

Cancer Health Magazine Applies For BPA Worldwide Consumer Magazine Membership

March 16, 2018

Cancer Health magazine has applied for consumer magazine membership in BPA Worldwide. The magazine is published by Smart+Strong, a division of CDM Publishing, LLC (New York, NY).

BPA Worldwide will track Cancer Health's circulation and source makeup and geographic coverages. Cancer Health will have 12 months to complete its initial circulation audit.

"We are excited to be working with BPA Worldwide on Cancer Health. BPA Worldwide's circulation audits provide full transparency for media agencies and clients alike," said Diane Anderson, VP, Integrated Sales. "The BPA Worldwide media audit will allow brands to more effectively and confidently evaluate Cancer Health as an important media partner."

"We are pleased that Cancer Health has applied for membership in BPA Worldwide," said BPA President and CEO Glenn Hansen. "We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication's effectiveness in serving its market."

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 2,600 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

[iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social

responsibility guidelines and standards.

The latest innovation to move the industry forward is the [B2B Media Exchange](#), an online private marketplace for automated sales of independently verified B2B media and related digital marketing products.

For more information on BPAWW and its services, please visit the [website](#).

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