

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,  
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Philadelphia, PA 19103  
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**NURSING MANAGEMENT** is the monthly source for practical, educational, cutting-edge information for nurse leaders. Each issue presents peer-reviewed articles that range from legal and ethical aspects of nursing leadership to personnel management, recruitment and retention, budget issues, product selection, and quality control. In addition, Nursing Management provides regular features, columns, continuing education, staff development education, and more.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

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

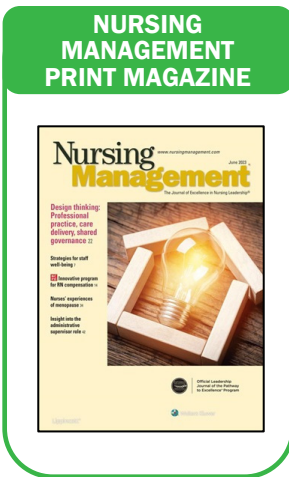
**FIELD SERVED**

**NURSING MANAGEMENT** serves the field of Nurses in administrative and supervisory positions in Nursing Services, Critical Care, Quality Assurance/Risk Mgmt., Patient Care/Nursing, Emergency Room, Medical Surgical Floor, OB/GYN/Maternal Health, Case Management, Blood Bank, Cardiology Services, Family Practice, Oncology Services, Orthopedic Surgery, Gastroenterology, Neonatal Care, Infection Control, Operations, Admin Mgmt., Ambulatory Surgery, Medical Staff and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are nurses in administrative or supervisory positions, incl. Nursing VP/Administrator, Director/Manager, other hospital personnel and paid subscribers, as well as other titled and non-titled personnel within the Field Served.

**CHANNELS**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>NURSING MANAGEMENT PRINT MAGAZINE</b> (6 issues in the period)	49,489	666	50,155

(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	2,136
<b>TOTAL</b>	<b>2,136</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,423	96.5	47,757	95.2	666	1.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,732	3.5	1,732	3.5	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,155</b>	<b>100.0</b>	<b>49,489</b>	<b>98.7</b>	<b>666</b>	<b>1.3</b>

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

2023 Issues	Total Qualified
January	50,018
February	50,048
March	50,031
April	50,037
May	50,486
June	50,311

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023**  
 This issue is 0.8% or 397 copies above the average of the other 5 issues reported in Paragraph 2.

Titles	Total Qualified	Percent of Total
Hospital Nursing Dept Heads, Directors, Managers, and other personnel (Note 1)	29,607	58.6
Nursing Directors at other Healthcare Facilities (Note 2)	20,443	40.5
Paid Subscribers	436	0.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,486</b>	<b>100.0</b>

Note 1: Includes Nursing VP/Administrator, Director/Manager: Nursing Services, Critical Care, Quality Assurance/Risk Mgmt., Patient Care/Nursing, Emergency Room, Medical Surgical Floor, OB/GYN/Maternal Health, Case Management, Blood Bank, Cardiology Services, Family Practice, Oncology Services, Orthopedic Surgery, Gastroenterology, Neonatal Care, Infection Control, Operations, Admin Mgmt., Ambulatory Surgery, Medical Staff Coordinator (CME).  
 Qualified recipients also include 308 Other Hospital Personnel.  
 Note 2: Includes Nursing Directors at Home Health, Nursing Home and Assisted Living Facilities.

**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:	3	12	9	24	-
II. Request from recipient's company:	441	247	285	973	2.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>48,839</b>	-	-	<b>48,839</b>	<b>98.0</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	48,839	-	-	48,839	98.0
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,283</b>	<b>259</b>	<b>294</b>	<b>49,836</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.9</b>	<b>0.5</b>	<b>0.6</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		Circulation Claim	
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Total Audit Average Qualified:	55,208	55,126	55,119	50,257	50,134	50,155
Qualified Non-Paid:	53,776	54,074	54,144	49,431	49,361	49,489
Qualified Paid:	1,432	1,052	975	826	773	666
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	***	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2022 – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*See Additional Data

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

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	2,752	5.5	UNITED STATES	50,463	100.0
Middle Atlantic	6,036	12.0	U.S. Territories	3	-
East No. Central	8,436	16.7	Canada	2	-
West No. Central	5,662	11.2	Mexico	-	-
South Atlantic	8,611	17.0	Other International	18	-
East So. Central	3,544	7.0	APO/FPO	-	-
West So. Central	6,515	12.9			
Mountain	3,267	6.5			
Pacific	5,640	11.2			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,486</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Paragraph 3b includes 49,836 qualified non-paid circulation. Qualified paid circulation of 650 combined with the qualified non-paid circulation equals 50,486 total qualified circulation for the analyzed issue.

Other Sources include 3 sources of circulation for quantities of 12,851 copies or 25.5% to 18,951 copies or 37.5%, including IQVIA OneKey Database Nurse Managers, Dun & Bradstreet Nursing Directors/Managers and MCH Nursing Services Directors.

### 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	BJ
ID Number	N045BRJ23

#### 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.