

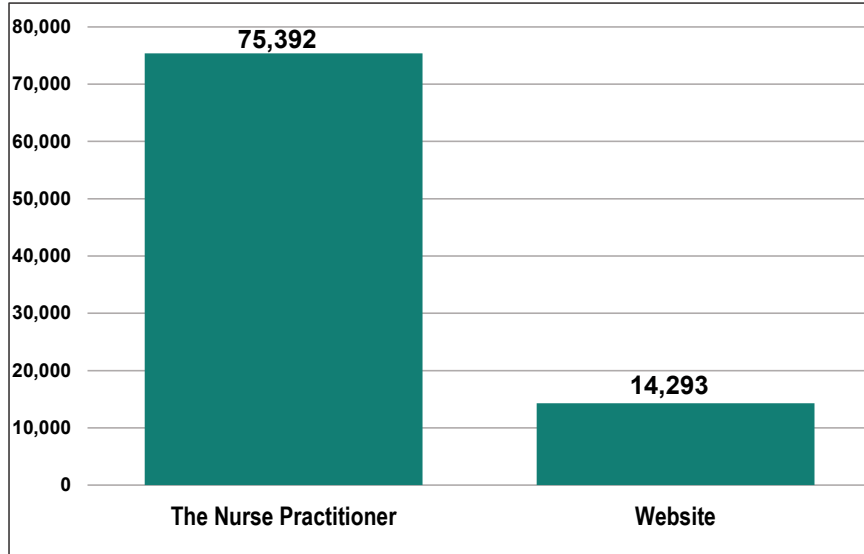
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2024

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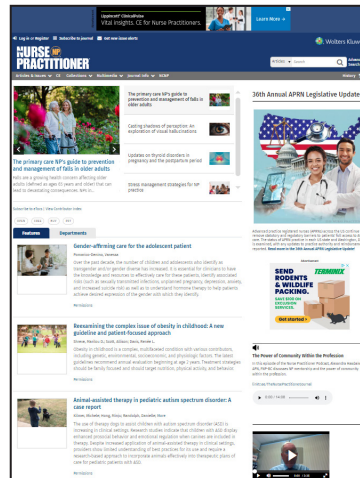
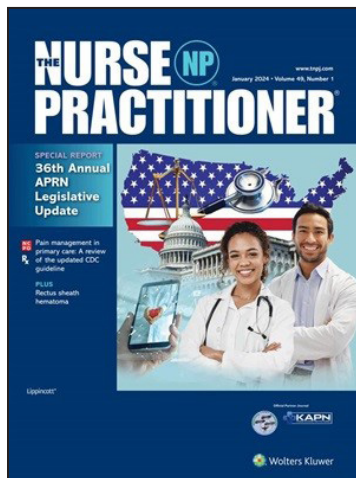
TOTAL AVERAGE GROSS CONTACTS **89,685**

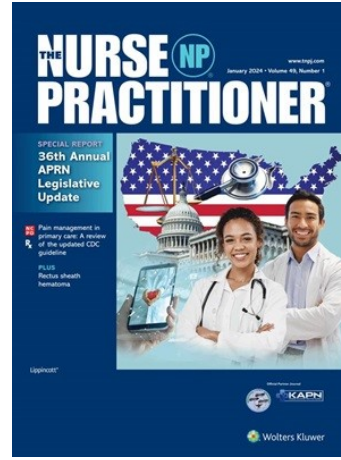


EXECUTIVE SUMMARY		
Channels	Contacts	Period
The Nurse Practitioner Total Qualified Circulation	75,392	6 months ended June 30, 2024
Website Activity Page Impressions Visits Unique Browsers	27,684 17,294 14,293	6 months ended June 30, 2024

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended June 30, 2024

Subject to Audit

Field Served:

THE NURSE PRACTITIONER serves nurses with advanced training and/or degrees or licenses in the following primary areas of practice: family medicine, adult care, women's health/OB/GYN, psychiatric/mental health, dermatology, emergency medicine, other specialties, and other paid subscribers.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		75,392	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	1,759	Qualified Nonpaid Individual - Print	73,633
Total Average Qualified Paid Circulation	1,759	Total Average Qualified Nonpaid Circulation	73,633

