



2.7 million nurses  
in our reach  
and yours

# It started with a nurse

it continues with every nurse



## our story

In 1988 a nurse with an idea connected with an entrepreneur with a model.

**Their vision:** Improve the care of patients by recognizing and supporting the nation's largest group of healthcare providers — registered nurses.

**Their model:** Build a loyal audience by engaging the RN community with helpful, timely, compelling education and career development content.

Today, Nurse.com touches virtually every nurse in America with best-in-class, innovative education and career resources delivered across Web, email, mobile, print and social media platforms.

With 30+ years of experience in audience and client development in healthcare recruitment and education, Nurse.com offers unparalleled reputation and reach among the nation's RNs.

### our mission

At Nurse.com, we're passionate about nurses and the nursing profession. We're driven to serve as the most trusted source of employment opportunities, education experiences, news and other resources that actively support America's registered nurses.

### our vision

We envision a world in which patient care and the health of our communities are improved by our support of and engagement with RNs.

### our success

Nurse.com is the premier provider of news, education and career development services to nurses.

continuing  
education

digital recruitment  
& media

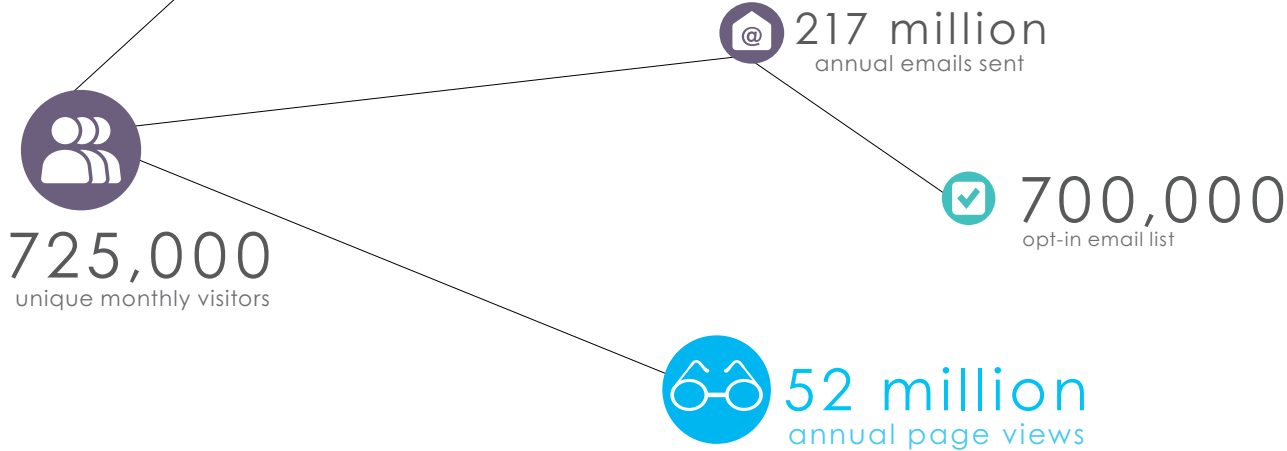
**NURSE.com**

publications

- recruit • brand
- educate • engage

# connect through reach

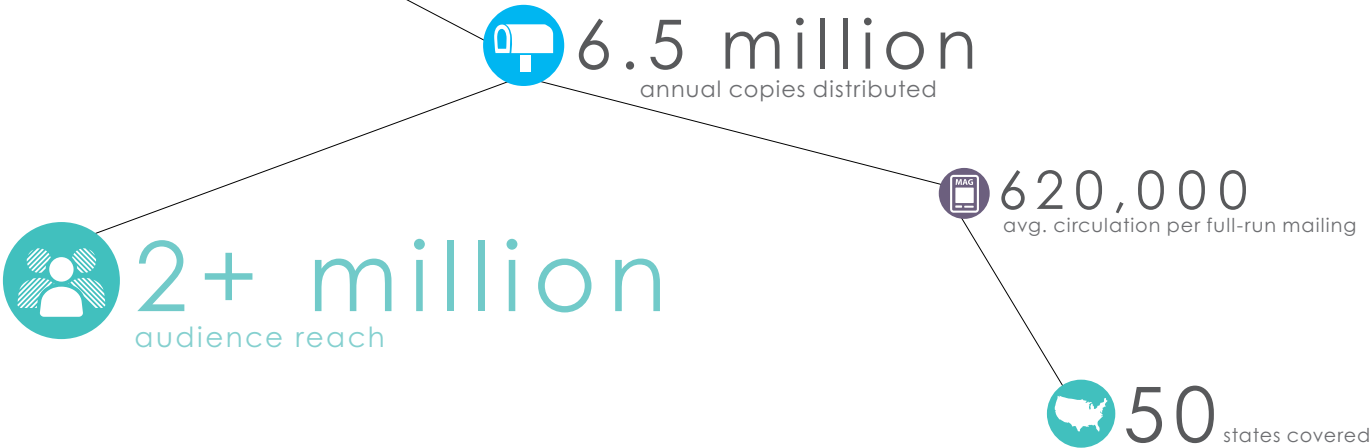
## digital



## social media



## magazine



# connect through **engagement**

## continuing education



continuing nursing education



**800**  
CE courses




**1,100**  
contact hours




**50+**  
categories


certification review



**600**  
CE courses




**600**  
contact hours




**50+**  
exams

digital clinical textbook



**600**  
CE courses



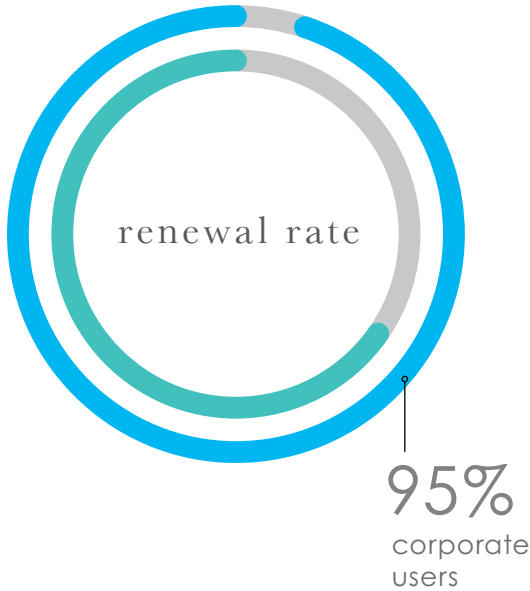
**600**  
contact hours

