



McKnights Long Term Care News Email List

McKnight's Published by
 LONG-TERM CARE NEWS Haymarket Media Inc.
 MCKNIGHT'S LONG TERM CARE NEWS is
 the leading news magazine for
 professionals providing quality long term
 care.

LIST TYPE

Business



SOURCE

Publications

GEOGRAPHY

Domestic (US)

LIST MAINTENANCE

Market Entry
 New to
 Manager
 Counts through **08/31/2008**

DATA CARD MAINTENANCE

New to **06/06/2006**
 NextMark
 System
 Last data card **09/30/2008**
 update
 Next data card **01/07/2009**
 update
 Data card **QUARTERLY**
 update
 frequency

SEGMENTS Data card currency: **US Dollar**

17,919 Total Universe / Base Rate	\$300.00 /M
17,919 Email Addressses	\$300.00 /M
40,054 Postal	\$145.00 /M

DESCRIPTION

Published by Haymarket Media Inc.

MCKNIGHT'S LONG TERM CARE NEWS is the leading news magazine for professionals providing quality long term care. Subscribers are owners, executive directors, administrators, and directors of nursing throughout the continuum of care, including skilled nursing care, subacute care, assisted living, seniors housing, adult day care and home care. These decision makers turn to **MCKNIGHT'S LONG TERM CARE NEWS** for external news, events and trends that affect the internal operations of long-term care providers. They rely on direct market offers to keep them running as efficiently as possible.

Business Type:

Nursing Homes	11,400
Assisted Living Facility	605
Hospitals With LTC Unit	765
Nursing Home Chain Corp Hdqrts	567
Continuing Care Retirement Comm	1,130

Job Titles:

Administrators	5,494
Dir of Nursing Service, VP Nursing, Nursing Supervisor	3,598
Owner	364
CEO's/CFO's/COO's/Pres	1,761
VP/VP of Ops/Dir of Ops	173
Executive Director/Mgr	463
Assistant Dir of Nursing/VP Nursing	562
Assistant Admin, Business Mgr	383

Bed Size:

Less Than 25	1,049
25 - 49	1,184
50 - 99	4,143
100 - 199	5,988
200 - 299	1,274
300 - 399	468
400 - 499	246
500+	957

Suppression Fee up to 100K - \$150/F;
 please inquire for larger files

Open Rates available - N/C

Personalization available - N/C

A/B Split - N/C; \$100 each add'l. split

SELECTS

Bed Size	\$15.00 /M
BUS/INDUSTRY TYPE	\$15.00 /M
GEO SELECT	\$10.00 /M
JOB TITLE SELECT	\$15.00 /M

AVERAGE INCOME

Value: **not available**

MINIMUM ORDER

Quantity: **3,000**
 Value: **\$0.00**

UNIT OF SALE INFORMATION

Unit of sale information is not available

REUSE

Reuse is not allowed

GENDER PROFILE

Male:	%
Female:	%

TELEMARKETING

Telemarketing is not allowed

CANCELLATION

Charges:

KEY CODING

Key Coding is not available

ADDRESSING

A/B Split	NO CHARGE
Each Additional Split	\$100.00 /F
HTML Transmission	\$115.00 /M
Personalization	NO CHARGE
Text Transmission	\$95.00 /M

SPECIAL INSTRUCTIONS