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	2,178
Total Average Nonqualified Circulation	2,178

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	1,828	73,890	75,718
Feb	1,782	73,881	75,663
Mar	1,788	73,782	75,570
Apr	1,749	73,795	75,544
May	1,705	73,262	74,967
Jun	1,699	73,190	74,889

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1.	Nurse Practitioners, Advance Practice Nurses, Clinical Nurse Specialists and Nurse Midwives	73,398	97.9	73,398
	Others Allied to the Field			
	Other Paid Circulation:			
	Subscriptions	1,569	2.1	1,569
	Single Copy Sales			
	Total Qualified Circulation	74,967	100.0	74,967

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	73,262			73,262	100.0
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	73,262			73,262	100.0
Percent	100.0			100.0	
Paid Subscription Circulation				1,705	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				74,967	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	15	1,257	1,272
Arizona	39	2,074	2,113
Arkansas	21	819	840
California	98	4,637	4,735
Colorado	31	1,263	1,294
Connecticut	29	829	858
Delaware	6	243	249
District of Columbia	1	180	181
Florida	147	4,818	4,965
Georgia	41	2,639	2,680
Idaho	5	445	450
Illinois	75	2,251	2,326
Indiana	48	1,896	1,944
Iowa	24	1,004	1,028
Kansas	23	919	942
Kentucky	20	1,581	1,601
Louisiana	16	1,383	1,399
Maine	6	523	529
Maryland	44	1,509	1,553
Massachusetts	51	1,908	1,959
Michigan	57	1,872	1,929
Minnesota	30	1,398	1,428
Mississippi	13	1,343	1,356
Missouri	48	1,675	1,723
Montana	14	273	287
Nebraska	6	545	551
Nevada	15	454	469
New Hampshire	8	396	404
New Jersey	60	1,719	1,779
New Mexico	12	473	485
New York	136	3,607	3,743
North Carolina	43	2,093	2,136
North Dakota	5	271	276
Ohio	78	4,233	4,311
Oklahoma	12	779	791
Oregon	8	951	959
Pennsylvania	87	2,453	2,540
Rhode Island	6	285	291
South Carolina	22	1,090	1,112
South Dakota	4	283	287
Tennessee	45	2,655	2,700
Texas	87	5,666	5,753
Utah	14	680	694
Vermont	3	183	186
Virginia	52	1,997	2,049
Washington	21	1,452	1,473
West Virginia	14	577	591
Wisconsin	45	1,187	1,232
Wyoming	5	131	136
TOTAL 48 CONTERMINOUS STATES	1,690	72,899	74,589
Alaska	8	192	200
Hawaii	5	170	175
TOTAL ALASKA & HAWAII	13	362	375
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	1,703	73,261	74,964
Poss. & Other Areas	2	1	3
U.S. & POSS., etc.	1,705	73,262	74,967
Canada			
International			
Military or Civilian Personnel Overseas			
Total International			
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	1,705	73,262	74,967

CHANNEL PROFILES

WEBSITE ACTIVITY - <https://journals.lww.com/tnpj/pages/default.aspx>

Month	Page Impressions	Visits	Unique Browsers
January	30,307	18,339	15,563
February	32,338	20,062	16,733
March	29,921	19,637	15,987
April	27,469	18,061	14,513
May	23,492	14,932	12,455
June	22,578	12,730	10,505

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$39.90

Definition of Recipient Qualification:

Qualified recipients are nurse practitioners, advanced practice nurses, clinical nurse specialists, nurse midwives and other paid subscribers as reported in the Business Analysis herein.

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.

Total Average Gross Contacts Include: Qualified Paid and Non-Paid Circulation and Unique Browsers.

Website Data Source: Adobe Analytics.

Website Domains: Domains included in website traffic <https://journals.lww.com/tnpj/pages/default.aspx>.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

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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