**70,000** retail subscribers

**300,000** corporate users

**700+** healthcare facilities

**500+** corporate clients



# RN profile



47  
years

average age

2008 National Sample Survey  
released 2010



44%

use social media  
for networking

\*AMN Healthcare 2013



20+  
years

avg. RN experience

Signet Total Audience  
Study 2012

\$67,000

avg. annual salary

2008 National Sample Survey  
released 2010

2008 National Sample Survey  
released 2010

62%

work in hospitals



92%  
female

2008 National Sample Survey  
released 2010

\$100,000 -  
\$150,000

annual HHI

Signet Total Audience Study 2012



65%

are married

Signet Total Audience Study 2012



54%

actively seeking jobs

AMN Healthcare 2013



55%

have bachelor's degrees

HRSA 2013



# beyond the demographics

influential

Gallup polls rank nursing the No. 1 trusted profession in 12 of the past 13 years

experienced

One-quarter of nurses have worked in their profession for more than 20 years

educated

85% of nurses hold an associate or higher degree in nursing

active

Nearly half of RNs intend to extend their education by becoming certified in a specialty

needed

All RNs are being called upon to play a vital role in a transforming American healthcare system



Nurse.com audience members are compassionate, dedicated healthcare professionals. They're also smart and inquisitive; they're eager to learn new things that could help them to help their patients. There is no underestimating their power to influence healthcare or their resolve to change patient care for the better.

— Barbara Shahinian, Editor in Chief

# now + next

Nurse.com connects nurses to today's news  
& tomorrow's trends



## editorial mission

Nurse.com celebrates, informs and inspires registered nurses in all aspects of their professional lives. The content we provide — from award-winning, inventive education experiences to compelling news, insights and advice — is designed to support the professional development of RNs. Our service to nurses ultimately helps them to improve the health and well-being of patients and the communities in which we all live.

