

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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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



6 issues in the period
18,837 average circulation

HEMATOLOGY NEWS WEBSITE



56,115 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HEMATOLOGY NEWS MAGAZINE (6 issues in the period)	18,837	-	18,837
HEMATOLOGY NEWS WEBSITE (Monthly Users with 147,777 average Pageviews)	56,115	-	56,115

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	512
Allocated for Trade Shows and Conventions	38
All Other	780
TOTAL	1,330

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,837	100.0	18,837	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,837	100.0	18,837	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
February	18,900
March	18,854
April	18,817
May	18,805
June	18,823
July	18,825

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

This issue is 0.1% or 15 copies below the average of the other 5 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			Semi-Retired	Total Patient Care	Other	Osteopathic Physicians
			Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based					
HMP Hematology/Pathology	981	5.2	637	119	177	296	-	933	46	2	
HEM Hematology	1,343	7.1	785	23	259	282	4	1,071	269	3	
HO Hematology/Oncology	9,374	49.8	5,982	1,575	1,435	3,010	3	8,995	242	137	
ON Oncology, Medical	3,676	19.5	2,434	51	709	760	9	3,203	423	50	
PHO Pediatrics, Hematology/Oncology	2,701	14.4	1,389	467	573	1,040	-	2,429	256	16	
TOTAL COPIES TO PHYSICIANS	18,075	96.0	11,227	2,235	3,153	5,388	16	16,631	1,236	208	
PERCENT TO PHYSICIANS	96.0		59.7	11.9	16.7	28.6	0.1	88.4	6.6	1.1	
Hematology/Oncology Nurse Practitioners	450	2.4									
Hematology/Oncology Physician Assistants	300	1.6									
TOTAL QUALIFIED CIRCULATION	18,825	100.0									
PERCENT		100.0									

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	5,952	508	3,244	9,704	51.5
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):	9,121	-	-	9,121	48.5
*Association rosters and directories	8,387	-	-	8,387	44.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	734	-	-	734	3.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,073	508	3,244	18,825	100.0
PERCENT	80.1	2.7	17.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

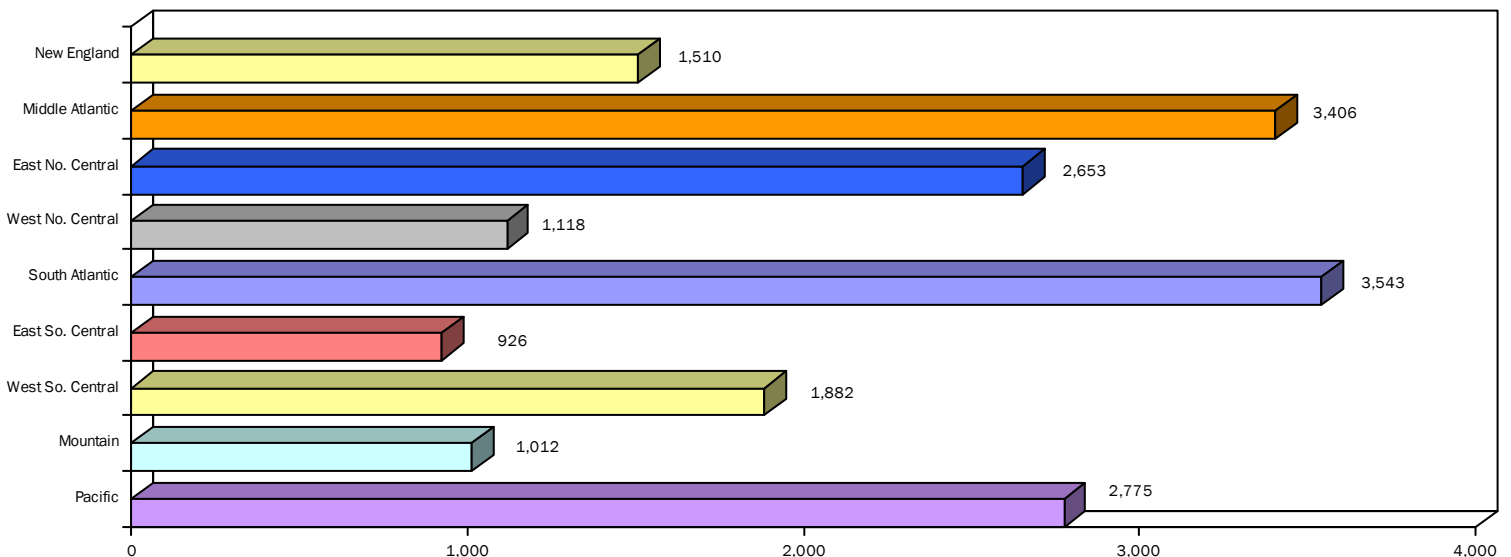
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	18,825	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	18,825	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	64		Kentucky	190	
New Hampshire	86		Tennessee	440	
Vermont	40		Alabama	208	
Massachusetts	916		Mississippi	88	
Rhode Island	97		EAST SO. CENTRAL	926	4.9
Connecticut	307		Arkansas	110	
NEW ENGLAND	1,510	8.0	Louisiana	219	
New York	1,815		Oklahoma	136	
New Jersey	596		Texas	1,417	
Pennsylvania	995		WEST SO. CENTRAL	1,882	10.0
MIDDLE ATLANTIC	3,406	18.1	Montana	41	
Ohio	740		Idaho	38	
Indiana	302		Wyoming	14	
Illinois	716		Colorado	286	
Michigan	581		New Mexico	90	
Wisconsin	314		Arizona	335	
EAST NO. CENTRAL	2,653	14.1	Utah	121	
Minnesota	391		Nevada	87	
Iowa	130		MOUNTAIN	1,012	5.4
Missouri	325		Alaska	24	
North Dakota	37		Washington	434	
South Dakota	34		Oregon	189	
Nebraska	84		California	2,079	
Kansas	117		Hawaii	49	
WEST NO. CENTRAL	1,118	5.9	PACIFIC	2,775	14.8
Delaware	43		UNITED STATES	18,825	100.0
Maryland	578		U.S. Territories	-	
Washington, DC	130		Canada	-	
Virginia	365		Mexico	-	
West Virginia	85		Other International	-	
North Carolina	631		APO/FPO	-	
South Carolina	176				
Georgia	444				
Florida	1,091				
SOUTH ATLANTIC	3,543	18.8			
			TOTAL QUALIFIED CIRCULATION	18,825	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.MDEdge.COM/HEMATOLOGY-ONCOLOGY

2019	Pageviews	Sessions	Users	Average Session Duration
February	157,594	76,617	58,437	1:10
March	194,995	101,738	70,259	1:05
April	134,182	64,910	48,230	1:15
May	129,772	65,590	51,948	0:58
June	131,516	65,788	52,254	1:00
July	138,605	68,734	55,565	0:57
AVERAGE:	147,777	73,896	56,115	1:04

February - July 2019 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: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 8,387 copies or 44.6%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 734 copies or 3.9%, 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.

Frank Iorio, Managing Director

Jared Sonners, Circulation 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 14, 2019

State

New Jersey

County

Morris

Received by CCAB

August 14, 2019

Type

BD

ID Number

0229B0J9

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.