

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.

Frontline Medical
Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel. No.: 973-206-3434
Fax No.: 973-206-9378
www.mdedge.com/hematology-oncology

HEMATOLOGY NEWS is the tabloid publication that provides indispensable information relevant to the practice of hematology. Through coverage of important clinical research at medical meetings and published in journals, with commentaries that put these advances in perspective, Hematology News strives to be useful, relevant, and of high interest to the practicing hematologist. With a staff of experienced medical journalists, the Hematology News brand goes beyond just important papers, opinion pieces, and meeting reports, to address more underlying controversies. It includes unique features and addresses the impact of trends in practice management and healthcare policy. Hematology News is a member of the MDedge Network.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

HEMATOLOGY NEWS MAGAZINE



3 issues in the period
19,283 average circulation

HEMATOLOGY NEWS WEBSITE



99,188 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
HEMATOLOGY NEWS MAGAZINE (3 issues in the period)	19,283	-	19,283
HEMATOLOGY NEWS WEBSITE (Monthly Users with 184,725 average Pageviews)	99,188	-	99,188

FIELD SERVED

HEMATOLOGY NEWS serves physicians and osteopathic physicians specializing in hematology/pathology, hematology, hematology/oncology, medical oncology, and pediatric hematology/oncology. Also served are hematology/oncology nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based hematologist/pathologists, hematologists, hematologist/oncologists, medical oncologists, pediatric hematologist/oncologists, and hematology/oncology nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	364
Allocated for Trade Shows and Conventions	-
All Other	73
TOTAL	437

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,283	100.0	19,283	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,283	100.0	19,283	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
September/October	19,250
November/December	19,306
January/February	19,292

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021
This issue is 0.1% or 14 copies above the average of the other 2 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity for United States & Professions Including APO & FPO							
			Patient Care				Hospital Based Practice			
			Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Semi-Retired	Total Patient Care	Other	Osteopathic Physicians
HMP Hematology/Pathology	1,014	5.3	652	120	194	314	1	967	45	2
HEM Hematology	1,277	6.6	760	21	248	269	7	1,036	237	4
HO Hematology/Oncology	9,964	51.6	6,415	1,692	1,469	3,161	5	9,581	241	142
ON Oncology, Medical	3,504	18.2	2,314	43	675	718	34	3,066	387	51
PHO Pediatrics, Hematology/Oncology	2,783	14.4	1,460	451	601	1,052	2	2,514	248	21
TOTAL COPIES TO PHYSICIANS	18,542	96.1	11,601	2,327	3,187	5,514	49	17,164	1,158	220
PERCENT TO PHYSICIANS	96.1		60.1	12.1	16.5	28.6	0.3	89.0	6.0	1.1
Hematology/Oncology Nurse Practitioners	450	2.3								
Hematology/Oncology Physician Assistants	300	1.6								
TOTAL QUALIFIED CIRCULATION	19,292	100.0								
PERCENT	100.0									

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,058	3,202	4,548	9,808	50.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,484	-	-	9,484	49.1
*Association rosters and directories	8,765	-	-	8,765	45.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	719	-	-	719	3.7
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,542	3,202	4,548	19,292	100.0
PERCENT	59.8	16.6	23.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021