### Nurse.com

← educates

← engages

← motivates

national, regional  
& specialty information

+  
**expert insight**

# 30,000+

articles

- clinical news
- professional news
- specialty news
- trends
- advice
- how-to's
- narratives



books



magazines



webinars



audio



web

best-in-class continuing nursing education activities

+  
**certification review courses**

# 3 million

contact hours awarded every year

social media posts

# 429,000+

 followers

- news • tips • resources • surveys
- polls • opinions • crowd sourcing



# editorial calendar

## Nurse.com magazine

# 2015

### January

#### Specialty Practice

Deadline: Jan. 8  
Publish: Jan. 12

### March

#### Education

Deadline: March 5  
Publish: March 9

### May

#### National Nurses Week

Deadline: April 30  
Publish: May 4

### July

#### Education

Deadline: July 9  
Publish: July 13

### September

#### Jobs Outlook

Deadline: Sept. 10  
Publish: Sept. 14

### November

#### Clinical Developments

Deadline: Nov. 5  
Publish: Nov. 9

### February

#### Veterans' Health

Deadline: Feb. 5  
Publish: Feb. 9

### April

#### State of the Industry

Deadline: April 2  
Publish: April 5

### June

#### Diversity

Deadline: June 4  
Publish: June 8

### August

#### Management

Deadline: Aug. 6  
Publish: Aug. 10

### October

#### Public Health

Deadline: Oct. 8  
Publish: Oct. 12

### December

#### Reader's Issue

Deadline: Dec. 3  
Publish: Dec. 7



## in each issue

**insights**  
the breakdown of the big issues nurses are talking about

**on trend**  
must-have national, regional and specialty news tailored to RNs

**engaged in education series**  
the people, organizations and ideas driving the future of nursing

**continuing education**  
cutting-edge courses that exceed the wants and needs of the nurse community

**nursing narratives**  
from-the-field stories by and for nurses

# editorial calendar

## Nurse.com **specialty topics**

# 2015



### trending now in #nursing

clinical news

professional news

expert advice

how to's

continuing education  
courses

focused content that  
connects nurses to timely,  
compelling topics relevant  
to their specialties

### January

#### **Advanced Education**

Deadline: Jan. 22

Publish: Jan. 26

### March

#### **Care in Nursing**

Deadline: March 19

Publish: March 23

### May

#### **Obesity/Nutrition/Fitness**

Deadline: May 14

Publish: May 18

### July

#### **Nursing Doctorate**

Deadline: July 23

Publish: July 27

### September

#### **Nurse Practitioners**

Deadline: Sept. 17

Publish: Sept. 21

### November

#### **Case Management**

Deadline: Nov. 19

Publish: Nov. 23

### February

#### **Informatics**

Deadline: Feb. 19

Publish: Feb. 23

### April

#### **Baccalaureate Education**

Deadline: April 16

Publish: April 20

### June

#### **Nursing Faculty**

Deadline: June 18

Publish: June 22

### August

#### **Diabetes**

Deadline: Aug. 20

Publish: Aug. 24

### October

#### **Nurse Navigation**

Deadline: Oct. 15

Publish: Oct. 19

### December

#### **Wound Care**

Deadline: Dec. 10

Publish: Dec. 14

# 2015 Nurse.com magazine distribution

unique  
in-home  
reach



2+ million  
nurses



50  
states



Avg. monthly  
regional distribution

Greater Chicago  
56,000

New York/  
New Jersey Metro  
100,000

Philadelphia/  
Tri-State  
54,000

South  
100,000

Washington DC/  
Maryland/Virginia  
40,000

West  
110,000

## extended national reach

- ZONE 1** January

150,000 Illinois • Indiana • Iowa • Kansas • Kentucky • Michigan • Minnesota  
Missouri • Nebraska • North Dakota • South Dakota • Wisconsin
- ZONE 2** March

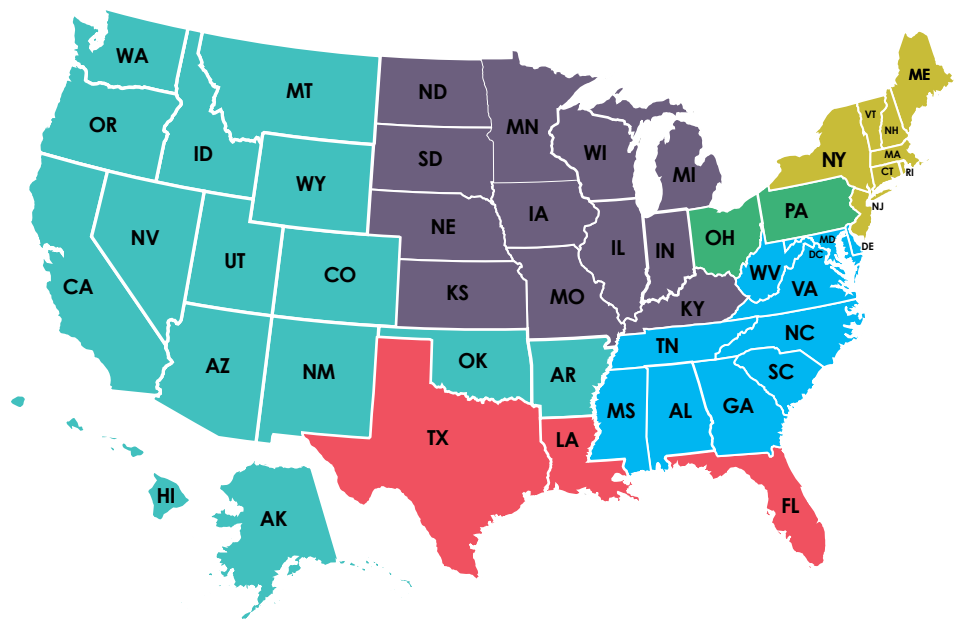
150,000 Florida • Louisiana • Texas
- ZONE 3** May

