

Nursing2004

GEOGRAPHIC ANALYSIS

A direct marketing list from the Springhouse Corporation publication, *Nursing2004*, reaches over 222,000 nurses. These paid subscribers to *Nursing2004* have a proven desire to stay clinically current with nursing's most widely read and trusted journal. They include all types of registered and licensed practical nurses in diverse practice settings.

- ◆ Reach:
 - ◆ RNs
 - ◆ Librarians
 - ◆ LPNs
 - ◆ RN or LPN Students
 - ◆ And Others!
- ◆ Who work in:
 - ◆ Hospitals
 - ◆ Home Health
 - ◆ Nursing Education
 - ◆ Doctors' Offices
 - ◆ Hospices
 - ◆ HMO/Managed Health Care
 - ◆ Nursing Homes/Extended Care Facilities



Nursing2004 is updated five times per year. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 222,465

Base Price: \$105/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Canadian Names	\$10/M
Facility Type	\$15/M
Gender	\$10/M
Hotline Names	\$15/M
Nurse Type	\$15/M
Specialty	\$15/M

SEE ALSO:

- DecisionMaker® Career Women Marketplace Database**
- Home Health Care Database from Springhouse**
- Medical Specialists Database**
- Nurse Practitioner Database from Springhouse**
- Nurse Respondent Database from Springhouse**
- Nursing Book Buyers from Springhouse**
- Nursing Management**
- Nursing Videocassette Buyers from Springhouse**
- Physician Assistants Database**
- Wound Care Database from Springhouse**

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

State	ZIP Code	Individuals
ME	039-049	1,339
NH	030-038	1,645
VT	050-059	615
MA	010-027	7,519
RI	028-029	994
CT	060-069	3,936
New England		7.2% 16,048
NY	100-149	11,598
NJ	070-089	7,107
PA	150-196	12,749
Middle Atlantic		14.1% 31,454
OH	430-458	12,371
IN	460-479	4,107
IL	600-629	9,377
MI	480-499	9,102
WI	530-549	4,946
East North Central		17.9% 39,903
MN	550-567	4,315
IA	500-528	3,403
MO	630-658	4,396
ND	580-588	664
SD	570-577	891
NE	680-693	1,585
KS	660-679	2,842
West North Central		8.1% 18,096
DE	197-199	745
MD	206-219	4,376
DC	200-205	149
VA	220-246	5,742
WV	247-268	1,944
NC	270-289	6,028
SC	290-299	2,848
GA	300-319	4,433
FL	320-349	12,270
South Atlantic		17.3% 38,535
KY	400-427	3,321
TN	370-385	4,860
AL	350-369	3,262
MS	386-397	2,026
East South Central		6.1% 13,469
AR	716-729	2,497
LA	700-714	3,824
OK	730-749	2,388
TX	750-799	13,280
West South Central		9.9% 21,989
MT	590-599	842
ID	832-838	823
WY	820-831	424
CO	800-816	3,107
NM	870-884	1,028
AZ	850-865	3,270
UT	840-847	841
NV	889-898	1,111
Mountain		5.1% 11,446
AK	995-999	608
WA	980-994	3,473
OR	970-979	2,027
CA	900-961	18,327
HI	967-968	644
Pacific		11.3% 25,079
United States		97.1% 216,019
U.S. Territories		0.2% 373
Canada		2.7% 6,072
Mexico		—
Other International		—
APO/FPO		—
Unknown		0.0% 1
Total		100.0% 222,465

Hotline Names

Last 3 Months	12,714	Anesthesiology	103
Last 6 Months	60,912	Emergency	12,994
Last 12 Months	135,457	Geriatrics	2,389

Nurse Type

		ICU/CCU	29,931
		Medicine/Surgery	40,090
		OB/GYN/Nursery	3,041
Director/Vice President	4,948	Oncology	2,491
LPN	28,832	OR	2,538
LPN Student	2,821	Outpatient	1,360
Management	19,909	Pediatrics	3,174
Nurse	202,793	Post Anesthesia Room	3,434
Nurse Practitioner	1,861	Psychiatric	1,983
RN	176,027	Rehabilitation	1,741
RN Student	11,463		
Specialty Nurse	493		
Staff Nurse	132,654		
Student	914		

Facility Type*

Doctor's Office	6,272
Freestanding/Ambulatory Care	2,269
HMO/Managed Health Care	1,086
Home Health/Community	6,782
Home Health/Hospital	1,460
Hospice	1,646
Hospital	108,792
Nursing Education	2,508
Nursing Home	18,494
School Nursing	2,904

Gender

Female	177,885
Male	12,860