

# Nursing Management

**GEOGRAPHIC ANALYSIS**

A Springhouse Corporation publication, *Nursing Management* is the leading source of practical, educational, cutting-edge information for nurse managers.

- ◆ Nurse managers administer multi-million dollar budgets, have the expertise to evaluate products, services, and educational resources, and have the authority to purchase.
- ◆ Median level of nursing experience is 15 years.
- ◆ Readers include:
  - ◆ Nurse Administrators
  - ◆ Assistant Directors of Nursing
  - ◆ Directors of Nursing
  - ◆ Nurse Managers
  - ◆ Head Nurses



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

**Size of List: 75,258**

**Base Price: \$105/M**

## Selections (Additional Cost/M)

**Geographic Analysis:**

|                                |        |
|--------------------------------|--------|
| State/Province/SCF             | \$10/M |
| 5-digit ZIP Code               | \$10/M |
| Bed Size                       | \$10/M |
| Facility Type                  | \$15/M |
| Gender                         | \$10/M |
| Nurse Type                     | \$15/M |
| Primary Area of Responsibility | \$15/M |
| Recency                        | \$15/M |
| Title                          | \$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**
- Nursing2004**
- Nursing Book Buyers from Springhouse**
- 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  | 520                         |
| NH                         | 030-038  | 530                         |
| VT                         | 050-059  | 139                         |
| MA                         | 010-027  | 1,677                       |
| RI                         | 028-029  | 260                         |
| CT                         | 060-069  | 777                         |
| <b>New England</b>         |          | <b>5.2%</b> <b>3,903</b>    |
| NY                         | 100-149  | 4,699                       |
| NJ                         | 070-089  | 2,367                       |
| PA                         | 150-196  | 4,720                       |
| <b>Middle Atlantic</b>     |          | <b>15.7%</b> <b>11,786</b>  |
| OH                         | 430-458  | 4,218                       |
| IN                         | 460-479  | 2,094                       |
| IL                         | 600-629  | 3,547                       |
| MI                         | 480-499  | 2,225                       |
| WI                         | 530-549  | 1,625                       |
| <b>East North Central</b>  |          | <b>18.2%</b> <b>13,709</b>  |
| MN                         | 550-567  | 1,343                       |
| IA                         | 500-528  | 1,340                       |
| MO                         | 630-658  | 1,801                       |
| ND                         | 580-588  | 373                         |
| SD                         | 570-577  | 435                         |
| NE                         | 680-693  | 638                         |
| KS                         | 660-679  | 884                         |
| <b>West North Central</b>  |          | <b>9.1%</b> <b>6,814</b>    |
| DE                         | 197-199  | 278                         |
| MD                         | 206-219  | 1,331                       |
| DC                         | 200-205  | 153                         |
| VA                         | 220-246  | 1,427                       |
| WV                         | 247-268  | 991                         |
| NC                         | 270-289  | 2,117                       |
| SC                         | 290-299  | 1,149                       |
| GA                         | 300-319  | 2,411                       |
| FL                         | 320-349  | 4,026                       |
| <b>South Atlantic</b>      |          | <b>18.4%</b> <b>13,883</b>  |
| KY                         | 400-427  | 1,337                       |
| TN                         | 370-385  | 1,791                       |
| AL                         | 350-369  | 1,416                       |
| MS                         | 386-397  | 999                         |
| <b>East South Central</b>  |          | <b>7.4%</b> <b>5,543</b>    |
| AR                         | 716-729  | 847                         |
| LA                         | 700-714  | 1,626                       |
| OK                         | 730-749  | 1,238                       |
| TX                         | 750-799  | 4,600                       |
| <b>West South Central</b>  |          | <b>11.0%</b> <b>8,311</b>   |
| MT                         | 590-599  | 182                         |
| ID                         | 832-838  | 184                         |
| WY                         | 820-831  | 170                         |
| CO                         | 800-816  | 685                         |
| NM                         | 870-884  | 251                         |
| AZ                         | 850-865  | 776                         |
| UT                         | 840-847  | 510                         |
| NV                         | 889-898  | 290                         |
| <b>Mountain</b>            |          | <b>4.1%</b> <b>3,048</b>    |
| AK                         | 995-999  | 217                         |
| WA                         | 980-994  | 1,246                       |
| OR                         | 970-979  | 527                         |
| CA                         | 900-961  | 5,796                       |
| HI                         | 967-968  | 328                         |
| <b>Pacific</b>             |          | <b>10.8%</b> <b>8,114</b>   |
| <b>United States</b>       |          | <b>99.8%</b> <b>75,111</b>  |
| <b>U.S. Territories</b>    |          | <b>0.1%</b> <b>76</b>       |
| <b>Canada</b>              |          | <b>0.1%</b> <b>71</b>       |
| <b>Mexico</b>              |          | —                           |
| <b>Other International</b> |          | —                           |
| <b>APO/FPO</b>             |          | —                           |
| <b>Unknown</b>             |          | —                           |
| <b>Total</b>               |          | <b>100.0%</b> <b>75,258</b> |

