

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2022

THE LANCET
Oncology

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.



Elsevier Limited
32 Jamestown Road
London NW1 7BY, United Kingdom
Tel. No.: +44 (0)20 7424 4910
Fax No.: +44 (0)20 7424 4911

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

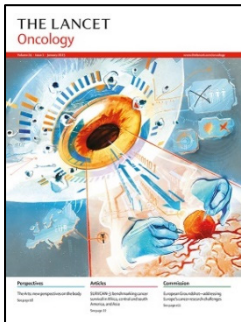
THE LANCET ONCOLOGY serves medical professionals and organisations within the field of Oncology and related fields.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

THE LANCET ONCOLOGY PRINT MAGAZINE



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)

AVERAGE NON-QUALIFIED CIRCULATION

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	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.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified 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
TOTAL QUALIFIED CIRCULATION	13,620	100.0	13,381	239
PERCENT	100.0		98.2	1.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years*				
I. Direct Request:	105	60	21	-	186	186	1.4
II. Request from recipient's company:	45	8	-	-	53	53	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. 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	-	-	-	-	-	-	-
VI. 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	

*See Additional Data

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.

Date signed	January 13, 2023
Country	United Kingdom
City	London
Received by BPA Worldwide	January 13, 2023
Type	BJ
ID Number	L139BRD22

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.