

**B2B Media**

**Publisher's Statement**

6 months ended June 30, 2024

Subject to Audit

**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.

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TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		11,881	
<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Paid Individual - Print	5,248	Qualified Nonpaid Individual - Print	6,633
<b>Total Average Qualified Paid Circulation</b>	<b>5,248</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>6,633</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,240
<b>Total Average Nonqualified Circulation</b>	<b>1,240</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	5,635	7,065	12,700
Feb	5,390	6,673	12,063
Mar	5,240	6,927	12,167
Apr	5,145	6,359	11,504
May	5,127	6,389	11,516
Jun	4,951	6,382	11,333

**BUSINESS ANALYSIS**

<b>Classification by Business &amp; Industry*</b>		<b>Total</b>	<b>%</b>	<b>Qualified Paid - Print</b>	<b>Qualified Nonpaid - Print</b>
1.	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.	11,192	97.2	5,127	6,065
	Others Allied to the Field	324	2.8		324
	Other Paid Circulation:				
	Subscriptions				
	Single Copy Sales				
	<b>Total Qualified Circulation</b>	<b>11,516</b>	<b>100.0</b>	<b>5,127</b>	<b>6,389</b>
	<b>Percent</b>	<b>100.0</b>		<b>44.5</b>	<b>55.5</b>

\*by Job Title

<b>SOURCE ANALYSIS</b>					
<b>Source</b>	<b>Qualified Within</b>				
	<b>1 Year</b>	<b>2 Years</b>	<b>3 Years</b>	<b>Total</b>	<b>Percent</b>
<b>Total Direct Request From Recipient</b>	175	817	272	1,264	19.8
<b>Total Direct Request From Recipient's Company</b>					
<b>Total Communication Other Than Request</b>					
Membership Benefit					
Business Directories					
Lists	5,125			5,125	80.2
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>5,300</b>	<b>817</b>	<b>272</b>	<b>6,389</b>	<b>100.0</b>
<b>Percent</b>	<b>83.0</b>	<b>12.8</b>	<b>4.3</b>	<b>100.0</b>	
Paid Subscription Circulation				5,127	
Paid Acquired Circulation					
Single Copy Sales					
<b>Total Qualified Circulation</b>				<b>11,516</b>	

<b>GEOGRAPHIC ANALYSIS</b>			
<b>State</b>	<b>Qualified Paid - Print</b>	<b>Qualified Nonpaid - Print</b>	<b>Total</b>
Alabama	43	339	382
Arizona	85	42	127
Arkansas	48	33	81
California	461	327	788
Colorado	75	217	292
Connecticut	68	5	73
Delaware	19	5	24
District of Columbia	239	3	242
Florida	92	89	181
Georgia	39	46	85
Idaho	251	7	258
Illinois	68	32	100
Indiana	65	23	88
Iowa	59	49	108
Kansas	37	18	55
Kentucky	58	34	92
Louisiana	38	102	140
Maine	101	20	121
Maryland	213	29	242
Massachusetts	188	22	210
Michigan	114	66	180
Minnesota	41	89	130
Mississippi	88	6	94
Missouri	24	68	92
Montana	34	6	40
Nebraska	21	8	29
Nevada	38	16	54
New Hampshire	187	4	191
New Jersey	29	31	60
New Mexico	429	38	467
New York	152	59	211
North Carolina	20	526	546
North Dakota	212	15	227
Ohio	45	247	292
Oklahoma	53	49	102
Oregon	321	36	357
Pennsylvania	19	69	88
Rhode Island	70	23	93
South Carolina	21	64	85
South Dakota	77	11	88
Tennessee	275	26	301
Texas	31	3,327	3,358
Utah	17	6	23
Vermont	137	6	143
Virginia	5	68	73
Washington	113	25	138
West Virginia	33	16	49
Wisconsin	87	25	112
Wyoming	15	8	23
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>4,955</b>	<b>6,380</b>	<b>11,335</b>
Alaska	14	2	16
Hawaii	18	6	24
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>32</b>	<b>8</b>	<b>40</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>4,987</b>	<b>6,388</b>	<b>11,375</b>
Poss. & Other Areas	12	1	13
<b>U.S. &amp; POSS., etc.</b>	<b>4,999</b>	<b>6,389</b>	<b>11,388</b>
Canada	10		10
International	118		118
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>128</b>		<b>128</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>5,127</b>	<b>6,389</b>	<b>11,516</b>

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	Print 1 year \$42.94

**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.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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