



**B2B Media**

**Publisher's Statement**

6 months ended June 30, 2024

Subject to Audit

**Field Served:**

NURSING MANAGEMENT serves the field of Nurses in administrative and supervisory positions in Nursing Services, Critical Care, Quality Assurance/Risk Mgmt., Patient Care/Nursing, Emergency Room, Medical Surgical Floor, OB/GYN/Maternal Health, Case Management, Blood Bank, Cardiology Services, Family Practice, Oncology Services, Orthopedic Surgery, Gastroenterology, Neonatal Care, Infection Control, Operations, Admin Mgmt., Ambulatory Surgery, Medical Staff and others allied to the field.



[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		50,173	
<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Paid Individual - Print	541	Qualified Nonpaid Individual - Print	49,632
<b>Total Average Qualified Paid Circulation</b>	<b>541</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>49,632</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,790
<b>Total Average Nonqualified Circulation</b>	<b>1,790</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	593	49,538	50,131
Feb	537	49,507	50,044
Mar	535	49,486	50,021
Apr	549	49,475	50,024
May	532	49,891	50,423
Jun	502	49,893	50,395

**BUSINESS ANALYSIS**

<b>Classification by Business &amp; Industry</b>		<b>Total</b>	<b>%</b>	<b>Qualified Paid &amp; Nonpaid - Print</b>
1.	Hospital Nursing Dept Heads, Directors, Managers, and other personnel	37,673	74.7	37,673
2.	Nursing Directors at other Healthcare Facilities (Note 1)	12,401	24.6	12,401
	Others Allied to the Field			
	Other Paid Circulation:			
	Subscriptions	349	0.7	349
	Single Copy Sales			
	<b>Total Qualified Circulation</b>	<b>50,423</b>	<b>100.0</b>	<b>50,423</b>

Note 1: Includes Nursing Directors at Home Health, Nursing Home and Assisted Living Facilities.

<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>	<b>9</b>	<b>15</b>	<b>1</b>	<b>25</b>	<b>0.1</b>
<b>Total Direct Request From Recipient's Company</b>	<b>319</b>	<b>199</b>	<b>147</b>	<b>665</b>	<b>1.3</b>
<b>Total Communication Other Than Request</b>					
Membership Benefit					
Business Directories					
Lists	49,201			49,201	98.6
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>49,529</b>	<b>214</b>	<b>148</b>	<b>49,891</b>	<b>100.0</b>
<b>Percent</b>	<b>99.3</b>	<b>0.4</b>	<b>0.3</b>	<b>100.0</b>	
Paid Subscription Circulation				532	
Paid Acquired Circulation					
Single Copy Sales					
<b>Total Qualified Circulation</b>				<b>50,423</b>	

<b>GEOGRAPHIC ANALYSIS</b>			
<b>State</b>	<b>Qualified Paid - Print</b>	<b>Qualified Nonpaid - Print</b>	<b>Total</b>
Alabama	2	842	844
Arizona	7	715	722
Arkansas	5	650	655
California	34	3,803	3,837
Colorado	22	787	809
Connecticut	5	597	602
Delaware	3	173	176
District of Columbia		93	93
Florida	25	3,001	3,026
Georgia	9	1,287	1,296
Idaho	4	291	295
Illinois	19	1,948	1,967
Indiana	6	1,430	1,436
Iowa	9	1,095	1,104
Kansas	11	847	858
Kentucky	6	867	873
Louisiana	6	760	766
Maine	6	322	328
Maryland	15	771	786
Massachusetts	14	1,147	1,161
Michigan	20	1,434	1,454
Minnesota	4	1,150	1,154
Mississippi	5	644	649
Missouri	4	1,416	1,420
Montana	3	272	275
Nebraska	10	671	681
Nevada	1	293	294
New Hampshire	6	283	289
New Jersey	11	1,200	1,211
New Mexico	5	273	278
New York	43	2,375	2,418
North Carolina	13	1,452	1,465
North Dakota	2	255	257
Ohio	20	2,571	2,591
Oklahoma	8	870	878
Oregon	6	594	600
Pennsylvania	32	2,327	2,359
Rhode Island	2	227	229
South Carolina	11	659	670
South Dakota	5	273	278
Tennessee	26	1,125	1,151
Texas	25	4,192	4,217
Utah	6	293	299
Vermont	2	142	144
Virginia	9	1,043	1,052
Washington	7	701	708
West Virginia	3	390	393
Wisconsin	10	971	981
Wyoming	3	146	149
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>510</b>	<b>49,668</b>	<b>50,178</b>
Alaska		98	98
Hawaii	1	125	126
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1</b>	<b>223</b>	<b>224</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>511</b>	<b>49,891</b>	<b>50,402</b>
Poss. & Other Areas	2		2
<b>U.S. &amp; POSS., etc.</b>	<b>513</b>	<b>49,891</b>	<b>50,404</b>
Canada	1		1
International	18		18
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>19</b>		<b>19</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>532</b>	<b>49,891</b>	<b>50,423</b>

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$29.90

**Definition of Recipient Qualification:**

Qualified recipients are nurses in administrative or supervisory positions, incl. Nursing VP/Administrator, Director/Manager, other hospital personnel and paid subscribers, as well as other titled and non-titled personnel within the Field Served.

**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.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1970  
**AAM Member Since:** 1972  
**Member #:** 06-3021-2  
**SRDS:** H25

Parent Company: Wolters Kluwer, Lippincott Williams & Wilkins

**Published by:**  
Wolters Kluwer, Lippincott Williams & Wilkins  
Two Commerce Square 2001 Market Street  
Philadelphia, PA 19103  
T: (646) 946-9795  
[www.nursingmanagement.com](http://www.nursingmanagement.com)

DANIEL LENZ  
Senior Audience Operations Manager

THERESA STELTZER  
Senior Director, Publishing