

SEGMENTS

48,678	Total Universe /Universe Rate	\$300.00/M
48,678	Email Addresses*	\$300.00/M
122,914	Phone Numbers	+ \$65.00/M
115,735	Postal Addresses	\$160.00/M

DESCRIPTION

Published by Haymarket Media
100% requestor circulation, BPA Audited

Now you can reach high-powered, qualified, direct response subscribers possessing budgetary power with the McKnight's Long-Term Care News Subscribers Business Email List. McKnight's allows you to reach professionals involved in long-term nursing and assisted living facility management. It has a keen interest in every aspect of long-term care, including home care services, sub-acute care, legal and ethical considerations, and news affecting care providers' internal operations.

Launched in 1980, McKnight's Long-Term Care News is the assisted living and nursing home care profession's premier source for news, analysis and editorial commentary. Feature articles cover relevant caregiving, staffing, operations, management and administrative topics for long-term care operators. With a practical yet compassionate outlook on long-term care, McKnight's has become the resource of note for industry leaders.

These professionals have purchasing power for goods and services in the \$150 billion long-term care industry. In addition, they also look for medical products and services to help them with their day-to-day operations. They respond to offers of seminars, webinars, and courses that further their education in associated fields such as healthcare and business management.

The McKnight's Long-Term Care News Subscribers Business Email List is also recommended for general offers including: computer hardware/software, office products and supplies, financial, subscriptions, high-ticket items, mobile plans and apps, and more.

*Transmission Fee - \$95/M

PROFILE

Bed Size	\$15.00/M	
Less than 25		1,426
25-49		2,186
50-99		7,454
100-199		9,021
200-299		1,545
300-399		593
400-499		286
500+		1,280
Business/Industry	\$15.00/M	
Assisted Living Facility		2,197
Nursing Home Management Team		476
Healthcare Group Purchasing Organization		76
Nursing Home Chain Corporate Headquarters		516

DATE

UPDATED	08/15/2014
CONFIRMED	08/18/2014

GENDER

0% MALE
0% FEMALE

SOURCE

Opt-in e-mail, Direct mail sold, Direct response, Controlled circulation, Publications

ADDITIONAL CHARGES

Bed Size	\$15.00/M
Business/Industry	\$15.00/M
Gender	\$15.00/M
Geo	\$10.00/M
Job Title	\$15.00/M
Transmission	\$95.00/M

ADDRESSING

A/B Split	NO CHARGE
A/B Split - Each Additional Split	\$100.00/F
Email Delivery/FTP	\$60.00/F
CD ROM	\$25.00/F
Enhanced Deliverability Report	\$100.00/F
Good Customer Profile	\$500.00/F
HTML Creation	\$650.00/F
Image Hosting	\$100.00/F
Match and Deploy	\$500.00/F
Mobile Device View	\$100.00/F
Personalization	NO CHARGE
Pin Coding	\$350.00/F
Suppression (Min)	\$150.00/F
Transmission	\$95.00/M
Web Form Creation	\$500.00/F

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

Telemarketing is Available

REUSE

Please inquire

OWNER/MANAGER

-----WEBSITE-----
<http://www.reachmarketing.com>

---List Rental Contact---

Wayne Nagrowski (845) 201-5318
wayne.nagrowski@reachmarketing.com



Reach Marketing LLC
2 Blue Hill Plaza -Concourse Level
Pearl River, NY 10965
(845) 201-5300 Fax (845) 920-1516
<http://www.reachmarketing.com>

Assisted Living Chain Corporate Headquarters	99	-----	
Continuing Care Retirement Community (CCRC)	1,684	Reach Marketing LLC	
Hospital with LTC Unit	837	2 Blue Hill Plaza	
Assisted Living Management Firm	79	Concourse Level	
Nursing Home Consultant Pharmacist	61	Box 1526	
Nursing Home	17,452	Pearl River NY 10965	
Senior Housing Center	420	MANAGER	
Insurance	77	Phone: (845) 201-5300	
Consulting	625	Fax: (845) 920-1516	
Manufacturing	162		
Other	162		
Job Title	\$15.00/M	<u>NET NAME POLICY</u>	
CEO, CFO, COO, CIO, President	1,508	Net Name is allowed	
Owner	561	Run Charges	\$5.00/M
Asst Administrator, Business Manager, VP, Dir of Operations, Regional	-		
Director	1,906		
Administrator	5,186		
Executive Director/Manager	1,285		
Medical Director	91		
Director of Nursing Service (DON)	4,315		
Consultant Pharmacist	70		
Chief Pharmacist	33		
Nursing Supervisor	296		
Assistant Director of Nursing (DON)	1,020		
VP Nursing	104		
Nursing Assessment Coordinator	482		
Other Nursing Titles	712		
Rehab Director	202		
Material Manager	79		
Director of Purchasing	227		
ET/Infection Control Practitioner	45		
Activities Director	2,300		
Director of Quality Assurance/Compliance	196		
Director of Inservice Education/ Staff Development	234		
Consultant	440		
Insurance Executive	34		
Manufacturer	64		
Food Service Supervisor/Dietary Manager	168		
Social Services Director/ Coordinator	2,678		
Admissions Director	609		
Executive Housekeepers	35		
Other	244		
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