

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
Web Site: www.tnpj.com

The mission of **THE NURSE PRACTITIONER** is to meet the needs of the nurse practitioner (and other advanced practice nurses and clinicians) by providing practical, cutting-edge clinical and professional information. Our further goal is to support nurse practitioners in their pursuit of professional excellence through continuing education offerings and by providing a forum to discuss and strengthen their role in healthcare delivery.

MAGAZINE CHANNEL FORMAT - PRINT ISSUES

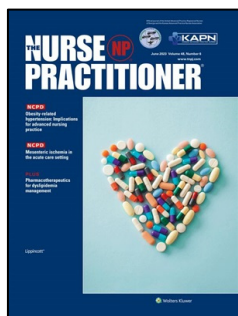
THE NURSE PRACTITIONER is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

THE NURSE PRACTITIONER PRINT MAGAZINE



THE NURSE PRACTITIONER WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE NURSE PRACTITIONER PRINT MAGAZINE (6 issues in the period)	72,714	2,331	75,045
(See Paragraph 3b for Source)			
THE NURSE PRACTITIONER WEBSITE (Monthly Users with 37,201 average Pageviews)	21,145	-	21,145

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

THE NURSE PRACTITIONER serves nurses with advanced training and/or degrees or licenses in the following primary areas of practice: family medicine, adult care, women's health/OB/GYN, psychiatric/mental health, dermatology, emergency medicine and other paid subscribers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are nurse practitioners, advanced practice nurses, clinical nurse specialists, nurse midwives and other paid subscribers as reported in 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	2,430
TOTAL	2,430

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	73,591	98.1	71,260	95.0	2,331	3.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,454	1.9	1,454	1.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,045	100.0	72,714	96.9	2,331	3.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Qualified Non-Paid	Qualified Paid	Total Qualified
January	72,733	2,483	75,216
February	72,650	2,382	75,032
March	72,582	2,350	74,932
April	72,736	2,293	75,029
May	72,798	2,263	75,061
June	72,786	2,214	75,000

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

This issue is -% or 19 copies above the average of the other 5 issues reported in Paragraph 2.

Title	Total Qualified	Percent of Total
Nurse Practitioners, Advance Practice Nurses, Clinical Nurse Specialists and Nurse Midwives	72,955	97.2
Other Paid Subscribers	2,106	2.8
TOTAL QUALIFIED CIRCULATION	75,061	100.0

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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:	1	-	-	1	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	72,797	-	-	72,797	100.0
*Association rosters and directories	784	-	-	784	1.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	72,013	-	-	72,013	98.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	72,798	-	-	72,798	100.0
PERCENT	100.0	-	-	100.0	

*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:	75,120	75,209	75,396	75,137	75,164	75,045
Qualified Non-Paid:	72,216	72,337	72,625	72,694	72,801	72,714
Qualified Paid:	2,904	2,872	2,771	2,443	2,363	2,331
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	***	***	***	***	***	***

*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.

