

# **BRAND REPORT**



FOR THE 6 MONTH PERIOD ENDED DECEMBER 2022

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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**CLINICAL LUNG CANCER** is a peer-reviewed bimonthly journal that publishes original articles describing various aspects of clinical and translational research of lung cancer. The main emphasis is on recent scientific developments in all areas related to lung cancer. Specific areas of interest include clinical research and mechanistic approaches; drug sensitivity and resistance; gene and antisense therapy; pathology, markers, and prognostic indicators; chemoprevention strategies; multimodality therapy; and integration of various approaches.

#### **MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**CLINICAL LUNG CANCER** is produced in a print format. The editorial for the print copy is the same for all recipients.

#### **FIELD SERVED**

**CLINICAL LUNG CANCER** serves medical physicians specializing in oncology fields as reported in Paragraph 3a.

### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are medical physicians in oncology specialties.

## **CHANNELS**



### EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL LUNG CANCER PRINT MAGAZINE (4 issues in the period)	9,501	-	9,501

(See Paragraph 3b for Source)

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# **MAGAZINE CHANNEL**

### Official Publication of: None/Established: 1999 Issues Per Year: 8 (See Additional Data)

AVERAGE NON-QUALIFIED C	RCULATION	1. AVERAGE QUA	LIFIED C	IRCULA					2. QUALIFIED CIRCU	LATION BY ISSUES FOR PERIO
Non-Qualified Not Included Elsewhere	Copies			tal lified		lified -Paid	Qual Pa		2022 Issues	Total Qualified
Other Paid Circulation	16	Qualified Circulation				Percent	Copies	Percent	July	9,501
		Individual	9,501	100.0	9,501	100.0	-	-		
Advertiser and Agency	152	Sponsored Individually Addressed	-	-	-	-	-	-	September	9,501
Allocated for Trade Shows and Conventions	-	Membership Benefit	-	-	-	-	-	-	Neversberg	0.504
All Other	33	Multi-Copy Same Addressee	-	-	-	-	-	-	November	9,501
All Other	33	Single Copy Sales	-	-	-	-	-	-		
TOTAL	201		9,501	100.0	9,501	100.0	-	-	December	9,501

# 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022 This issue is equal to the average of the other 3 issues reported in Paragraph 2.

			Major Professional Activity									
					Patient Care	)			Other Pr	ofessional A	ctivity	
			Hospital-Based Practice									
Professional Classification	Total Qualified	Percent of total	Office- Based	Interns and/or Residents	Full-Time Hospital Staff	Total Hospital Based	Total Patient Care	Medical Teaching/ Admin	Research	Armed Forces	Other	Total
Hematology/Oncology	5,886	61.9	5,875	-	11	11	5,886	-	-	-	-	-
Oncology	966	10.2	947	-	19	19	966	-	-	-	-	-
Radiation Oncology	2,498	26.3	2,482	-	16	16	2,498	-	-	-	-	-
Surgical Oncology	151	1.6	150	-	1	1	151	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,501	100.0	9,454	-	47	47	9,501	-	-	-	-	-
PERCENT	100.0		99.5	-	0.5	0.5	100.0	-	-		-	-

		Qualified Within			
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):	9,501	-	-	9,501	100.0
*Association rosters and directories	9,501	-	-	9,501	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,501	-	-	9,501	100.0
PERCENT	100.0	-		100.0	

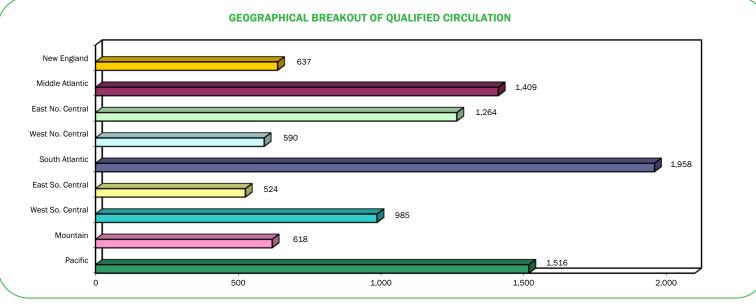
#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