150,000 Connecticut • Maine • Massachusetts • New Hampshire  
New Jersey • New York • Rhode Island • Vermont
- ZONE 4** July

150,000 Ohio • Pennsylvania
- ZONE 5** September

150,000 Alabama • Delaware • Georgia • Maryland • Mississippi  
North Carolina • South Carolina • Tennessee • Virginia  
Washington, D.C. • West Virginia
- ZONE 6** November

150,000 Alaska • Arkansas • Arizona • California • Colorado • Hawaii • Idaho  
Montana • Nevada • New Mexico • Oklahoma • Oregon • Utah  
Washington • Wyoming



# it's all in the **[media]** mix

customize **multiple opportunities** that work for you

## magazine

Get your message seen by nurses in your region or across the country. Our thriving monthly magazines connect a loyal audience to your organization and serve as a valuable element of your reach campaign.

## specialty topics

Stay top-of-mind with nurses in hard-to-fill specialties in your region or coast-to-coast with mixed-media editorial destinations dedicated to topics that draw eyes. Engage with RNs with specialty-targeted, topic-specific content on digital, email, social media and print platforms.

## education engagement opportunities

Generate leads with award-winning continuing education content that nurses want and need. Partner with Nurse.com to support nurses' education and take advantage of a full mix of media to promote your message.

## targeted email

Boost results with an opt-in email database of RNs that's second to none. Blast your message nationwide, drill down to a zip code or state or hyper-target more than 20 nursing specialties.

## newsletter sponsorships

Wrap your message around highly sought-after information with sponsored content and ad units for national, regional or specialty nurse audiences. Let our content experts help you rejuvenate your existing message and compel an already engaged audience to action.



## social media sponsorships

Energize your message with targeted content sponsorships pushed across the social sphere. Our active audience of hundreds of hundreds of thousands of RNs on social media is waiting to hear from you.

## job posting packages

Reach the right candidate at the right time with search engine- and mobile-optimized job posting packages. Volume options, posting templates and FTP feeds or scraping are available to suit your needs. Upgrade to Featured Employer and tell your organization's story with top-of-search-results placement.

## resume search

Gain open access to high-potential RN job seekers. View the resumes and PROfiles (expanded professional backgrounds) of nurses who want to connect with you.

## events

Connect with candidates at a Nurse.com career networking event or enhance your exposure as a national or regional sponsor of our prestigious annual Nursing Excellence GEM Awards program.

## digital display advertising

Take advantage of cost-effective digital display advertising on Nurse.com's home page or in 17 geo-targeted regions. Target your ad to nursing specialty pages of your choice, and your message will be visible to RNs on their completion of continuing education activities in your selected specialty category.

## direct mail

Stand out from your competition and control the "where" and "how" of your own message. Put our database of more than 2 million RNs to work for you to deliver a postcard or custom publication to the city, county, zip code or specialty category of your choice.

# our partners

Nurse.com is proud to partner with hundreds of clients across our education and advertising offerings. Here are a few:

## advertising



## education



digital display advertising • job posting packages • newsletter sponsorships • targeted email  
targeted marketing/direct mail • career events • awards program • education engagement opportunities





## Need to reach **RNs**?

We'll customize a solution for you.


See Our Solutions and Rate Cards at [Nurse.com/MediaKit](https://Nurse.com/MediaKit)

To learn more about how **Nurse.com** can assist you  
with your recruitment & branding campaign, contact us.

 800-206-3791

 [nationalsales@gannetthg.com](mailto:nationalsales@gannetthg.com)

For Corporate CE solutions, contact:

 800-866-0919

 [ce@gannetthg.com](mailto:ce@gannetthg.com)