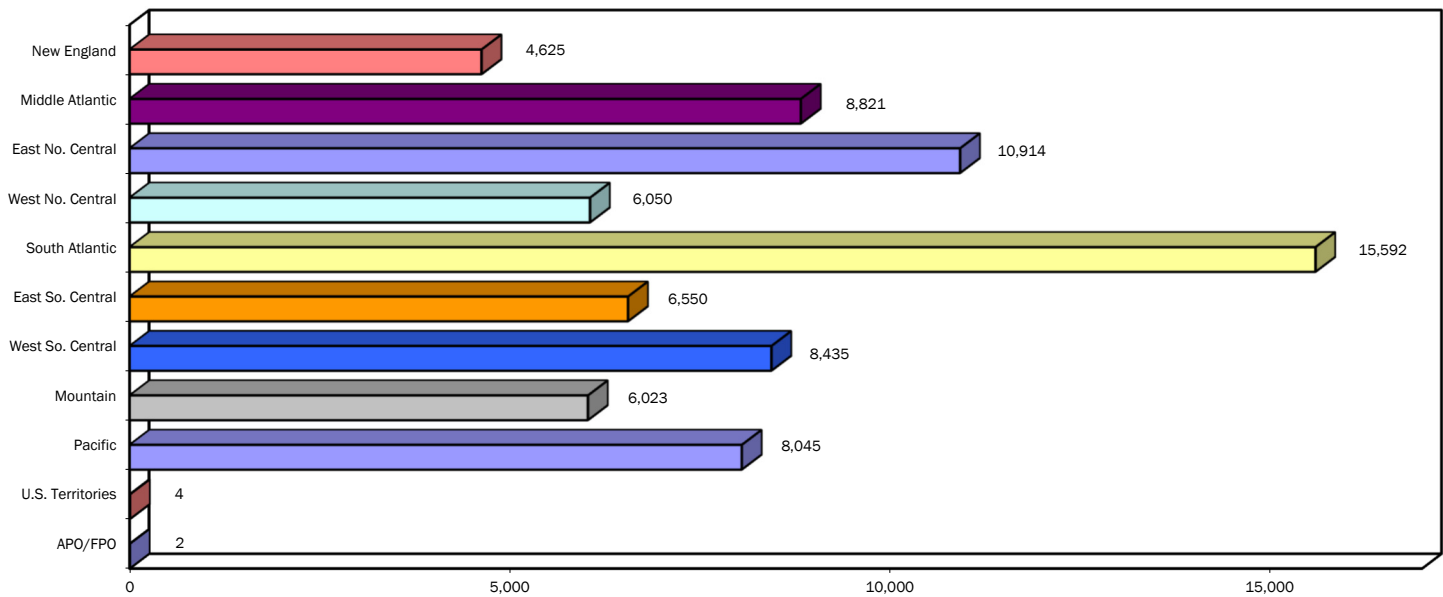
***See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	540		Kentucky	1,416	
New Hampshire	442		Tennessee	2,592	
Vermont	189		Alabama	1,156	
Massachusetts	1,933		Mississippi	1,386	
Rhode Island	277		EAST SO. CENTRAL	6,550	8.7
Connecticut	1,244		Arkansas	695	
NEW ENGLAND	4,625	6.2	Louisiana	1,307	
New York	4,014		Oklahoma	722	
New Jersey	2,311		Texas	5,711	
Pennsylvania	2,496		WEST SO. CENTRAL	8,435	11.2
MIDDLE ATLANTIC	8,821	11.8	Montana	290	
Ohio	3,693		Idaho	404	
Indiana	1,780		Wyoming	149	
Illinois	2,662		Colorado	1,178	
Michigan	1,652		New Mexico	527	
Wisconsin	1,127		Arizona	2,040	
EAST NO. CENTRAL	10,914	14.5	Utah	978	
Minnesota	1,402		Nevada	457	
Iowa	931		MOUNTAIN	6,023	8.0
Missouri	1,744		Alaska	242	
North Dakota	262		Washington	1,535	
South Dakota	260		Oregon	983	
Nebraska	431		California	5,096	
Kansas	1,020		Hawaii	189	
WEST NO. CENTRAL	6,050	8.1	PACIFIC	8,045	10.7
Delaware	238		UNITED STATES	75,055	100.0
Maryland	1,403		U.S. Territories	4	
Washington, DC	154		Canada	-	
Virginia	1,978		Mexico	-	
West Virginia	627		Other International	-	
North Carolina	2,018		APO/FPO	2	
South Carolina	1,063				
Georgia	2,874				
Florida	5,237				
SOUTH ATLANTIC	15,592	20.8			
			TOTAL QUALIFIED CIRCULATION	75,061	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

[HTTP://WWW.TNPJ.COM/](http://www.tnpj.com/)

2023	Pageviews	Sessions	Users	Average Session Duration
January	49,184	32,461	27,623	2:10
February	44,776	31,409	26,576	1:58
March	40,130	26,670	22,471	1:53
April	34,937	23,916	20,329	1:48
May	30,108	20,330	17,477	1:44
June	24,075	14,734	12,395	1:58
AVERAGE:	37,201	24,920	21,145	1:55

January – June 2023 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Paragraph 3b includes 72,798 qualified non-paid circulation. Qualified paid circulation of 2,263 combined with the qualified non-paid circulation equals 75,061 total qualified circulation for the analyzed issue.

Association rosters and directories include 2 sources of circulation for quantities of 275 or 0.4% to 509 copies or 0.7%, including The Kansas Advanced Practice Nurses Association (KAPN) members and The United Advanced Practice Registered Nurses of Georgia (UAPRN Georgia) Members.

Other sources include 1 source of circulation for a quantity of 72,013 copies or 95.9%, including IQVIA.

AVERAGE ANNUAL ORDER PRICE:

This figure is not available and, therefore, is not reported herein.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Daniella Thoren, 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
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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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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