

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 Oncology Report

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Official Publication of: None
Established: 2004
Issues Per Year: 10
(See Additional Data)

FIELD SERVED

The Oncology Report serves the medical specialty of Oncology and Hematology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include physicians in all types of practices with primary and secondary specialties in Oncology, Hematology, Hematology/Oncology and other related fields. Pharmacists, Administrators, Nurses, Nurse Administrators, Nurse Practitioners, Physician Assistants and others related to the field are also qualified.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	309
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
Digital _____	-
All Other _____	142
TOTAL	484

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,582	100.0	14,582	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,582	100.0	14,582	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	14,606
March _____	14,555
April _____	14,533
May _____	14,651
June _____	14,638
July/August _____	14,508

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

This issue is 0.6% or 89 copies below the average of the other 5 issues reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO						
			PATIENT CARE					Other	Osteopathic Physicians
			Office Based	Hospital Based Practice			Total Patient Care		
				Residents	Full Time Hospital Staff	Total Hospital Based			
Hematology _____	1,810	12.5	1,106	47	256	303	1,409	397	4
Hematology/Oncology _____	5,674	39.1	3,618	1,311	388	1,699	5,317	204	153
Oncology _____	4,654	32.1	3,406	94	470	564	3,970	628	56
Total Copies to Physicians	12,138	83.7	8,130	1,452	1,114	2,566	10,696	1,229	213
Oncology Medical Directors, Oncology Administrators, Oncology Pharmacy, Physician Assistants, Nurses, Nurse Practitioners, and Nurse Administrators _____	2,330	16.0							
Others Allied to the field _____	40	0.3							
TOTAL QUALIFIED CIRCULATION	14,508	100.0							
PERCENT	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: _____	187	189	219	595	4.1
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	13,913	-	-	13,913	95.9
*Association rosters and directories _____	13,348	-	-	13,348	92.0
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	565	-	-	565	3.9
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,100	189	219	14,508	100.0
PERCENT	97.2	1.3	1.5	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 _____	14,508	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	14,508	100.0

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

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	64		Kentucky _____	146	
New Hampshire _____	73		Tennessee _____	267	
Vermont _____	40		Alabama _____	166	
Massachusetts _____	592		Mississippi _____	73	
Rhode Island _____	70		EAST SO. CENTRAL	652	4.5
Connecticut _____	225		Arkansas _____	75	
NEW ENGLAND	1,064	7.3	Louisiana _____	172	
New York _____	1,416		Oklahoma _____	119	
New Jersey _____	517		Texas _____	1,152	
Pennsylvania _____	836		WEST SO. CENTRAL	1,518	10.5
MIDDLE ATLANTIC	2,769	19.1	Montana _____	37	
Ohio _____	534		Idaho _____	35	
Indiana _____	256		Wyoming _____	9	
Illinois _____	570		Colorado _____	194	
Michigan _____	498		New Mexico _____	64	
Wisconsin _____	253		Arizona _____	205	
EAST NO. CENTRAL	2,111	14.6	Utah _____	71	
Minnesota _____	289		Nevada _____	84	
Iowa _____	100		MOUNTAIN	699	4.8
Missouri _____	230		Alaska _____	15	
North Dakota _____	41		Washington _____	327	
South Dakota _____	22		Oregon _____	158	
Nebraska _____	80		California _____	1,395	
Kansas _____	101		Hawaii _____	27	
WEST NO. CENTRAL	863	5.9	PACIFIC	1,922	13.2
Delaware _____	37		UNITED STATES	14,420	99.4
Maryland _____	488		U.S. Territories _____	88	
Washington, DC _____	82		Canada _____	-	
Virginia _____	298		Mexico _____	-	
West Virginia _____	66		Other International _____	-	
North Carolina _____	490		APO/FPO _____	-	
South Carolina _____	147		TOTAL QUALIFIED CIRCULATION	14,508	100.0
Georgia _____	358				
Florida _____	856				
SOUTH ATLANTIC	2,822	19.5			

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS				
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim
	December 2009-January 2010	February - July 2010	December 2010-January 2011	February - July 2011*
Total Audit Average Qualified _____	18,608	14,463	14,495	14,582
Qualified Non-Paid _____	18,608	14,463	14,495	14,582
Qualified Paid _____	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

*NOTE: February - July 2011 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

CHANGE IN FREQUENCY:

Effective with the January 2011 issue, THE ONCOLOGY REPORT changed its frequency from 6 to 10 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 213 copies or 1.5% to 11,925 copies or 82.2%, including the American Osteopathic Association and the American Medical Association.

Other sources include 1 source of circulation for a quantity of 565 copies or 3.9%, including Medical Marketing Services List House list of Nurse Practitioners.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Alan Imhoff, President, IMNG

Barbara Cavallaro, Audience Development Manager, IMNG

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 31, 2011

State New Jersey

County Morris

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