

AUDIENCE ENGAGEMENT REPORT



Healthcare Purchasing News — Audience Engagement Report

JULY-DECEMBER 2023

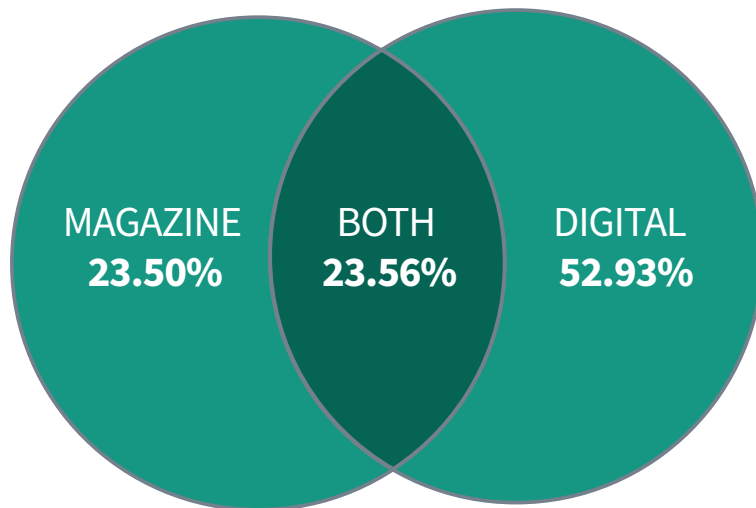
Healthcare Purchasing News (HPN) magazine remains the only comprehensive healthcare business news magazine dedicated to reporting the information, solutions and stories about medical products and systems that affect healthcare supply chain management. Our readership includes the healthcare executives, and professionals from materials and supply chain management, surgical services, infection prevention, central service/sterile processing as well as clinical members of the product evaluation committees at healthcare facilities.

AVERAGE MONTHLY REACH

93,973



MAGAZINE/DIGITAL OVERLAP



COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Healthcare Purchasing News community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda. *Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

JULY-DECEMBER 2023

AVERAGE UNIQUE
MONTHLY SESSIONS



21,753

AVERAGE UNIQUE
MONTHLY VISITORS



15,814

AVERAGE MONTHLY
PAGE VIEWS



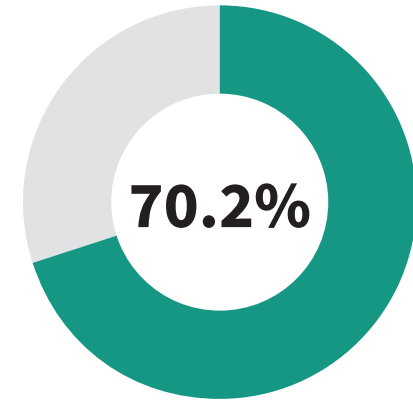
40,083

COMBINED SOCIAL REACH

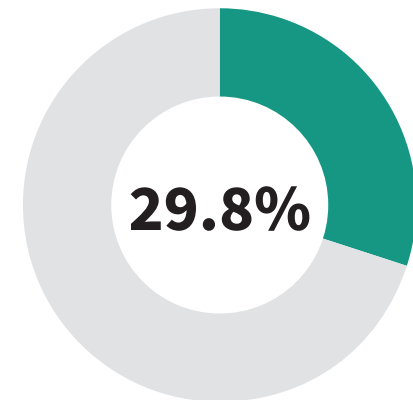


3,702

AVERAGE MONTHLY DESKTOP VISITORS



AVERAGE MONTHLY MOBILE VISITORS



JULY-DECEMBER 2023

ENEWSLETTER REACH



34,148

AVERAGE TOTAL OPEN RATE



31.69%

	Monthly Average	Average Total Open Rate*
HPN Daily Update Newsletter	16,447	32.23%
HPN Product Showcase	17,702	31.15%

*Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

JULY-DECEMBER 2023

TOP TOPICS



Logistics



Infection Prevention



Sterile Processing



Surgical & Critical Care



Healthcare IT

TOP VIEWED ARTICLES

- AI: Opportunities, threats meet, tease healthcare supply chain
- Room Decontamination Challenges Remain High Post-COVID
- Preventing SSIs and HAIs in a post-COVID landscape
- Recycling, sustainability spans the gamut of healthcare provider operations
- Joint Commission releases new guide on reprocessing medical devices
- Newly discovered illness affects over 15,000 in U.S.
- WHO releases updated guidelines on treatments for COVID-19
- Risk for early-onset colorectal cancer elevated by red flags
- Premier data survey predicts impending shortages in healthcare supplies

