



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JULY 2011**

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 JOURNAL OF SUPPORTIVE ONCOLOGY

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FIELD SERVED

THE JOURNAL OF SUPPORTIVE ONCOLOGY serves the medical specialties relating to Oncology and Hematology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include physicians in all types of practice with primary and secondary specialties in Oncology, Hematology, Hematology/Oncology, Radiation Oncology, Anes. Pain Management, Pain Management, Pain Medicine, Palliative Medicine, Internal Medicine, and other related specialties and Oncology Nurses and Nurse Administrators, Nurse Practitioners, Physician Assistants, and others related to the field.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | - |
| Advertiser and Agency _____ | 304 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 67 |
| Digital _____ | - |
| All Other _____ | 107 |
| TOTAL | 478 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 17,863 | 100.0 | 17,863 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 17,863 | 100.0 | 17,863 | 100.0 | - | - |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | |
|---|-----------------|
| 2011 Issue | Total Qualified |
| March/April _____ | 17,897 |
| May/June _____ | 17,140 |
| July/August _____ | 18,552 |

THE JOURNAL OF SUPPORTIVE ONCOLOGY / July 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011

This issue is 5.9% or 1,033 copies above the average of the other 2 issues reported in Paragraph two.

| | PROFESSIONAL CLASSIFICATION | TOTAL QUALIFIED | PERCENT OF TOTAL | OFFICE BASED PRACTICE | RESIDENTS | FULL TIME HOSPITAL STAFF | TOTAL HOSPITAL BASED | TOTAL PATIENT CARE | MEDICAL TEACHING | ADMIN-ISTRATION | RESEARCH | OTHER | UN-CLASSIFIED | Osteopathic Physicians |
|-----|---|-----------------|------------------|-----------------------|-----------|--------------------------|----------------------|--------------------|------------------|-----------------|----------|-------|---------------|------------------------|
| APM | Anes, Pain Management _____ | 10 | 0.1 | 10 | - | - | - | 10 | - | - | - | - | - | - |
| HEM | Hematology _____ | 336 | 1.8 | 209 | - | 41 | 41 | 250 | 19 | 12 | 52 | 3 | - | - |
| HO | Hematology and Oncology _____ | 3,801 | 20.5 | 1,790 | 1,395 | 239 | 1,634 | 3,424 | 14 | 12 | 58 | 40 | 98 | 155 |
| IM | Internal Medicine _____ | 221 | 1.2 | 167 | - | 17 | 17 | 184 | 6 | 6 | 17 | 5 | - | 3 |
| ON | Oncology, Medical _____ | 4,791 | 25.8 | 3,376 | 103 | 464 | 567 | 3,943 | 44 | 117 | 438 | 40 | 147 | 62 |
| PME | Pain Management _____ | 6 | - | 5 | - | 1 | 1 | 6 | - | - | - | - | - | - |
| PMM | Pain Medicine _____ | 9 | - | 6 | - | 1 | 1 | 7 | 2 | - | - | - | - | - |
| PLM | Palliative Medicine _____ | 182 | 1.0 | 81 | 1 | 41 | 42 | 123 | 2 | 17 | 2 | 3 | - | 35 |
| RO | Radiation Oncology _____ | 853 | 4.6 | 754 | 1 | 75 | 76 | 830 | 1 | 3 | 2 | 11 | 1 | 5 |
| | TOTAL COPIES TO PHYSICIANS | 10,209 | 55.0 | 6,398 | 1,500 | 879 | 2,379 | 8,777 | 88 | 167 | 569 | 102 | 246 | 260 |
| | PERCENT TO PHYSICIANS | 55.0 | - | 34.5 | 8.1 | 4.7 | 12.8 | 47.3 | 0.5 | 0.9 | 3.1 | 0.5 | 1.3 | 1.4 |
| | Pain & Palliative Medicine _____ | 447 | 2.4 | | | | | | | | | | | |
| | Oncology Nurses and Nurse Administrators, Nurse Practitioners and Physicians Assistants _____ | 6,990 | 37.7 | | | | | | | | | | | |
| | Others Allied to the field _____ | 906 | 4.9 | | | | | | | | | | | |
| | TOTAL QUALIFIED CIRCULATION | 18,552 | 100.0 | | | | | | | | | | | |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|---|------------------|--------------|--------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: _____ | 678 | 1,946 | 1,427 | 4,051 | 21.8 |
| II. Request from recipient's company: _____ | - | - | - | - | - |
| III. Membership Benefit: _____ | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): _____ | 6 | 5 | - | 11 | 0.1 |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | 14,490 | - | - | 14,490 | 78.1 |
| *Association rosters and directories _____ | 11,523 | - | - | 11,523 | 62.1 |
| Business directories _____ | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists _____ | - | - | - | - | - |
| *Other sources _____ | 2,967 | - | - | 2,967 | 16.0 |
| VI. Single Copy Sales: _____ | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 15,174 | 1,951 | 1,427 | 18,552 | 100.0 |
| PERCENT | 81.8 | 10.5 | 7.7 | 100.0 | |

