

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** 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 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**



80,881 average unique browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>McKNIGHT'S LONG-TERM CARE NEWS</b> (6 issues in the period)	39,890	310	40,200
<b>McKNIGHT'S LONG-TERM CARE NEWS WEBSITE</b> (Monthly Unique Browsers with 243,179 average Page Impressions)	80,881	-	80,881

**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, 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 as shown in paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	580
Allocated for Trade Shows and Conventions	-
All Other	1
<b>TOTAL</b>	<b>581</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	39,890	99.2	310	0.8
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>39,890</b>	<b>99.2</b>	<b>310</b>	<b>0.8</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 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 2014**

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	
<b>I. Continuing Care Retirement Communities (Note 1)</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	4,909	12.2	344	151	295	490	982	1,282	701	507	157	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	1,589	4.0	82	36	71	120	358	507	231	74	110	
<b>II. Nursing Homes</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	17,219	42.8	582	156	309	976	7,155	5,779	1,330	265	667	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	10,117	25.2	215	88	196	607	4,049	3,377	792	129	664	
<b>III. Hospitals with LTC Units</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	419	1.0	32	5	26	22	85	79	101	57	12	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	434	1.1	18	16	15	29	74	97	107	59	19	
SUB-TOTAL	34,687	86.3	1,273	452	912	2,244	12,703	11,121	3,262	1,091	1,629	
IV. Healthcare Organizations (Note 4)	2,517	6.3										
V. Consultant Pharmacists	159	0.4										
VI. Medical Directors	176	0.4										
VII. All Others	2,661	6.6										
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>40,200</b>	<b>100.0</b>										

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, Admissions Directors, Food Service Supervisor/Dietary Manager and Executive Housekeepers, Activities Directors, Directors of Purchasing, 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 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	40,200	-	-	40,200	100.01
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>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

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>

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	40,200	40,200	40,200	40,200	40,200	40,200
Qualified Non-Paid:	39,930	39,922	39,908	39,917	39,912	39,890
Qualified Paid:	270	278	292	283	288	310
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 2013 - June 2014 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 2014\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	287		Kentucky	830	
New Hampshire	243		Tennessee	1,020	
Vermont	96		Alabama	641	
Massachusetts	926		Mississippi	429	
Rhode Island	176		EAST SO. CENTRAL	2,920	7.3
Connecticut	555		Arkansas	554	
NEW ENGLAND	2,283	5.7	Louisiana	592	
New York	2,069		Oklahoma	624	
New Jersey	924		Texas	2,194	
Pennsylvania	2,421		WEST SO. CENTRAL	3,964	9.9
MIDDLE ATLANTIC	5,414	13.4	Montana	228	
Ohio	2,328		Idaho	210	
Indiana	1,123		Wyoming	84	
Illinois	2,153		Colorado	484	
Michigan	1,276		New Mexico	125	
Wisconsin	1,228		Arizona	393	
EAST NO. CENTRAL	8,108	20.2	Utah	157	
Minnesota	1,027		Nevada	103	
Iowa	1,120		MOUNTAIN	1,784	4.4
Missouri	1,505		Alaska	35	
North Dakota	227		Washington	615	
South Dakota	312		Oregon	347	
Nebraska	655		California	2,358	
Kansas	804		Hawaii	116	
WEST NO. CENTRAL	5,650	14.1	PACIFIC	3,471	8.6
Delaware	133		UNITED STATES	40,196	100.0
Maryland	711		U.S. Territories	2	
Washington, DC	94		Canada	1	
Virginia	819		Mexico	-	
West Virginia	296		Other International	1	
North Carolina	1,197		APO/FPO	-	
South Carolina	510				
Georgia	1,054		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>
Florida	1,788				
SOUTH ATLANTIC	6,602	16.4			

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MCKNIGHTS.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	256,079	131,055	80,195	1.63	02:11	02:05
February	237,399	128,857	82,228	1.57	02:11	01:50
March	251,024	137,774	86,344	1.60	02:23	01:58
April	245,596	138,628	86,134	1.61	02:21	01:49
May	225,162	120,039	72,976	1.64	02:13	01:57
June	243,815	129,491	77,406	1.67	02:13	01:57
<b>AVERAGE:</b>	<b>243,179</b>	<b>130,974</b>	<b>80,881</b>	<b>1.62</b>	<b>02:15</b>	<b>01:56</b>

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User Sessions:** A single continuous set of activity attributable to a cookie'd 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.

**Unique Browsers:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

### GEOGRAPHIC DISTRIBUTION:

Geographic 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.

Paul Silver, Group Circulation Manager

John Crewe, Chief Operating 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 7, 2014

State New York

County New York

Received by BPA Worldwide July 7, 2014

Type BJ

ID Number M030B0J4

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.