



B2B Media

Publisher's Statement

6 months ended July 31, 2024

Subject to Audit

Field Served:

ONCOLOGY TIMES serves the medical specialty of oncology.

ONCOLOGY TIMES



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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		27,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		27,000
Total Average Qualified Nonpaid Circulation		27,000

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		939
Total Average Nonqualified Circulation		939

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Feb		27,000
Mar		27,000
Apr		27,000
May		27,000
Jun		27,000
Jul		27,000

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print
1.	Hematology/Oncology	12,668	46.9	12,668
2.	Pediatric Hematology/Oncology	2,610	9.7	2,610
3.	Oncology	3,419	12.7	3,419
4.	Radiation Oncology	1,645	6.1	1,645
5.	Gynecological Oncology	986	3.7	986
6.	Surgical Oncology	1,022	3.8	1,022
7.	Musculoskeletal Oncology	206	0.8	206
8.	Dermatology	206	0.8	206
9.	Hematology	888	3.3	888
10.	Hematologic Pathology	124	0.5	124
11.	Cytopathology	142	0.5	142
12.	Urology	1,645	6.1	1,645
13.	Other Related Specialties (Note 1)	331	1.2	331
14.	Oncology Nurses	790	2.9	790
15.	Oncology Nurse Practitioners	318	1.2	318
Total Qualified Circulation		27,000	100.0	27,000

Note 1: Includes Internal Medicine, Infection Disease, Colon/Rectal Surgery, and General Surgery.

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	342	567	199	1,108	4.1
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	25,892			25,892	95.9
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	26,234	567	199	27,000	100.0
Percent	97.2	2.1	0.7	100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	332
Arizona	160
Arkansas	437
California	2,915
Colorado	358
Connecticut	406
Delaware	164
District of Columbia	63
Florida	1,751
Georgia	653
Idaho	171
Illinois	64
Indiana	1,091
Iowa	404
Kansas	160
Kentucky	297
Louisiana	247
Maine	1,228
Maryland	833
Massachusetts	91
Michigan	778
Minnesota	508
Mississippi	491
Missouri	134
Montana	53
Nebraska	945
Nevada	60
New Hampshire	135
New Jersey	121
New Mexico	860
New York	114
North Carolina	105
North Dakota	2,629
Ohio	1,101
Oklahoma	139
Oregon	304
Pennsylvania	1,390
Rhode Island	149
South Carolina	306
South Dakota	49
Tennessee	630
Texas	1,983
Utah	166
Vermont	585
Virginia	63
Washington	544
West Virginia	465
Wisconsin	109
Wyoming	25
TOTAL 48 CONTERMINOUS STATES	26,766
Alaska	34
Hawaii	69
TOTAL ALASKA & HAWAII	103
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	26,869
Poss. & Other Areas	131
U.S. & POSS., etc.	27,000
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	27,000

NOTES

Definition of Recipient Qualification:

Qualified recipients are physicians, nurses and nurse practitioners specializing in oncology and related specialties as reported in the Business Analysis herein, including hematology/oncology, radiation oncology, gynecological oncology, surgical oncology, musculoskeletal oncology, hematology, urology, dermatology, hematologic pathology, cytopathology, and other related specialties.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the July issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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