

B2B Media

Publisher's Statement

6 months ended June 30, 2024

Subject to Audit

Field Served:

NURSING2024 serves the following primary areas of practice: Emergency Department, Intensive Care, Medical/Surgical, Obstetrics/Gynecology/Neonatal/NICU, Operating Room, Outpatient, Pediatrics, Oncology, QI/UR Risk Management, Other Specialties, School Nurse, Home Health, Free Standing Ambulatory Care, Hospice, Healthcare Provider Office, Independent Nursing Practice, School of Nursing, Nursing Home/EFC, Inactive, Paid subscribers, Unknown and Others Allied to the Field.



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TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				18,103
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	8,279	Qualified Nonpaid Individual - Print	9,824	
Total Average Qualified Paid Circulation	8,279	Total Average Qualified Nonpaid Circulation	9,824	

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,655
Total Average Nonqualified Circulation	1,655

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	8,725	10,352	19,077
Feb	8,495	10,091	18,586
Mar	8,386	9,882	18,268
Apr	8,186	9,682	17,868
May	8,065	9,517	17,582
Jun	7,819	9,421	17,240

BUSINESS ANALYSIS

Classification by Business & Industry*		Total	%	Qualified Paid - Print	Qualified Nonpaid - Print
1.	Administrator/Director or Assistant, In-service Staff Development, Clinical Nurse Specialist, Nurse Practitioner, Nurse Manager, Staff Nurse, Case Manager, Administration/Dean or Assistant (Nursing Education), Faculty Member, Library/Librarian, and Paid subscribers.	17,230	98.0	8,065	9,165
	Others Allied to the Field	352	2.0		352
	Other Paid Circulation:				
	Subscriptions				
	Single Copy Sales				
	Total Qualified Circulation	17,582	100.0	8,065	9,517
	Percent	100.0		45.9	54.1

*by Job Title

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	256	1,105	224	1,585	16.7
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	7,932			7,932	83.4
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	8,188	1,105	224	9,517	100.0
Percent	86.0	11.6	2.4	100.0	
Paid Subscription Circulation				8,065	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				17,582	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	69	904	973
Arizona	121	35	156
Arkansas	73	21	94
California	692	112	804
Colorado	97	30	127
Connecticut	129	10	139
Delaware	33	11	44
District of Columbia	6		6
Florida	332	89	421
Georgia	136	39	175
Idaho	49	9	58
Illinois	382	54	436
Indiana	139	22	161
Iowa	127	55	182
Kansas	83	21	104
Kentucky	70	9	79
Louisiana	76	62	138
Maine	40	19	59
Maryland	183	42	225
Massachusetts	363	23	386
Michigan	375	63	438
Minnesota	182	46	228
Mississippi	63	22	85
Missouri	127	34	161
Montana	47	7	54
Nebraska	58	10	68
Nevada	47	11	58
New Hampshire	65	5	70
New Jersey	276	28	304
New Mexico	53	16	69
New York	609	139	748
North Carolina	219	1,295	1,514
North Dakota	33	28	61
Ohio	405	53	458
Oklahoma	77	36	113
Oregon	67	18	85
Pennsylvania	603	58	661
Rhode Island	43	2	45
South Carolina	108	77	185
South Dakota	25	8	33
Tennessee	118	42	160
Texas	391	5,813	6,204
Utah	46	17	63
Vermont	32	3	35
Virginia	230	39	269
Washington	145	24	169
West Virginia	56	14	70
Wisconsin	184	29	213
Wyoming	21	2	23
TOTAL 48 CONTERMINOUS STATES	7,905	9,506	17,411
Alaska	14	4	18
Hawaii	28	4	32
TOTAL ALASKA & HAWAII	42	8	50
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	7,947	9,514	17,461
Poss. & Other Areas	10		10
U.S. & POSS., etc.	7,957	9,514	17,471
Canada	72	2	74
International	34	1	35
Military or Civilian Personnel Overseas	2		2
Total International	108	3	111
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	8,065	9,517	17,582

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	Print 1 year \$29.90

Definition of Recipient Qualification:

Qualified recipients include Administrator/Director or Assistant, In-service Staff Development, Clinical Nurse Specialist, Nurse Practitioner, Nurse Manager, Staff Nurse, Case Manager, Administration/Dean or Assistant (Nursing Education), Faculty Member, 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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