

## B2B Media

### Publisher's Statement

6 months ended June 30, 2025

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			9,388
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	4,071	Qualified Nonpaid Individual - Print	5,317
<b>Total Average Qualified Paid Circulation</b>	<b>4,071</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>5,317</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	926
<b>Total Average Nonqualified Circulation</b>	<b>926</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	4,383	5,689	10,072
Feb	4,188	5,579	9,767
Mar	4,130	5,538	9,668
Apr	4,050	5,287	9,337
May	3,902	5,045	8,947
Jun	3,775	4,763	8,538

BUSINESS ANALYSIS					
Professional Classification		Total	%	Qualified Paid - Print	Qualified Nonpaid - Print
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.	8,764	98.0	3,902	4,862
	Others Allied to the Field	183	2.0		183
	Other Paid Circulation:				
	Subscriptions				
	Single Copy Sales				
	<b>Total Qualified Circulation</b>	<b>8,947</b>	<b>100.0</b>	<b>3,902</b>	<b>5,045</b>
	<b>Percent</b>	<b>100.0</b>		<b>43.6</b>	<b>56.4</b>

SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	176	99	596	871	17.3
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	4,174			4,174	82.7
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	4,350	99	596	5,045	100.0
Percent	86.2	2.0	11.8	100.0	
Paid Subscription Circulation				3,902	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				8,947	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	34	580	614
Arizona	60	49	109
Arkansas	43	11	54
California	355	81	436
Colorado	60	26	86
Connecticut	50	21	71
Delaware	12	7	19
District of Columbia	5	4	9
Florida	155	534	689
Georgia	67	32	99
Idaho	26	4	30
Illinois	193	23	216
Indiana	53	36	89
Iowa	50	35	85
Kansas	42	9	51
Kentucky	34	16	50
Louisiana	41	24	65
Maine	23	11	34
Maryland	83	28	111
Massachusetts	141	25	166
Michigan	146	40	186
Minnesota	96	85	181
Mississippi	29	48	77
Missouri	64	24	88
Montana	18	4	22
Nebraska	26	50	76
Nevada	18	9	27
New Hampshire	27	11	38
New Jersey	140	78	218
New Mexico	24	31	55
New York	336	133	469
North Carolina	119	584	703
North Dakota	14	36	50
Ohio	172	153	325
Oklahoma	46	23	69
Oregon	45	60	105
Pennsylvania	222	174	396
Rhode Island	18	26	44
South Carolina	57	46	103
South Dakota	14	11	25
Tennessee	65	25	90
Texas	225	1,695	1,920
Utah	18	7	25
Vermont	10	1	11
Virginia	105	32	137
Washington	82	12	94
West Virginia	30	15	45
Wisconsin	73	74	147
Wyoming	11		11
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>3,777</b>	<b>5,043</b>	<b>8,820</b>
Alaska	7		7
Hawaii	11	1	12
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>18</b>	<b>1</b>	<b>19</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>3,795</b>	<b>5,044</b>	<b>8,839</b>
Poss. & Other Areas	5	1	6
<b>U.S. &amp; POSS., etc.</b>	<b>3,800</b>	<b>5,045</b>	<b>8,845</b>
Canada	8		8
International	93		93
Military or Civilian Personnel Overseas	1		1
<b>Total International</b>	<b>102</b>		<b>102</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>3,902</b>	<b>5,045</b>	<b>8,947</b>

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$44.94

**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.

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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