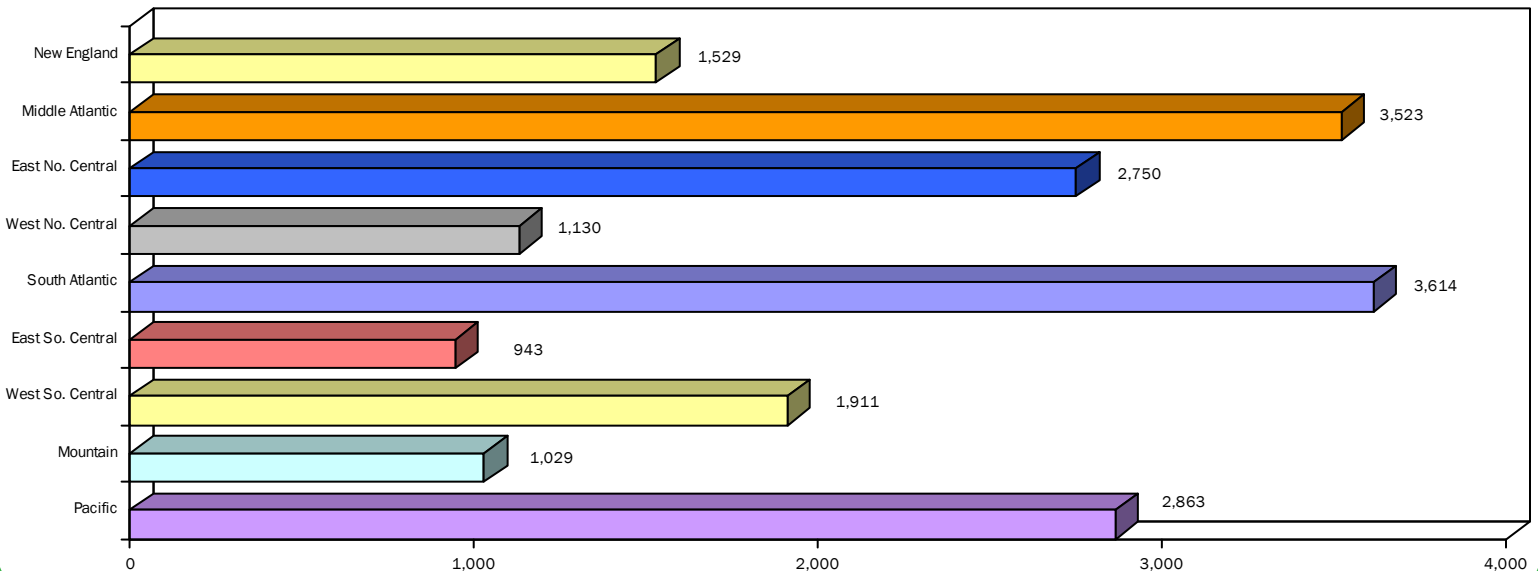
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	19,292	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,292	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	64		Kentucky	195	
New Hampshire	85		Tennessee	450	
Vermont	44		Alabama	208	
Massachusetts	930		Mississippi	90	
Rhode Island	102		EAST SO. CENTRAL	943	4.9
Connecticut	304		Arkansas	114	
NEW ENGLAND	1,529	7.9	Louisiana	228	
New York	1,861		Oklahoma	138	
New Jersey	633		Texas	1,431	
Pennsylvania	1,029		WEST SO. CENTRAL	1,911	9.9
MIDDLE ATLANTIC	3,523	18.3	Montana	39	
Ohio	767		Idaho	41	
Indiana	316		Wyoming	10	
Illinois	740		Colorado	291	
Michigan	599		New Mexico	95	
Wisconsin	328		Arizona	331	
EAST NO. CENTRAL	2,750	14.3	Utah	138	
Minnesota	389		Nevada	84	
Iowa	129		MOUNTAIN	1,029	5.3
Missouri	340		Alaska	23	
North Dakota	36		Washington	442	
South Dakota	28		Oregon	193	
Nebraska	85		California	2,155	
Kansas	123		Hawaii	50	
WEST NO. CENTRAL	1,130	5.9	PACIFIC	2,863	14.8
Delaware	44		UNITED STATES	19,292	100.0
Maryland	568		U.S. Territories	-	
Washington, DC	131		Canada	-	
Virginia	378		Mexico	-	
West Virginia	86		Other International	-	
North Carolina	649		APO/FPO	-	
South Carolina	183				
Georgia	460				
Florida	1,115				
SOUTH ATLANTIC	3,614	18.7			
			TOTAL QUALIFIED CIRCULATION	19,292	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.MDEdge.COM/HEMATOLOGY-ONCOLOGY

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	200,793	118,488	97,928	1:03
September	148,742	83,240	72,364	0:59
October	199,532	117,788	100,530	1:00
November	188,317	116,801	99,753	0:49
December	200,781	135,626	117,591	0:43
January	170,187	122,319	106,965	0:41
AVERAGE:	184,725	115,710	99,188	0:52

August 2020 - January 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE: CHANGE IN FREQUENCY:

Effective with the November/December 2020 issue, Hematology News changed its frequency from 10 to 9 issues per year. Effective with the January/February 2021 issue, Hematology News changed its frequency from 9 to 6 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 136 copies or 0.7% to 8,629 copies or 44.7%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 719 copies or 3.7%, including DMD Advanced Practice Providers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

JoAnn Wahl, President, Custom Solutions

Jared Sonners, Director, Circulation

(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	March 3, 2021
State	New Jersey
County	Morris
Received by CCAB	March 3, 2021
Type	BD
ID Number	0229B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.