IFIED CIRCULATION	AND CORRENT UNAUDI	TED CIRCULATION			
Audited Data	Audited Data	Audited Data	Audited Data	<b>Circulation Claim</b>	<b>Circulation Claim</b>
January – June 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022*	July – December 2022*
9,503	9,458	9,510	9,511	9,501	9,501
9,503	9,458	9,510	9,511	9,501	9,501
-	-	-	-	-	-
**NC	**NC	**NC	**NC	**NC	**NC
**NC	**NC	**NC	**NC	**NC	**NC
	Audited Data January – June 2020 9,503 9,503 - **NC	Audited Data         Audited Data           January – June         July – December           2020         2020           9,503         9,458           9,503         9,458           -         -           **NC         **NC	January – June 2020         July – December 2020         January – June 2021           9,503         9,458         9,510           9,503         9,458         9,510           -         -         -           **NC         **NC         **NC	Audited DataAudited DataAudited DataAudited DataJanuary - June 2020July - December 2021January - June 2021July - December 20219,5039,4589,5109,5119,5039,4589,5109,511**NC**NC**NC	Audited DataAudited DataAudited DataAudited DataCirculation ClaimJanuary - June 2020July - December 2021January - June 2021July - December 2021January - June 2022*9,5039,4589,5109,5119,5019,5039,4589,5109,5119,501**NC**NC**NC**NC**NC

\*NOTE: January – December 2022 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 NOVEMBER 2022 State Total Qualified Percent State

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	28		Kentucky	110	
New Hampshire	43		Tennessee	216	
Vermont	14		Alabama	148	
Massachusetts	382		Mississippi	50	
Rhode Island	43		EAST SO. CENTRAL	524	5.5
Connecticut	127		Arkansas	57	
NEW ENGLAND	637	6.7	Louisiana	122	
New York	675		Oklahoma	69	
New Jersey	294		Texas	737	
Pennsylvania	440		WEST SO. CENTRAL	985	10.4
MIDDLE ATLANTIC	1,409	14.8	Montana	27	
Ohio	339		Idaho	28	
Indiana	164		Wyoming	8	
Illinois	321		Colorado	161	
Michigan	257		New Mexico	53	
Wisconsin	183		Arizona	218	
EAST NO. CENTRAL	1,264	13.3	Utah	73	
Minnesota	207		Nevada	50	
lowa	59		MOUNTAIN	618	6.5
Missouri	166		Alaska	22	
North Dakota	22		Washington	219	
South Dakota	29		Oregon	138	
Nebraska	46		California	1,119	
Kansas	61		Hawaii	18	
WEST NO. CENTRAL	590	6.2	PACIFIC	1,516	16.0
Delaware	20		UNITED STATES	9,501	100.0
Maryland	236		U.S. Territories	-	
Washington, DC	32		Canada	-	
Virginia	229		Mexico	-	
West Virginia	32		Other International	-	
North Carolina	334		APO/FPO	-	
South Carolina	112		·		
Georgia	273				
Florida	690		TOTAL QUALIFIED CIRCULATION	9,501	100.0
SOUTH ATLANTIC	1,958	20.6			



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MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

# ADDITIONAL DATA

CHANGE IN FREQUENCY: Effective with the June 2022 issue, CLINICAL LUNG CANCER changed its frequency from 6 to 8 issues per year.

### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 9,501 copies or 100.0%, including the American Medical Association.

Ande Nichols, Publisher Richard Bozza, Circulation Analyst (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) <b>IMPORTANT NOTE:</b> 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 City State Received by BPA Worldwide Type ID Number	January 10, 2023 Philadelphia Pennsylvania January 10, 2023 BD C932BRD22
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