# JAMA Oncology

# **BRAND REPORT**



FOR THE 6 MONTH PERIOD ENDED JULY 2020

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.

American Medical Association 330 North Wabash Suite 39300 Chicago, IL 60611 Tel. No.: 312-464-5000 Fax No.: 312-464-5834 JAMA ONCOLOGY is committed to publishing influential original research, opinions, and reviews that advance the science of oncology and improve the clinical care of patients with cancer.

#### **FIELD SERVED**

JAMA ONCOLOGY serves the fields of Hematology, Oncology, Hematology/Oncology, Radiation Oncology, Other Specialties, and others allied to the field.

#### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians with those specialties reported in Paragraph 3a.

# **CHANNELS**



# **EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
JAMA ONCOLOGY MAGAZINE (6 issues in the period)	13,489	-	13,489

# **ADDITIONAL DATA**

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 13,453 copies or 100%, including The American Medical Association Directory.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true. Sue Sherrill, Director of Circulation and Distribution Services Tom Easley, Sr. VP, of Publishing and Mission Operations (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 Туре ID Number

August 17, 2020 Illinois Cook August 17, 2020 BJ J136B0J0

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.

# **MAGAZINE CHANNEL**

## Official Publication of: None/Established: 2015/ Issues Per Year: 12

AVERAGE NON-QUALIFIED C	IRCULATION	1. AVERAGE QUA					
Non-Qualified Not Included Elsewhere	Copies	Oualified	Total Qualified	Qualified Non-Paid	Qualified Paid	2020 Issue	TION BY ISSUES FOR PERIOD Total Oualified
Other Paid Circulation	-	Circulation		Copies Percent 13,489 100.0	Copies Percent	February	13,526
Advertiser and Agency	42	Sponsored Individually Addressed				March	13,514
Allocated for Trade Shows and Conventions	-	Membership Benefit				April	13,494
All Other	556	Multi-Copy Same Addressee				May	13,478
		Single Copy Sales				June	13,468
TOTAL	598	TOTAL QUALIFIED CIRCULATION	13,489 100.0	13,489 100.0		July	13,453

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020

100.0

								M	ajor Professional Activit	y					
					Patient Care Hospital Based				Otl	her Professional Activit	1			Osteopathic	
Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Interns and/or 1st Year Residents	Residents	Full-Time Hospital Staff	– Total Patient Care	Medical Teaching	Administration	Research	Other	Total Other Professional Activity	Office-Based Practice	Hospital-Based Practice	Other Professional Activity
Hematology	924	6.9	599	-	2	224	825	9	5	39	38	91	7	-	1
Oncology	3,046	22.6	2,046	-	5	652	2,703	11	8	87	187	293	31	11	8
Hematology/ Oncology	8,012	59.6	5,472	1	211	1,446	7,130	110	5	60	525	700	128	40	14
Radiation Oncology	1,446	10.7	924	7	89	333	1,353	2	2	1	70	75	12	5	1
Other Specialties	25	0.2	13	-	2	9	24	-	-	-	-	-	1	-	-
FOTAL COPIES TO PHYSICIANS	13,453	100.0	9,054	8	309	2,664	12,035	132	20	187	820	1,159	179	56	24
Others Allied to	-	-													

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the Field
    TOTAL
QUALIFIED
CIRCULATION
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13,453

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Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	13,453	-	-	13,453	100.0
*Association rosters and directories	13,453	-	-	13,453	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,453	-	-	13,453	100.0
PERCENT	100.0	-		100.0	

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020

State	Total Qualified	Percent	State	Total Qualified	Percent
laine	51		Kentucky	161	
lew Hampshire	56		Tennessee	266	
/ermont	34		Alabama	158	
Massachusetts	581		Mississippi	78	
Rhode Island	57		EAST SO. CENTR		4.9
Connecticut	188		Arkansas	85	
NEW ENGLAND	967	7.2	Louisiana	170	
New York	1,198		Oklahoma	102	
New Jersey	440		Texas	987	
Pennsylvania	688		WEST SO. CENTR		10.0
MIDDLE ATLANTIC	2,326	17.3	Montana	29	
Ohio	512		Idaho	33	
ndiana	223		Wyoming	16	
Ilinois	542		Colorado	192	
Michigan	404		New Mexico	58	
Wisconsin	237		Arizona	263	
EAST NO. CENTRAL	1,918	14.2	Utah	73	
Minnesota	260		Nevada	74	
owa	106		MOUNTA	IN 738	5.5
Missouri	249		Alaska	20	
North Dakota	28		Washington	306	
South Dakota	30		Oregon	167	
Nebraska	56		California	1,383	
Kansas	107		Hawaii	34	
WEST NO. CENTRAL	836	6.2	PACIF		14.2
Delaware	28		UNITED STAT		99.4
Maryland	365		U.S. Territories	75	
Washington, DC	73		Canada	1	
Virginia	308		Mexico	-	
West Virginia	65		Other International	-	
North Carolina	443		APO/FPO	1	
South Carolina	138			_	
Georgia	333			10 100	100.0
Florida	921		TOTAL QUALIFIED CIRCULATION	DN 13,453	100.0
SOUTH ATLANTIC	2,674	19.9			

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