

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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McKNIGHT'S LONG-TERM CARE NEWS is published monthly and distributed to 40,000 qualified individuals working within the senior housing sector. McKnight's has won numerous editorial awards and publishes news and feature articles on issues ranging from information technology, wound care to legislative and legal which impact this sector in a concise and objective manner.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

McKNIGHT'S LONG-TERM CARE NEWS



6 issues in the period
40,200 average circulation

McKNIGHT'S LONG-TERM CARE NEWS WEBSITE



107,775 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
McKNIGHT'S LONG-TERM CARE NEWS (6 issues in the period)	40,022	178	40,200
McKNIGHT'S LONG-TERM CARE NEWS WEBSITE (Monthly Users with 286,012 average Pageviews)	107,775	-	107,775

FIELD SERVED

McKNIGHT'S LONG-TERM CARE NEWS serves the field of long term care including nursing homes, hospitals with LTC units, continuing care retirement communities, nursing home chains corporate headquarters, nursing home management firms, health care group purchasing organizations and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are administrators, owners, presidents, executive directors/managers, vice presidents, CEOs, CFOs, COOs, directors of operations, regional directors, assistant administrators, business managers, directors of nursing, VPs of nursing, nursing supervisors, assistant directors of nursing, consultant pharmacists, medical directors, admissions directors, food service supervisors/dietary managers, social services director/coordinator, material managers, executive housekeepers, directors of quality assurance, directors of in-service education, rehab directors and ET/Infection control practitioners, and other titled recipients as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	429
Allocated for Trade Shows and Conventions	225
All Other	273
TOTAL	932

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,200	100.0	40,022	99.6	178	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	40,022	99.6	178	0.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January	40,200
February	40,200
March	40,200
April	40,200
May	40,200
June	40,200

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Number of Beds									
			500 or more Beds (A)	400-499 Beds (B)	300-399 Beds (C)	200-299 Beds (D)	100-199 Beds (E)	50-99 Beds (F)	25-49 Beds (G)	Less than 25 Beds (H)	Other	
I. Continuing Care Retirement Communities (Note 1)												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	5,930	14.8	398	131	296	497	1,342	1,586	876	773	31	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	1,905	4.7	105	49	84	130	458	607	314	134	24	
II. Nursing Homes												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	14,657	36.5	842	144	330	984	5,834	4,752	1,086	606	79	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	9,781	24.3	285	88	219	667	4,142	3,329	761	206	84	
III. Hospitals with LTC Units												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	498	1.2	42	10	21	58	92	89	96	89	1	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	409	1.0	30	8	14	32	87	76	92	68	2	
Sub-Total	33,180	82.5	1,702	430	964	2,368	11,955	10,439	3,225	1,876	221	
IV. Healthcare Organizations (Note 4)	3,358	8.4										
V. All Others	3,662	9.1										
TOTAL QUALIFIED CIRCULATION PERCENT	40,200	100.0										

Note 1: Also includes Assisted Living Facility and Senior Housing Center.

Note 2: Also includes Assistant Administrators, Business Managers, VPs, Directors of Operations, Material Managers, Regional Directors, Social Services Director/Coordinator, Admissions Directors, Food Service Supervisor/Dietary Manager and Executive Housekeepers, Activities Directors, Directors of Purchasing, Consultant, Manufacturer and Insurance Executives.

Note 3: includes Director of Quality Assurance, Director of In-service Education, Rehab Director and ET/Infection Control Practitioner, Chief Pharmacist and Other nursing titles.

Note 4: including: Nursing Home Chains Corporate Headquarters, Nursing Home Management Firms, Healthcare Group Purchasing Organizations, Assisted Living Chain Corporate Headquarters and Assisted Living Management Firm.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	40,200	-	-	40,200	100.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	-	-	40,200	100.0
PERCENT	100.0	-	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	39,664	98.7
Individuals by name only	526	1.3
Titles or functions only	3	-
Company names only	7	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Total Audit Average Qualified:	40,200	40,200	40,200	40,200	40,200	40,200
Qualified Non-Paid:	39,975	39,994	40,010	40,030	40,027	40,022
Qualified Paid:	225	206	190	170	173	178
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	\$67.62	\$66.80

*NOTE: July 2018 - June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	307		Kentucky	726	
New Hampshire	242		Tennessee	1,036	
Vermont	113		Alabama	573	
Massachusetts	966		Mississippi	528	
Rhode Island	172		EAST SO. CENTRAL	2,863	7.1
Connecticut	532		Arkansas	462	
NEW ENGLAND	2,332	5.8	Louisiana	318	
New York	2,266		Oklahoma	569	
New Jersey	987		Texas	2,265	
Pennsylvania	2,631		WEST SO. CENTRAL	3,614	9.0
MIDDLE ATLANTIC	5,884	14.6	Montana	202	
Ohio	2,202		Idaho	228	
Indiana	986		Wyoming	89	
Illinois	2,237		Colorado	658	
Michigan	1,166		New Mexico	186	
Wisconsin	1,163		Arizona	403	
EAST NO. CENTRAL	7,754	19.3	Utah	174	
Minnesota	1,204		Nevada	121	
Iowa	842		MOUNTAIN	2,061	5.1
Missouri	1,318		Alaska	18	
North Dakota	232		Washington	630	
South Dakota	231		Oregon	367	
Nebraska	522		California	2,659	
Kansas	821		Hawaii	82	
WEST NO. CENTRAL	5,170	12.9	PACIFIC	3,756	9.4
Delaware	136		UNITED STATES	40,198	100.0
Maryland	683		U.S. Territories	1	
Washington, DC	83		Canada	-	
Virginia	849		Mexico	-	
West Virginia	291		Other International	-	
North Carolina	1,102		APO/FPO	1	
South Carolina	498				
Georgia	1,000		TOTAL QUALIFIED CIRCULATION	40,200	100.0
Florida	2,122				
SOUTH ATLANTIC	6,764	16.8			

*See Additional Data

WEBSITE CHANNEL

WWW.MCKNIGHTS.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	275,966	169,994	96,383	2:20
February	284,636	180,534	109,397	2:15
March	302,070	193,286	119,475	2:19
April	315,463	204,121	121,177	2:13
May	279,087	177,979	103,581	2:14
June	258,854	161,546	96,642	2:19
AVERAGE:	286,012	181,243	107,775	2:16

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographical data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Richard Scalise, Audience Development Manager

John Crewe, Chief Operations Officer

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 29, 2019

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City New York

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Type BJ

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.