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011

| MAILING ADDRESS | Total Qualified | Percent |
|---|-----------------|--------------|
| Individuals by name and title and/or function _____ | 18,552 | 100.0 |
| Individuals by name only _____ | - | - |
| Titles or functions only _____ | - | - |
| Company names only _____ | - | - |
| Multi-Copy Same Addressee copies _____ | - | - |
| Single Copy Sales _____ | - | - |
| TOTAL QUALIFIED CIRCULATION | 18,552 | 100.0 |

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine _____ | 72 | | Kentucky _____ | 165 | |
| New Hampshire _____ | 81 | | Tennessee _____ | 269 | |
| Vermont _____ | 37 | | Alabama _____ | 167 | |
| Massachusetts _____ | 564 | | Mississippi _____ | 75 | |
| Rhode Island _____ | 77 | | EAST SO. CENTRAL | 676 | 3.6 |
| Connecticut _____ | 408 | | Arkansas _____ | 101 | |
| NEW ENGLAND | 1,239 | 6.7 | Louisiana _____ | 184 | |
| New York _____ | 2,034 | | Oklahoma _____ | 142 | |
| New Jersey _____ | 550 | | Texas _____ | 3,088 | |
| Pennsylvania _____ | 911 | | WEST SO. CENTRAL | 3,515 | 18.9 |
| MIDDLE ATLANTIC | 3,495 | 18.8 | Montana _____ | 45 | |
| Ohio _____ | 595 | | Idaho _____ | 67 | |
| Indiana _____ | 290 | | Wyoming _____ | 19 | |
| Illinois _____ | 741 | | Colorado _____ | 217 | |
| Michigan _____ | 562 | | New Mexico _____ | 78 | |
| Wisconsin _____ | 324 | | Arizona _____ | 253 | |
| EAST NO. CENTRAL | 2,512 | 13.6 | Utah _____ | 78 | |
| Minnesota _____ | 310 | | Nevada _____ | 104 | |
| Iowa _____ | 137 | | MOUNTAIN | 861 | 4.6 |
| Missouri _____ | 283 | | Alaska _____ | 17 | |
| North Dakota _____ | 40 | | Washington _____ | 391 | |
| South Dakota _____ | 41 | | Oregon _____ | 168 | |
| Nebraska _____ | 105 | | California _____ | 1,480 | |
| Kansas _____ | 125 | | Hawaii _____ | 37 | |
| WEST NO. CENTRAL | 1,041 | 5.6 | PACIFIC | 2,093 | 11.3 |
| Delaware _____ | 34 | | UNITED STATES | 18,482 | 99.6 |
| Maryland _____ | 531 | | U.S. Territories _____ | 70 | |
| Washington, DC _____ | 79 | | Canada _____ | - | |
| Virginia _____ | 320 | | Mexico _____ | - | |
| West Virginia _____ | 77 | | Other International _____ | - | |
| North Carolina _____ | 507 | | APO/FPO _____ | - | |
| South Carolina _____ | 175 | | | | |
| Georgia _____ | 349 | | | | |
| Florida _____ | 978 | | | | |
| SOUTH ATLANTIC | 3,050 | 16.5 | TOTAL QUALIFIED CIRCULATION | 18,552 | 100.0 |

| AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS | | | | | | |
|--|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|
| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
| | July - December 2008 | January - June 2009 | July - December 2009 | January - June 2010 | July - December 2010 | January - June 2011* |
| Total Audit Average Qualified: _____ | 28,202 | 23,879 | 22,901 | 20,745 | 18,373 | 17,863 |
| Qualified Non-Paid: _ | 28,202 | 23,879 | 22,901 | 20,745 | 18,373 | 17,863 |
| Qualified Paid: _____ | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price:_____ | **NC | **NC | **NC | **NC | **NC | **NC |

***NOTE: February 2011 – July 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

** NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 260 copies or 1.4% to 9,899 copies or 53.4%, including the American Osteopathic Association and the American Medical Association.

Other sources include 3 sources of circulation for a quantity of 50 copies or 0.3% to 2,535 copies or 13.7%, including the MMS complied Nurse and NP list.

| PUBLISHER'S AFFIDAVIT | | |
|---|---------------------------|-----------------|
| We hereby make oath and say that all data set forth in this statement are true. | Date signed | August 24, 2011 |
| Alan Imhoff, President, IMNG | State | New Jersey |
| Barbara Cavallaro, Audience Development Manager, IMNG | County | Morris |
| (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) | Received by BPA Worldwide | August 24, 2011 |
| IMPORTANT NOTE: | Type | PD |
| This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide. | ID Number | J080P011 |