



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2023



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.

Wolters Kluwer,  
Lippincott Williams & Wilkins  
2001 Market Street  
Philadelphia, PA 19103  
www.ajnonline.com

The **AMERICAN JOURNAL OF NURSING (AJN)** has been serving the nursing profession since 1900. AJN is an award-winning, peer-reviewed, monthly journal publishing a broad range of highly readable articles. With coverage of evidence-based clinical practice and incisive news analysis, trenchant commentary and original research, reflection and hands-on nursing, AJN was named as one of 100 Most Influential Journals in Biology & Medicine over the last 100 Years—the only nursing journal included (BioMedical & Life Sciences Division (DBIO) of the Special Libraries Association (SLA)).

## MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**AMERICAN JOURNAL OF NURSING** is produced in a print format. The editorial for the print copy is the same for all recipients.

## FIELD SERVED

**AMERICAN JOURNAL OF NURSING** serves the following primary areas of practice: Emergency Department, Intensive Care, Medical/Surgical, General Practice, Obstetrics/Gynecology/Nursery/ Neonatal/NICU, Operating Room, Pediatrics, Psychiatric, Geriatrics, Oncology, Rehabilitation, Neurology, Orthopedics, QI/UR Risk Management, Other Specialties, Community/Public Health, Occupational Health, School Nurse, Home Health, Free Standing Ambulatory Care, Outpatient, HMO/Managed Health, Hospice, Healthcare Provider Office, Independent Nursing Practice, Clinical Nursing Specialist, School of Nursing, Nursing Home/EFC, Paid subscribers and Others Allied to the Field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Administrator/Director or Assistant, In-service Staff Development, Clinical Nurse Specialist, Nurse Practitioner, Nurse Midwife, Nurse Anesthetist/CRNA, Nurse Manager, Staff Nurse, Case Manager, Administration/Dean or Assistant (Nursing Education), Faculty Member, Research Director or Assistant, Library/Librarian, Paid subscribers and others allied to the field.

## CHANNELS

### AMERICAN JOURNAL OF NURSING PRINT MAGAZINE



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>AMERICAN JOURNAL OF NURSING PRINT MAGAZINE</b> (6 issues in the period)	8,349	6,853	15,202

(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	1,743
<b>TOTAL</b>	<b>1,743</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,202	100.0	8,349	54.9	6,853	45.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,202</b>	<b>100.0</b>	<b>8,349</b>	<b>54.9</b>	<b>6,853</b>	<b>45.1</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	16,031
February	15,266
March	15,137
April	15,128
May	14,981
June	14,666

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

This issue is 1.7% or 265 copies below the average of the other 5 issues reported in Paragraph 2.

Job Title (Note 1)	Total Qualified	Percent of Total
Administrator/Director or Assistant, In-service Staff Development, Clinical Nurse Specialist, Nurse Practitioner, Nurse Midwife, Nurse Anesthetist/CRNA, Nurse Manager, Staff Nurse, Case Manager, Administration/Dean or Assistant (Nursing Education), Faculty Member, Research Director or Assistant, Library/Librarian and Paid subscribers.	14,591	97.4
Others Allied to the Field	390	2.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,981</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Includes the following primary areas of practice: Emergency Department, Intensive Care, Medical/Surgical, General Practice, Obstetrics/Gynecology/Nursery/ Neonatal/ NICU, Operating Room, Pediatrics, Psychiatric, Geriatrics, Oncology, Rehabilitation, Neurology, Orthopedics, QI/UR Risk Management, Other Specialties, Community/Public Health, Occupational Health, School Nurse, Home Health, Free Standing Ambulatory Care, Outpatient, HMO/Managed Health, Hospice, Healthcare Provider Office, Independent Nursing Practice, Clinical Nursing Specialist, School of Nursing, Nursing Home/EFC and Paid subscribers .

Qualified recipients also include 416 Others Allied to the Field.

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified*	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	911	297	196	1,404	16.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>7,006</b>	<b>-</b>	<b>-</b>	<b>7,006</b>	<b>83.3</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	7,006	-	-	7,006	83.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,917</b>	<b>297</b>	<b>196</b>	<b>8,410</b>	<b>100.0</b>
<b>PERCENT</b>	<b>94.1</b>	<b>3.6</b>	<b>2.3</b>	<b>100.0</b>	

\*See Additional Data

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2020	January - June 2021	July - December 2021	January - June 2022	July - December 2022	January - June 2023*
Total Audit Average Qualified:	20,470	20,243	20,386	19,741	16,759	15,202
Qualified Non-Paid:	10,461	10,629	11,442	11,669	9,157	8,349
Qualified Paid:	10,009	9,614	8,944	8,072	7,602	6,853
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$41.96	\$72.16	\$54.70	\$83.84	\$54.58	\$88.03

**\*NOTE: January - June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	735	4.9	UNITED STATES	14,796	98.8
Middle Atlantic	1,434	9.6	U.S. Territories	19	0.1
East No. Central	1,623	10.8	Canada	11	0.1
West No. Central	1,150	7.7	Mexico	-	-
South Atlantic	3,338	22.3	Other International	150	1.0
East So. Central	545	3.7	APO/FPO	5	-
West So. Central	3,341	22.3			
Mountain	1,172	7.8			
Pacific	1,458	9.7			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,981</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Paragraph 3b includes 8,410 qualified non-paid circulation. Qualified paid circulation of 6,571 combined with the qualified non-paid circulation equals 14,981 total qualified circulation for the analyzed issue.

Other Sources include 1 source of circulation for a quantity of 7,006 copies or 46.8%, including IQVIA.

### PUBLISHER'S AFFIDAVIT

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

Mercedes Simoncelli, Associate Director, Publishing

Daniel Lenz, Senior Audience Operations Manager

(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	July 19, 2023
State	New York
County	New York
Received by BPA Worldwide	July 19, 2023
Type	BD
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#### 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.