	398	
New Hampshire	157		Tennessee	612	
Vermont	75		Alabama	309	
Massachusetts	1,310		Mississippi	161	
Rhode Island	118		EAST SO. CENTRAL	1,480	5.1
Connecticut	422		Arkansas	168	
NEW ENGLAND	2,227	7.6	Louisiana	314	
New York	2,559		Oklahoma	254	
New Jersey	758		Texas	2,077	
Pennsylvania	1,608		WEST SO. CENTRAL	2,813	9.6
MIDDLE ATLANTIC	4,925	16.9	Montana	66	
Ohio	1,162		Idaho	78	
Indiana	497		Wyoming	26	
Illinois	1,159		Colorado	397	
Michigan	904		New Mexico	139	
Wisconsin	640		Arizona	461	
EAST NO. CENTRAL	4,362	14.9	Utah	167	
Minnesota	608		Nevada	147	
Iowa	254		MOUNTAIN	1,481	5.1
Missouri	589		Alaska	36	
North Dakota	74		Washington	860	
South Dakota	76		Oregon	375	
Nebraska	162		California	2,952	
Kansas	204		Hawaii	88	
WEST NO. CENTRAL	1,967	6.7	PACIFIC	4,311	14.7
Delaware	87		UNITED STATES	29,076	99.4
Maryland	781		U.S. Territories	165	
Washington, DC	230		Canada	-	
Virginia	590		Mexico	-	
West Virginia	136		Other International	-	
North Carolina	915		APO/FPO	-	
South Carolina	328				
Georgia	665				
Florida	1,778				
SOUTH ATLANTIC	5,510	18.8			
			TOTAL QUALIFIED CIRCULATION	29,241	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 29,241 copies or 100.0%, including MedData Group Healthcare Professional Database.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Wendy Bong, Audience Development Manager

Christine Shappell, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed	August 24, 2017
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County	St. Louis
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