

B2B Media

Publisher's Statement

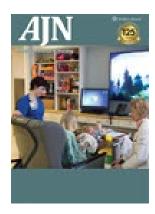
6 months ended June 30, 2025 Subject to Audit

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, Ql/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				
AVERAGE QUALIFIED PAID CIRCULATION		Α	AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	4,071	Q	Qualified Nonpaid Individual - Print	5,317
Total Average Qualified Paid Circulation	4,071	T	Total Average Qualified Nonpaid Circulation	5,317

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	926
Total Average Nonqualified Circulation	926

CIRCULATION BY ISSUES					
	Qualified	Qualified			
Issue	Paid - Print	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		

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В	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						
	Total Qualified Circulation	8,947	100.0	3,902	5,045		
	Percent	100.0		43.6	56.4		

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	

State	GEOGRAPHIC ANALYSIS			
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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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