

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.

McKnight's

LONG-TERM CARE NEWS

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ABOUT MCKNIGHT'S LONG-TERM CARE NEWS

MCKNIGHT'S LONG-TERM CARE NEWS magazine is published monthly and distributed to 40,000 qualified individuals working within the senior housing sector. McKnight's has won numerous editorial awards and is best known for publishing unbiased 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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

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, material managers, executive housekeepers, directors of quality assurance, directors of in-service education, rehab directors and ET/Infection control practitioners, and other titled recipients.

Channels Include:



MCKNIGHT'S LONG-TERM CARE NEWS Magazine
6 issues in period
40,200 average circulation
Pages 2 & 3



MCKNIGHT'S LONG-TERM CARE NEWS Website
44,260 average unique browsers
Page 3

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MCKNIGHT'S LONG-TERM CARE NEWS Magazine (6 Issues in the period)	39,908	292	40,200
MCKNIGHT'S LONG-TERM CARE NEWS Website (Unique Browsers) (Note 1)	44,260	-	44,260
SIX-MONTH AVERAGE TOTAL	84,168	292	84,460

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE
MAGAZINE**



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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	112
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	-
TOTAL	112

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	39,908	99.3	292	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	39,908	99.3	292	0.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
July	40,200
August	40,200
September	40,200
October	40,200
November	40,200
December	40,200

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012											
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
I. Continuing Care Retirement Communities											
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 1)	4,980	12.4	225	112	214	404	1,055	1,408	821	638	103
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 2)	1,233	3.1	30	20	35	76	297	421	218	86	50
II. Nursing Homes											
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 1)	20,712	51.5	363	112	268	1,082	9,062	7,697	1,556	330	242
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 2)	9,080	22.6	114	44	105	438	3,694	3,427	820	132	306
III. Hospitals with LTC Units											
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 1)	501	1.2	21	9	10	51	91	109	137	68	5
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 2)	406	1.0	8	6	16	35	66	91	105	64	15
SUB-TOTAL	36,912	91.8	761	303	648	2,086	14,265	13,153	3,657	1,318	721
IV. Healthcare Organizations (Note 3)	1,602	4.0									
V. Consultant Pharmacists	111	0.3									
VI. Medical Directors	158	0.4									
VII. All Others	1,417	3.5									
TOTAL QUALIFIED CIRCULATION	40,200	100.0									
PERCENT	100.0										

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

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**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
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 NOVEMBER 2012		
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 _____	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0

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 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified _____	40,200	40,200	40,200	40,200	40,200	40,200
Qualified Non-Paid Total _____	40,062	40,010	39,953	39,930	39,922	39,908
Qualified Paid Total _____	138	190	247	270	278	292
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 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.
**NC = None Claimed.

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	112,390	66,584	41,799	1.59	01:56	01:19
August _____	131,671	78,245	47,408	1.65	01:54	01:18
September _____	114,307	68,530	46,243	1.48	01:53	01:16
October _____	133,312	74,475	47,198	1.58	01:56	01:32
November _____	114,575	68,875	45,145	1.53	01:54	01:16
December _____	100,164	57,966	37,765	1.53	01:50	01:20
AVERAGE:	117,737	69,113	44,260	1.56	01:54	01:20

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
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

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GEOGRAPHIC DISTRIBUTION*

McKNIGHT'S LONG-TERM CARE NEWS Magazine for Issue of November 2012			McKNIGHT'S LONG-TERM CARE NEWS Magazine for Issue of November 2012		
State	Total	Percent	State	Total	Percent
Maine _____	301		Kentucky _____	792	
New Hampshire _____	240		Tennessee _____	903	
Vermont _____	118		Alabama _____	624	
Massachusetts _____	836		Mississippi _____	489	
Rhode Island _____	169		EAST SO. CENTRAL	2,808	7.0
Connecticut _____	550		Arkansas _____	690	
NEW ENGLAND	2,214	5.5	Louisiana _____	659	
New York _____	1,692		Oklahoma _____	742	
New Jersey _____	813		Texas _____	2,623	
Pennsylvania _____	2,053		WEST SO. CENTRAL	4,714	11.7
MIDDLE ATLANTIC	4,558	11.3	Montana _____	254	
Ohio _____	2,176		Idaho _____	269	
Indiana _____	1,166		Wyoming _____	103	
Illinois _____	2,057		Colorado _____	531	
Michigan _____	1,128		New Mexico _____	139	
Wisconsin _____	1,186		Arizona _____	401	
EAST NO. CENTRAL	7,713	19.2	Utah _____	231	
Minnesota _____	1,021		Nevada _____	102	
Iowa _____	1,195		MOUNTAIN	2,030	5.1
Missouri _____	1,588		Alaska _____	35	
North Dakota _____	241		Washington _____	656	
South Dakota _____	339		Oregon _____	402	
Nebraska _____	684		California _____	2,775	
Kansas _____	927		Hawaii _____	94	
WEST NO. CENTRAL	5,995	14.9	PACIFIC	3,962	9.9
Delaware _____	120		UNITED STATES	40,195	100.0
Maryland _____	605		U.S. Territories _____	1	
Washington, DC _____	45		Canada _____	3	
Virginia _____	746		Mexico _____	-	
West Virginia _____	293		Other International _____	1	
North Carolina _____	1,208		APO/FPO _____	-	
South Carolina _____	480		TOTAL	40,200	100.0
Georgia _____	954				
Florida _____	1,750				
SOUTH ATLANTIC	6,201	15.4			

*See Additional Data

ADDITIONAL DATA

WEBSITE ACTIVITY:

July - December 2012 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographical data not available for Website and therefore, is not reported herein.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Paul Silver, Circulation Manager	Date signed	January 22, 2013
John Crewe, VP Audience Development & Operations	State	New Jersey
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Morris
IMPORTANT NOTE:	Received by BPA Worldwide	January 22, 2013
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	BJ
About BPA Worldwide:	ID Number	M030B0D2
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