

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/oncologypractice

**THE JOURNAL OF COMMUNITY AND SUPPORTIVE ONCOLOGY** is a B2B brand intended for individuals with broad-based interest in clinical problems faced by the practicing oncologist. The brand content and editorial scope of the publication includes articles relating to research, quality of care, and practice management issues in the community setting.

### 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

**THE JOURNAL OF COMMUNITY AND SUPPORTIVE ONCOLOGY E-NEWSLETTER**

151 issued in the period  
17,533 average per occurrence

**THE JOURNAL OF COMMUNITY AND SUPPORTIVE ONCOLOGY WEBSITE**

48,603 average users  
Shared Media - See Note 1

## EXECUTIVE SUMMARY

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

Non-Paid      Paid      Average

### THE JOURNAL OF COMMUNITY AND SUPPORTIVE ONCOLOGY E-NEWSLETTER

a. Oncology Practice E-Newsletter (151 issued in the period)	17,533	-	17,533
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### THE JOURNAL OF COMMUNITY AND SUPPORTIVE ONCOLOGY WEBSITE

www.mdedge.com/oncologypractice (Monthly Users with 141,153 average Pageviews)	48,603	-	48,603
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Note 1: Shared media channel www.mdedge.com/oncologypractice - serving The Journal of Community and Supportive Oncology and The Oncology Report.

# E-NEWSLETTER CHANNEL

2017		Oncology Practice E-Newsletter	2017		Oncology Practice E-Newsletter
<b>FEBRUARY</b>			<b>MAY</b>		
February 1		15,811	May 1		16,954
February 2		15,777	May 3		16,938
February 3		15,778	May 4		16,918
February 5		15,750	May 5		16,907
February 8		15,711	May 7		16,887
February 9		15,690	May 10		16,861
February 10		15,685	May 11		17,664
February 11		15,658	May 13		16,817
February 12		15,640	May 14		17,525
February 13		15,638	May 15		16,817
February 14		15,620	May 16		16,801
February 15		15,599	May 17		16,796
February 16		15,591	May 18		20,068
February 17		15,575	May 19		13,660
February 18		15,569	May 20		16,769
February 19		15,560	May 21		17,281
February 20		15,558	May 22		18,142
February 21		15,540	May 24		18,118
February 22		15,494	May 25		18,107
February 23		15,529	May 26		18,086
February 24		15,508	May 27		18,077
February 25		15,500	May 28		18,069
February 26		15,488	May 31		18,034
February 27		15,453	<b>JUNE</b>		
<b>MARCH</b>			June 1		18,022
March 1		15,456	June 2		17,989
March 2		15,420	June 3		17,989
March 3		15,416	June 4		17,989
March 4		15,411	June 5		17,958
March 5		15,398	June 6		17,951
March 6		15,393	June 7		17,948
March 7		23,721	June 8		17,933
March 9		23,661	June 9		17,920
March 10		23,484	June 10		17,915
March 11		23,472	June 11		17,903
March 12		23,478	June 12		17,889
March 13		23,414	June 13		17,858
March 14		17,729	June 14		17,859
March 15		17,736	June 15		17,365
March 16		17,712	June 16		17,822
March 17		17,677	June 17		17,809
March 18		17,647	June 18		17,801
March 19		17,662	June 19		17,795
March 20		17,656	June 21		17,771
March 21		17,636	June 22		17,750
March 22		17,622	June 23		17,736
March 23		17,604	June 25		17,723
March 24		17,585	June 26		17,718
March 25		17,576	June 27		17,962
March 26		17,567	June 28		17,917
March 27		17,557	June 29		17,269
March 28		17,501	June 30		17,881
March 29		17,506	<b>JULY</b>		
March 30		17,473	July 2		18,102
<b>APRIL</b>			July 5		17,816
April 2		17,418	July 6		18,168
April 3		17,411	July 9		24,923
April 5		17,377	July 11		24,894
April 6		17,348	July 12		17,722
April 8		17,327	July 13		18,096
April 9		17,331	July 14		17,680
April 10		17,323	July 15		17,669
April 12		17,297	July 16		17,928
April 13		17,288	July 17		17,651
April 14		17,269	July 19		17,621
April 15		17,261	July 20		24,808
April 16		17,244	July 22		17,604
April 17		17,247	July 23		17,961
April 18		17,156	July 26		17,550
April 19		17,143	July 27		17,965
April 20		17,133	July 28		17,520
April 21		17,118	July 29		17,508
April 22		17,115	July 30		17,940
April 23		17,105	July 31		17,494
April 24		17,094			
April 25		17,067			
April 26		17,057			
April 27		17,048			
April 28		17,016			
April 29		17,010			
April 30		16,980			
Oncology Practice E-Newsletter (151 issued in the period)				<b>AVERAGE:</b>	<b>17,533</b>

# WEBSITE CHANNEL

## WWW.MDEDGE.COM/ONCOLOGYPRACTICE\*

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	89,720	42,594	35,059	1:20
March	81,387	40,851	30,424	1:22
April	154,201	66,046	53,057	1:44
May	103,763	56,006	39,091	1:02
June	123,647	65,002	46,853	1:02
July	294,205	167,037	87,139	0:39
<b>AVERAGE:</b>	<b>141,153</b>	<b>72,922</b>	<b>48,603</b>	<b>1:11</b>

February - July 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

Shared media channel [www.mdedge.com/oncologypractice](http://www.mdedge.com/oncologypractice) – serving *The Journal of Community and Supportive Oncology* and *The Oncology Report*.

### 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### PUBLISHER'S AFFIDAVIT

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

Alan Imhoff, President and CEO

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

State

County

Received by BPA Worldwide

Type

ID Number

August 8, 2017

New Jersey

Morris

August 8, 2017

BJ

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**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.