

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 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**



119,730 average users

**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)	39,994	206	40,200
<b>McKNIGHT'S LONG-TERM CARE NEWS WEBSITE</b> (Monthly Users with 332,809 average Pageviews)	119,730	-	119,730

**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	569
Allocated for Trade Shows and Conventions	83
All Other	177
<b>TOTAL</b>	<b>829</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	39,994	99.5	206	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>39,994</b>	<b>99.5</b>	<b>206</b>	<b>0.5</b>

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

2017 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 2017**

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								Other	
			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)		
<b>I. Continuing Care Retirement Communities (Note 1)</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	5,309	13.2	417	142	279	500	1,127	1,273	769	736	66	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	1,431	3.6	81	29	76	122	344	439	231	88	21	
<b>II. Nursing Homes</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	17,627	43.8	963	155	333	1,035	7,311	5,710	1,259	719	142	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	9,337	23.2	262	68	179	572	4,069	3,174	670	177	166	
<b>III. Hospitals with LTC Units</b>												
A. Administrators, Owners, Executive Directors/Managers, CEOs, CFOs, COOs, CIOs, Presidents (Note 2)	560	1.4	47	16	31	37	114	101	120	87	7	
B. Directors of Nursing service, Assistant DONs, VPs Nursing, Nursing Supervisors, Nurse Assessment Coordinators (Note 3)	424	1.1	14	11	19	32	80	100	85	75	8	
SUB-TOTAL	34,688	86.3	1,784	421	917	2,298	13,045	10,797	3,134	1,882	410	
IV. Healthcare Organizations (Note 4)	2,608	6.5										
V. Consultant Pharmacists	-	-										
VI. Medical Directors	-	-										
VII. All Others	2,904	7.2										
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>										
<b>PERCENT</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 2017

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>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	40,169	99.9
Individuals by name only	16	0.1
Titles or functions only	3	-
Company names only	12	-
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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	40,200	40,200	40,200	40,200	40,200	40,200
Qualified Non-Paid:	39,877	39,904	39,931	39,938	39,975	39,994
Qualified Paid:	323	296	269	262	225	206
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 2016 - June 2017 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 2017\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	249		Kentucky	777	
New Hampshire	210		Tennessee	962	
Vermont	112		Alabama	648	
Massachusetts	914		Mississippi	476	
Rhode Island	180		<b>EAST SO. CENTRAL</b>	<b>2,863</b>	<b>7.1</b>
Connecticut	500		Arkansas	570	
<b>NEW ENGLAND</b>	<b>2,165</b>	<b>5.4</b>	Louisiana	615	
New York	2,133		Oklahoma	607	
New Jersey	987		Texas	2,621	
Pennsylvania	2,657		<b>WEST SO. CENTRAL</b>	<b>4,413</b>	<b>11.0</b>
<b>MIDDLE ATLANTIC</b>	<b>5,777</b>	<b>14.4</b>	Montana	176	
Ohio	2,297		Idaho	197	
Indiana	1,118		Wyoming	85	
Illinois	2,209		Colorado	544	
Michigan	1,174		New Mexico	173	
Wisconsin	1,282		Arizona	402	
<b>EAST NO. CENTRAL</b>	<b>8,080</b>	<b>20.1</b>	Utah	195	
Minnesota	1,084		Nevada	120	
Iowa	928		<b>MOUNTAIN</b>	<b>1,892</b>	<b>4.7</b>
Missouri	1,436		Alaska	21	
North Dakota	234		Washington	460	
South Dakota	227		Oregon	276	
Nebraska	565		California	2,395	
Kansas	863		Hawaii	73	
<b>WEST NO. CENTRAL</b>	<b>5,337</b>	<b>13.3</b>	<b>PACIFIC</b>	<b>3,225</b>	<b>8.0</b>
Delaware	117		<b>UNITED STATES</b>	<b>40,197</b>	<b>100.0</b>
Maryland	687		U.S. Territories	-	
Washington, DC	81		Canada	2	
Virginia	810		Mexico	-	
West Virginia	279		Other International	-	
North Carolina	1,114		APO/FPO	1	
South Carolina	503				
Georgia	900		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,200</b>	<b>100.0</b>
Florida	1,954				
<b>SOUTH ATLANTIC</b>	<b>6,445</b>	<b>16.0</b>			

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MCKNIGHTS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	312,721	166,968	104,445	1:45
February	300,969	161,221	101,222	1:53
March	442,221	273,255	197,999	1:25
April	307,469	166,741	106,636	1:51
May	312,237	169,641	104,110	1:52
June	321,241	169,586	103,971	2:02
<b>AVERAGE:</b>	<b>332,809</b>	<b>184,568</b>	<b>119,730</b>	<b>1:48</b>

January – June 2017 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 Cookied Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The 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

### GEOGRAPHIC DISTRIBUTION:

Geographic data for the 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, Circulation 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 19, 2017

State New York

County New York

Received by BPA Worldwide July 19, 2017

Type BJ

ID Number M030B0J7

#### 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.