

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

Haymarket Media Group, Inc.  
114 West 26th Street  
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New York, NY 10001  
Tel. No.: (646) 638-6000  
FAX No.: (646) 638-6114  
[www.mcknights.com](http://www.mcknights.com)

Official Publication of: None  
Established: 1980  
Issues Per Year: 12

**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 consultant pharmacists, 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 and other titled recipients.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	493
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	317
Digital	-
All Other	528
<b>TOTAL</b>	<b>1,341</b>

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	40,010	99.5	190	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>	<b>40,010</b>	<b>99.5</b>	<b>190</b>	<b>0.5</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
July	398	388	40,200
August	163	154	40,200
September	135	125	40,200
October	139	130	40,200
November	133	122	40,200
December	161	146	40,200
<b>TOTAL</b>	<b>1,129</b>	<b>1,065</b>	

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	92,146	47,078	31,507	1.49	01:11	02:18
August	86,330	44,591	30,709	1.45	01:06	02:07
September	91,635	46,515	32,397	1.44	01:07	02:11
October	109,006	56,240	39,214	1.43	01:13	02:20
November	85,714	46,784	33,572	1.39	01:13	02:13
December	72,322	37,748	26,257	1.44	01:07	02:07
<b>AVERAGE:</b>	<b>89,526</b>	<b>46,493</b>	<b>32,276</b>	<b>1.44</b>	<b>01:10</b>	<b>02:13</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

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

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	
<b>I. Continuing Care Retirement Communities</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 1)	5,905	14.7	231	115	259	429	1,234	1,652	1,068	851	66	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 2)	1,432	3.6	31	15	45	86	331	489	305	104	26	
<b>II. Nursing Homes</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 1)	19,813	49.3	319	118	266	1,067	8,798	7,271	1,460	379	135	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 2)	8,856	22.0	70	47	105	425	3,736	3,482	780	130	81	
<b>III. Hospitals with LTC Units</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 1)	700	1.7	17	14	23	65	128	166	169	106	12	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 2)	421	1.0	11	6	12	27	62	80	114	104	5	
<b>SUB-TOTAL</b>	<b>37,127</b>	<b>92.4</b>	<b>679</b>	<b>315</b>	<b>710</b>	<b>2,099</b>	<b>14,289</b>	<b>13,140</b>	<b>3,896</b>	<b>1,674</b>	<b>325</b>	
IV. Healthcare Organizations (Note 3)	1,253	3.1										
V. Consultant Pharmacists	72	0.2										
VI. Medical Directors	92	0.2										
VII. All Others	1,656	4.1										
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>										
<b>PERCENT</b>	<b>100.0</b>											

Note 1: Also includes Assistant Administrators, Business Managers, VPs, Directors of Operations, Material Managers, Regional Directors, Social Services, Admissions Directors, Food Service Supervisor/Dietary Manager and Executive Housekeepers.

Note 2: Also includes Director of Quality Assurance, Director of In-service Education, Rehab Director and ET/Infection Control Practitioner.

Note 3: including: Nursing Home Chains Corporate Headquarters, Nursing Home Management Firms, Healthcare Group Purchasing Organizations

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010					
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. <b>TOTAL</b> - 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: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>-</b>	<b>-</b>	<b>40,200</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	40,200	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	283		400-427 Kentucky _____	682		
030-038 New Hampshire _____	209		370-385 Tennessee _____	791		
050-059 Vermont _____	110		350-369 Alabama _____	499		
010-027 Massachusetts _____	855		386-397 Mississippi _____	420		
028-029 Rhode Island _____	169		<b>EAST SO. CENTRAL</b>	<b>2,392</b>	<b>6.0</b>	
060-069 Connecticut _____	498		716-729 Arkansas _____	726		
<b>NEW ENGLAND</b>	<b>2,124</b>	<b>5.3</b>	700-714 Louisiana _____	675		
100-149 New York _____	1,503		730-749 Oklahoma _____	864		
070-089 New Jersey _____	729		750-799 Texas _____	2,979		
150-196 Pennsylvania _____	1,954		<b>WEST SO. CENTRAL</b>	<b>5,244</b>	<b>13.0</b>	
<b>MIDDLE ATLANTIC</b>	<b>4,186</b>	<b>10.4</b>	590-599 Montana _____	246		
430-459 Ohio _____	2,026		832-838 Idaho _____	311		
460-479 Indiana _____	1,162		820-831 Wyoming _____	122		
600-629 Illinois _____	1,996		800-816 Colorado _____	683		
480-499 Michigan _____	1,098		870-884 New Mexico _____	121		
530-549 Wisconsin _____	1,129		850-865 Arizona _____	493		
<b>EAST NO. CENTRAL</b>	<b>7,411</b>	<b>18.4</b>	840-847 Utah _____	289		
550-567 Minnesota _____	1,024		889-898 Nevada _____	128		
500-528 Iowa _____	1,137		<b>MOUNTAIN</b>	<b>2,393</b>	<b>6.0</b>	
630-658 Missouri _____	1,579		995-999 Alaska _____	38		
580-588 North Dakota _____	253		980-994 Washington _____	842		
570-577 South Dakota _____	322		970-979 Oregon _____	526		
680-693 Nebraska _____	684		900-961 California _____	3,321		
660-679 Kansas _____	960		967-968 Hawaii _____	108		
<b>WEST NO. CENTRAL</b>	<b>5,959</b>	<b>14.8</b>	<b>PACIFIC</b>	<b>4,835</b>	<b>12.0</b>	
197-199 Delaware _____	101		<b>UNITED STATES</b>	<b>40,198</b>	<b>100.0</b>	
206-219 Maryland _____	550		969 & 004-009 U.S. Territories _____	2		
200-205 Washington, DC _____	43		Canada _____	-		
220-246 Virginia _____	654		Mexico _____	-		
247-268 West Virginia _____	252		Other International _____	-		
270-289 North Carolina _____	1,106		APO/FPO _____	-		
290-299 South Carolina _____	446		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>	
300-319 Georgia _____	884					
320-349 Florida _____	1,618					
<b>SOUTH ATLANTIC</b>	<b>5,654</b>	<b>14.1</b>				

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified: _____	40,199	40,200	40,200	40,200	40,200	40,200
Qualified Non-Paid: ____	40,114	40,154	40,114	40,096	40,062	40,010
Qualified Paid: _____	85	46	86	104	138	190
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA****WEBSITE GLOSSARY:**

**Unique Browsers:** An identified and unduplicated Cooked Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

**Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period

**User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

**Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period

**User Session Duration:** The average time a browser remained on the site per session

**Page Duration:** The average time a browser spent viewing any page(s) on the site

**PUBLISHER'S AFFIDAVIT**

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

Paul Silver, Circulation Manager

John Crewe, Audience Development Director

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 25, 2011

City New York City

State New York

Received by BPA Worldwide January 25, 2011

Type PJ

ID Number M030P0D0