THE LANCET Oncology

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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THE LANCET ONCOLOGY publishes original research, reviews, personal views, commentaries, and news across the field of oncology, providing a global and independent forum for clinical oncology research and opinion.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

THE LANCET ONCOLOGY is produced in a print format. The editorial for the print copy is the same for all recipients.

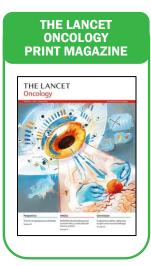
FIELD SERVED

THE LANCET ONCOLOGY serves medical professionals and organisations within the field of Oncology and related fields.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are U.S. Based Hematological Oncologists, U.S. Based Medical Oncologists, Other Specialists and Paid Subscribers.

CHANNELS



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE LANCET ONCOLOGY PRINT MAGAZINE (6 issues in the period)	14,517	243	14,760

(See Paragraph 3b for Source)

MAGAZINE CHANNEL

AVERAGE NON-QUALIFIED CI	RCULATION	
Non-Qualified Not Included Elsewhere	Copies	
Other Paid Circulation	-	
Advertiser and Agency	-	
Allocated for Trade Shows and Conventions	-	
All Other	4,698	
TOTAL	4,698	

_	Total Q	ualified	ed Qualified Non-Paid Qualified Paid			ed Paid
Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,748	99.9	14,517	98.4	231	1.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	12	0.1	-	-	12	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,760	100.0	14,517	98.4	243	1.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Qualified Non-Paid	Qualified Paid	Total Qualified
July	15,081	252	15,333
August	14,788	247	15,035
September	13,667	250	13,917
October	11,931	241	12,172
November	13,381	239	13,620
December	18,254	230	18,484

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022 This issue is 9.1% or 1,368 copies below the average of the other 5 issues reported in Paragraph 2. Total Percent Qualified Qualified Business and Industry Qualified of Total Non-Paid Paid US Based Hematological Oncologists 8,204 60.2 8,204 US Based Medical Oncologists 2,548 18.7 2,548 -Other Specialists 2,629 19.3 2,629 Paid Circulation 239 1.8 239 100.0 TOTAL QUALIFIED CIRCULATION 13,620 13,381 **239** PERCENT 100.0 **98.2** 1.8

	(Qualified With	in				
Qualification Source	1 Year 2 Years 3+ Ye		3+ Years*	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
. Direct Request:	105	60	21	-	186	186	1.4
I. Request from recipient's company:	45	8	-	-	53	53	0.4
II. Membership Benefit:	-	-	-	-	-	-	-
V. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	13,381	-	-	13,381	-	13,381	98.2
*Association rosters and directories	13,381	-	-	13,381	-	13,381	98.2
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
/I. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,531	68	21	13,381	239	13,620	100.0
PERCENT	99.3	0.5	0.2	98.2	1.8	100.0	

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
- 6-Month Period Ended:	January – June 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*
otal Audit Average Qualified:	14,542	15,045	13,851	18,027	15,691	14,760
ualified Non-Paid:	14,299	14,801	13,605	17,762	15,424	14,517
ualified Paid:	243	244	246	265	267	243
ost Expire Copies included in otal Qualified Circulation:	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
verage Annual Order Price:	£409.86	£251.35	£413.90	£298.01	£450.86	£268.19

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	18	1	19		Kentucky	36	1	37	
New Hampshire	12	-	12		Tennessee	434	2	436	
Vermont	20	-	20		Alabama	233	1	234	
Massachusetts	534	4	538		Mississippi	25	-	25	
Rhode Island	15	-	15		EAST SO. CENTRAL	728	4	732	5.4
Connecticut	152	2	154		Arkansas	98	-	98	
NEW ENGLAND	751	7	758	5.6	Louisiana	46	1	47	
New York	1,249	10	1,259		Oklahoma	155	-	155	
New Jersey	569	3	572		Texas	968	5	973	
Pennsylvania	676	2	678		WEST SO. CENTRAL	1,267	6	1,273	9.3
MIDDLE ATLANTIC	2,494	15	2,509	18.4	Montana	44	1	45	
Ohio	473	4	477		Idaho	40	-	40	
Indiana	294	1	295		Wyoming	11	1	12	
Illinois	508	2	510		Colorado	303	-	303	
Michigan	457	1	458		New Mexico	46	-	46	
Wisconsin	216	1	217		Arizona	338	3	341	
EAST NO. CENTRAL	1,948	9	1,957	14.4	Utah	142	-	142	
Minnesota	421	2	423		Nevada	28	-	28	
Iowa	30	-	30		MOUNTAIN	952	5	957	7.0
Missouri	324	2	326		Alaska	14	-	14	
North Dakota	35	-	35		Washington	451	1	452	
South Dakota	32	-	32		Oregon	135	-	135	
Nebraska	23	1	24		California	1,250	8	1,258	
Kansas	25	-	25		Hawaii	3	1	4	
WEST NO. CENTRAL	890	5	895	6.6	PACIFIC	1,853	10	1,863	13.7
Delaware	33	-	33		UNITED STATES	13,381	76	13,457	98.8
Maryland	367	2	369		U.S. Territories	-	1	1	
Washington, DC	170	1	171		Canada	-	4	4	
Virginia	284	2	286		Mexico	-	-	-	
West Virginia	68	-	68		Other International	-	158	158	
North Carolina	286	5	291		APO/FPO	-	-	-	
South Carolina	211	1	212						
Georgia	110	2	112		TOTAL QUALIFIED	12 201	020	12 600	100.0
Florida	969	2	971		CIRCULATION	13,381	239	13,620	100.0
SOUTH ATLANTIC	2,498	15	2,513	18.4					

Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
ASIA	-	33	33	0.2	CARIBBEAN	-	1	1	-
MIDDLE EAST	-	2	2	-					
EUROPE	-	106	106	0.8	SOUTH AMERICA	-	7	7	0.1
AFRICA	-	1	1	-	ASIA PACIFIC	-	9	9	0.1
NORTH AMERICA									
Canada	-	4	4						
United States	13,381	76	13,457		TOTAL QUALIFIED CIRCULATION	13,381	239	13,620	100.0
Subtotal	13,381	80	13,461	98.8	-				

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 13,381 copies or 98.2%, including the American Medical Association. Paragraph 3b includes 5 copies or -% paid orders beyond 3 years.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true. Steve Morgan, Client Services Manager

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.)

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.

Country City Received by BPA Worldwide Type ID Number

Date signed

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