

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  
Website: [www.nursing2023.com](http://www.nursing2023.com)

**NURSING2023** is the award-winning, how-to journal that provides practical information for all nurses. This peer-reviewed journal is nursing's resource for updates on a comprehensive range of nursing topics, including clinical and professional information on drugs, diseases, nursing care strategies, and legal/ethical issues. The journal's dedication to clinical excellence ensures nurses receive the latest expert advice for their fast-changing profession. This is reflected in the journal's content, which includes two CE opportunities per issue, and Nursing2023's hallmark "from-the-heart" narratives, which highlight the compassionate side of nursing.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**NURSING2023** is produced in a print format. The editorial for the print copy is the same for all recipients.

**FIELD SERVED**

**NURSING2023** serves the following primary areas of practice: Emergency Department, Intensive Care, Medical/Surgical, Obstetrics/Gynecology/Neonatal/NICU, Operating Room, Outpatient, Pediatrics, Oncology, QI/UR Risk Management, Other Specialties, School Nurse, Home Health, Free Standing Ambulatory Care, Hospice, Healthcare Provider Office, Independent Nursing Practice, School of Nursing, Nursing Home/EFC, Inactive, Paid subscribers, Unknown 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 Manager, Staff Nurse, Case Manager, Administration/Dean or Assistant (Nursing Education), Faculty Member, Library/Librarian, Paid subscribers, and others allied to the field.

**CHANNELS**

**NURSING2023  
PRINT MAGAZINE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>NURSING2023 PRINT MAGAZINE</b> (6 issues in the period)	12,415	11,000	23,415

(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	1,717
<b>TOTAL</b>	<b>1,717</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,415	100.0	12,415	53.0	11,000	47.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,415</b>	<b>100.0</b>	<b>12,415</b>	<b>53.0</b>	<b>11,000</b>	<b>47.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2023 Issues	Total Qualified
January	25,097
February	24,286
March	23,894
April	22,913
May	22,233
June	22,065

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023**  
 This issue is 6.0% or 1,418 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 Manager, Staff Nurse, Case Manager, Administration/Dean or Assistant (Nursing Education), Faculty Member, Library/Librarian, and Paid subscribers.	21,870	98.4
Others Allied to the Field	363	1.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,233</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Emergency Department, Intensive Care, Medical/Surgical, Obstetrics/Gynecology/Neonatal/NICU, Operating Room, Outpatient, Pediatrics, Oncology, QI/UR Risk Management, Other Specialties, School Nurse, Home Health, Free Standing Ambulatory Care, Hospice, Healthcare Provider Office, Independent Nursing Practice, School of Nursing, Nursing Home/EFC, Inactive, Paid subscribers and Unknown. Qualified recipients also include 497 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:	<b>1,141</b>	<b>271</b>	<b>289</b>	<b>1,701</b>	<b>14.3</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>10,212</b>	-	-	<b>10,212</b>	<b>85.7</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	10,212	-	-	10,212	85.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,353</b>	<b>271</b>	<b>289</b>	<b>11,913</b>	<b>100.0</b>
<b>PERCENT</b>	<b>95.3</b>	<b>2.3</b>	<b>2.4</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:	30,620	30,552	30,344	29,577	25,951	23,415
Qualified Non-Paid:	13,543	13,751	14,685	15,697	13,677	12,415
Qualified Paid:	17,077	16,801	15,659	13,880	12,274	11,000
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	1.8%	**NC	**NC	**NC
Average Annual Order Price:	\$30.79	\$37.02	\$35.00	\$45.49	\$37.29	\$42.98

**\*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**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	80		Kentucky	112	
New Hampshire	105		Tennessee	215	
Vermont	42		Alabama	440	
Massachusetts	469		Mississippi	93	
Rhode Island	60		EAST SO. CENTRAL	860	3.9
Connecticut	181		Arkansas	116	
NEW ENGLAND	937	4.2	Louisiana	162	
New York	856		Oklahoma	156	
New Jersey	383		Texas	9,343	
Pennsylvania	824		WEST SO. CENTRAL	9,777	44.0
MIDDLE ATLANTIC	2,063	9.3	Montana	69	
Ohio	602		Idaho	80	
Indiana	187		Wyoming	34	
Illinois	533		Colorado	157	
Michigan	495		New Mexico	74	
Wisconsin	266		Arizona	183	
EAST NO. CENTRAL	2,083	9.4	Utah	70	
Minnesota	274		Nevada	76	
Iowa	234		MOUNTAIN	743	3.3
Missouri	194		Alaska	32	
North Dakota	66		Washington	255	
South Dakota	42		Oregon	126	
Nebraska	93		California	970	
Kansas	140		Hawaii	31	
WEST NO. CENTRAL	1,043	4.7	PACIFIC	1,414	6.3
Delaware	50		UNITED STATES	22,094	99.4
Maryland	239		U.S. Territories	15	
Washington, DC	8		Canada	85	
Virginia	335		Mexico	-	
West Virginia	81		Other International	37	
North Carolina	1,497		APO/FPO	2	
South Carolina	217				
Georgia	215				
Florida	532				
SOUTH ATLANTIC	3,174	14.3			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,233</b>	<b>100.0</b>

# ADDITIONAL DATA

**PARAGRAPH 3b:**

Paragraph 3b includes 11,913 qualified non-paid circulation. Qualified paid circulation of 10,320 combined with the qualified non-paid circulation equals 22,233 total qualified circulation for the analyzed issue.

Other Sources include 1 source of circulation for a quantity of 10,212 copies or 45.9%, including IQVIA.

**USE OF PROMOTIONAL INCENTIVES:**

125 or 0.6% of copies were sold offering an eco-friendly tote bag with a cost to the publisher of \$1.35.

## PUBLISHER'S AFFIDAVIT

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

Theresa Steltzer, 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

ID Number N245BRJ23

**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.