

## State by State circulation numbers available

### HOSPITALS (includes all disciplines)

Mailed directly to the following:

- Chief Executive Officer (CEO)
- Chief Financial Officer (CFO)
- Chief Information Officer (CIO)
- Chief Operating Officer (COO)
- Director of Discharge Planning
- Director of Case Management
- Director of Utilization Review
- Director of Human Resources
- Director of Public Relations
- Director of Central Supply
- Building Facility Manager
- Director of Rehabilitation
- Director of Marketing/Public Relations
- Director of Pharmacy
- Lab Manager
- Director of Nursing
- Pharmacy Manager
- Medical Director

### CASE MANAGERS

### HEALTHCARE SYMPOSIUMS

- All Attendees

### HOME HEALTH AGENCIES

- Executive Director

### MENTAL HEALTH FACILITIES

- Executive Director

### OUTPATIENT- REHABILITATION FACILITIES

- Executive Director

### LONG TERM CARE FACILITIES

- Administrator
- Director of Admissions
- Director of Nursing
- Director of Rehabilitation
- Social Services

### HMOs

- Executive Director
- Public Relations
- Marketing

### NURSING SCHOOLS

Medical Schools  
Political representatives

### CONSUMER BASE

(Local Communities, Senior Complexes)

### BULK DELIVERIES

Nursing Stations -  
Physician stations  
Hospital Lobby patient  
Private Physician office

All deliveries confirmed by USPS and Bulk UPS Delivery

## Circulation & Readership

Hospital Newspaper is delivered directly to newsstands, diners, deli's, gas stations, sports clubs, restaurants, hotels, local businesses, retail outlets, Physician offices, senior complexes, assisted living complexes, hospitals, pharmacies, colleges and local communities.

Hospital Boxes and Distribution racks are placed in prime high-traffic locations.

Top healthcare executives receive copies by mail with bulk subscriptions going to nursing and physician stations in each facility.



### Testimonials

*"Because of its large audience of key hospital decision makers in the New Jersey, New York, Massachusetts, Connecticut and Florida communities, I have found the Hospital Newspaper to be a strong vehicle to reach thought leaders and the hospital community as a whole. I would recommend the Hospital Newspaper to any business or health care group that wants to get their message out on a frequent basis and needs to demonstrate a return on investment."*

*"The staff couldn't be more flexible or accommodating to work with. It's the one publication that I deal with where I don't have to stress about last minute additions or changes."*

**- Scott Serbin  
Coordinator of Research and Education  
Emergency Medical Associates**

*"The Hospital Newspaper spotlights the medical advances being made at New Jersey facilities. It's essential for administration and physicians to be aware of the specialties of other hospitals so that appropriate referrals can be made."*

**- Steven Proctor, President,  
Matheny School and Hospital**

*"In the most challenging times that New Jersey hospitals have ever experienced, it is vitally important that information be disseminated in a responsible and timely manner. We welcome additional avenues of communication for the healthcare industry."*

**- Ronald J. Del Mauro, President & CEO  
Saint Barnabas Health Care System**