| <u>Primary Area of Responsibility</u> | <u>Title</u>                                | <u>Nurse Type</u> |        |
|---------------------------------------|---|-------------------|--------|
|                                       | Ambulatory Care                             |                   | 1,945  |
| Administration                        | 13,014 Assistant Director/Nursing           |                   | 3,056  |
| Ambulatory                            | 2,813 Assistant Nursing Administrator       |                   | 998    |
| Anesthesiology                        | 498 Burn Unit                               |                   | 324    |
| Burn Unit                             | 324 Case Manager                            |                   | 1,609  |
| Cardio Vascular Care                  | 2,198 Central Service                       |                   | 733    |
| Critical Care                         | 29,019 Coronary Care                        |                   | 2,161  |
| Dialysis                              | 733 Dialysis                                |                   | 733    |
| Family/General Medicine               | 193 Director/Ambulatory Care                |                   | 800    |
| Home Healthcare                       | 1,123 Director/Critical Care                |                   | 1,372  |
| Neonatal                              | 4,618 Director/Medicine And Surgery         |                   | 1,492  |
| Nursing Education                     | 3,461 Director/Nursing Services             |                   | 1,439  |
| Nursing Services                      | 2,938 Director/Operating Room               |                   | 1,575  |
| Oncology                              | 1,497 Director/Outpatient Surgery           |                   | 561    |
| Orthopedics                           | 1,299 Discharge Planner                     |                   | 944    |
| Outpatient Surgery                    | 1,998 Emergency Department                  |                   | 3,404  |
| Pediatrics                            | 1,719 Extensive Care/Skilled Nursing        |                   | 1,869  |
| Psychiatry                            | 1,894 Home Health                           |                   | 1,121  |
| Rehabilitation                        | 1,303 Infection Control                     |                   | 1,910  |
| Substance Abuse                       | 577 Inservice Education                     |                   | 3,104  |
| Urology                               | 403 Intensive Care                          |                   | 2,907  |
|                                       | IV Therapy                                  |                   | 649    |
|                                       | Medical/Surgical                            |                   | 7,335  |
|                                       | Neonatal Intensive Care                     |                   | 842    |
| Less than 50                          | 236 Newborn Nursery                         |                   | 804    |
| 50-99                                 | 4,705 Nurse Anesthetist                     |                   | 495    |
| 100-199                               | 16,230 Nurse Recruiters                     |                   | 1,037  |
| 200-299                               | 15,125 Nursing Administrator/Vice President |                   | 2,110  |
| 300-399                               | 12,021 Nursing Information                  |                   | 1,194  |
| 400-499                               | 7,577 OB/GYN                                |                   | 2,875  |
| 500-599                               | 5,501 Oncology                              |                   | 1,434  |
| 600-699                               | 2,753 Operating Room                        |                   | 2,989  |
| 700-799                               | 1,724 Orthopedics                           |                   | 1,288  |
| 800-899                               | 1,132 Outpatient Surgery                    |                   | 1,401  |
| 900-999                               | 1,023 Pediatric Intensive Care              |                   | 556    |
| 1,000 or More                         | 798 Pediatrics                              |                   | 1,076  |
|                                       | Post Anesthesiology Care                    |                   | 1,224  |
|                                       | Quality Assistance/Risk Management          |                   | 1,793  |
| Ambulatory Clinic                     | 226 Rehabilitation                          |                   | 1,245  |
| Community Health                      | 354 Staffing Director                       |                   | 1,230  |
| Extended Care                         | 1,068 Substance Abuse                       |                   | 577    |
| Home Health/Hospice/Acute Care        | 134 Psychiatry                              |                   | 1,778  |
| Hospital                              | 71,242 Surgical Intensive Care              |                   | 654    |
| Library                               | 114 Urology                                 |                   | 402    |
| Nursing Home                          | 575   |                   |        |
| School                                | 127   |                   |        |
|                                       | <b>Gender</b>                               |                   |        |
|                                       | Female                                      |                   | 58,233 |
|                                       | Male  |                   | 6,079  |

Source: Publisher's own data

\* Multiple Response