

Nursing Book Buyers

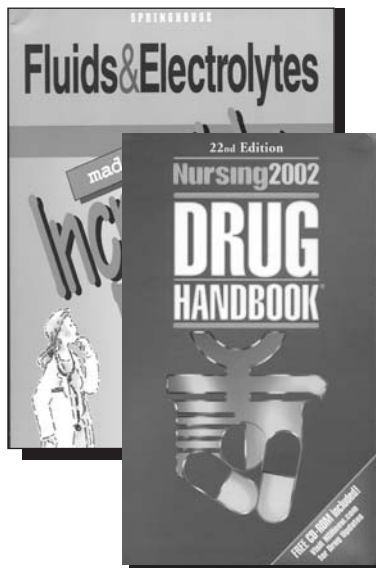
(from Springhouse)

With the *Nursing Book Buyers* from Springhouse list, you'll reach health care professionals with a proven track record for purchasing books, videos, and professional materials.

These individuals have recently purchased one or more books on nursing and health-related subjects and procedures.

- ◆ Terrific for marketing:
 - ◆ Educational & Reference Materials
 - ◆ Seminars
 - ◆ Books & Book Clubs
 - ◆ Fundraising Appeals
 - ◆ Magazine Subscriptions
 - ◆ Nursing Education
 - ◆ And More!

Nursing Book Buyers from Springhouse is updated five times per year. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: 133,004

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
Job Function	\$15/M
Nurse Type	\$15/M
Specialty	\$15/M

SEE ALSO:

- Home Health Care Database from Springhouse
- Medical Specialists Database
- Nurse Practitioner Database from Springhouse
- Nurse Respondent Database from Springhouse
- Nursing Management
- Nursing2004
- 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.

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	690
NH	030-038	744
VT	050-059	338
MA	010-027	3,364
RI	028-029	570
CT	060-069	1,934
New England		5.7% 7,640
NY	100-149	10,739
NJ	070-089	4,832
PA	150-196	7,466
Middle Atlantic		17.3% 23,037
OH	430-458	5,515
IN	460-479	2,975
IL	600-629	5,084
MI	480-499	4,118
WI	530-549	2,039
East North Central		14.8% 19,731
MN	550-567	1,864
IA	500-528	1,280
MO	630-658	2,505
ND	580-588	306
SD	570-577	364
NE	680-693	726
KS	660-679	1,519
West North Central		6.4% 8,564
DE	197-199	444
MD	206-219	3,027
DC	200-205	185
VA	220-246	3,538
WV	247-268	1,051
NC	270-289	3,969
SC	290-299	1,770
GA	300-319	3,245
FL	320-349	8,073
South Atlantic		19.0% 25,302
KY	400-427	1,793
TN	370-385	3,130
AL	350-369	1,920
MS	386-397	1,551
East South Central		6.3% 8,394
AR	716-729	1,662
LA	700-714	2,370
OK	730-749	1,854
TX	750-799	8,565
West South Central		10.9% 14,451
MT	590-599	557
ID	832-838	554
WY	820-831	285
CO	800-816	1,783
NM	870-884	756
AZ	850-865	1,878
UT	840-847	604
NV	889-898	715
Mountain		5.4% 7,132
AK	995-999	381
WA	980-994	2,310
OR	970-979	1,186
CA	900-961	11,580
HI	967-968	425
Pacific		11.9% 15,882
United States		97.8% 130,133
U.S. Territories		0.2% 300
Canada		1.9% 2,571
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 133,004

Nursing Book Buyers

(from Springhouse)

Hotline Names

Last 3 Months	9,147
Last 6 Months	37,279
Last 12 Months	100,420

Job Function

Director/Vice President	1,750
LPN	30,222
LPN Student	3,334
Management	6,814
Nurse	103,999
Nurse Practitioner	2,166
RN	73,451
RN Student	4,676
Staff Nurse	30,691
Student	1,794

Nurse Type

Librarian	119
LPN	8,976
LPN Student	1,463
RN	25,878
RN Student	3,892

Specialty

Administration	2,913
Ambulatory	247
Critical Care	15,068
Family/General Medicine	2,198
Geriatrics	981
Neonatal	1,140
Nursing Education	1,575
Nursing Services	5,479
Occupational Health	946
Oncology	705
Outpatient Surgery	263
Pediatrics	699
Psychiatry	906
Rehab	446
Women's Health	186

Facility Type

Ambulatory Clinic	726
Community Health	5,041
Extended Care	12,193
Government/Military	101
HMO	423
Home Health/Hospice/Acute Care	790
Hospital	26,371
Library	95
Long Term Care	199
Nursing Home	296
Office	2,504
School	7,162

Gender

Female	102,077
Male	9,456