Healthcare Purchasing News — Magazine Circulation



JULY-DECEMBER 2023

PRIMARY BUISNESS BY JOB TITLE

	Grand Total	% of Total	Chief Supply Chain/Purchasing/ Procurement Officer, VP/Director/ Manager of Material/Purchasing/ Supply Chain/Logistics, ERP/MMIS/ Materials IT System Manager, Value Analysis/Evaluation Mgmt, Pharmacy Director, Facilities Mgmt	Supply Chain/ Purchasing Mgr or Supv, Buyer, Contracts, Biomedical Engineering	CEO,CFO,COO, Hospital Administrator, Chief Technology Officer, Chief Innovation Officer	Infection Control and Prevention Mgmt/Safety Officer	OR Directors/Managers/ Supervisors; Surgical Services Directors/ Managers/Supervisors; OR Material Manager; Other OR Personnel Involved in Purchasing	Central Service Directors/Supervisors/ Managers, Other Central Service Personnel (Tech, Coord), Environmental Svcs. Mgr	CNO/Nursing Mgmt, ICU/CCU/Critical Care Mgmt; Other Clinical Mgmt, Clinical Educator/Compliance/ Support Mgmt	Consultant; Other
Stand Alone Hospital (for-profit, nonprofit, gov)	22,073	67.36%	6,065	1,645	3,164	1,960	1,871	1,572	5,642	154
Integrated Network/IDN (multi hosp/alt sites)	3,461	10.56%	1,062	434	300	280	254	472	550	109
Hospital Group Purchasing Organization/Alliance	1,211	3.70%	352	173	106	95	79	155	197	54
Surgi-Center/Ambulatory Care Center	2,553	7.79%	1,021	99	369	37	271	204	530	22
Government Purchasing Agencies	107	0.33%	24	24	9	11	3	12	15	9
Long-Term Care/ Rehab Facility	618	1.89%	192	66	49	47	14	44	182	24
Home Health Care	197	0.60%	32	17	36	8	5	14	68	17
Group Practice/Clinic	911	2.78%	278	76	159	32	71	38	231	26
Insurance/Accounting/Investment/3rd Party Admin	50	0.15%	15	5	6	2	5	4	7	6
Distributor	205	0.63%	52	26	35	2	3	14	19	54
Manufacturer	391	1.19%	57	33	51	15	6	15	40	174
Consultant	484	1.48%	66	15	48	19	9	27	45	255
Other	506	1.54%	124	36	69	21	26	32	91	107
Total	32,767	100.00%	9,340	2,649	4,401	2,529	2,617	2,603	7,617	1,011
% of Total		100.0%	28.50%	8.08%	13.43%	7.72%	7.99%	7.94%	23.25%	3.09%

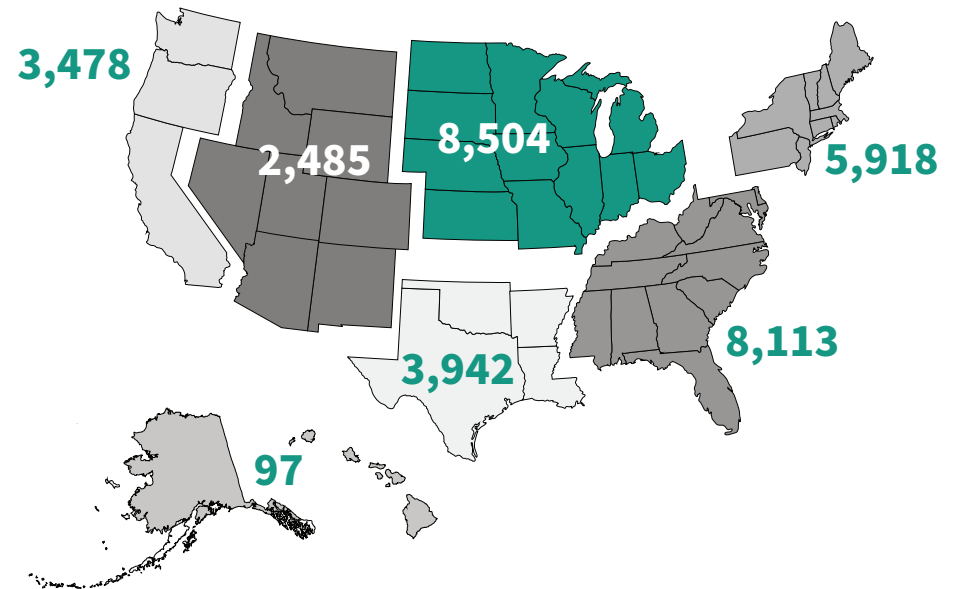
Healthcare Purchasing News — Magazine Subscribers by State

JULY-DECEMBER 2023

State	Total
Alabama	579
Arizona	544
Arkansas	444
California	2,575
Colorado	549
Connecticut	288
D. C.	84
Delaware	98
Florida	1,799
Georgia	900
Idaho	239
Illinois	1,197
Indiana	873
Iowa	494
Kansas	665
Kentucky	603
Louisiana	344
Maine	309
Maryland	500
Massachusetts	642
Michigan	909
Minnesota	559
Mississippi	574
Missouri	878
Montana	246
Nebraska	496
Nevada	211

State	Total
New Hampshire	232
New Jersey	831
New Mexico	228
New York	1,748
North Carolina	830
North Dakota	183
Ohio	1,397
Oklahoma	557
Oregon	368
Pennsylvania	1,473
Rhode Island	80
South Carolina	460
South Dakota	187
Tennessee	920
Texas	2,597
Utah	327
Vermont	133
Virginia	653
Washington	535
West Virginia	295
Wisconsin	666
Wyoming	141
Total 48 Contiguous States	32,440
Alaska	45
Hawaii	52
U.S. Territories	29
Total USA	32,566

Circulation Outside the U.S.	Total
Total Canada	80
Total Mexico	4
Other outside U.S.	117
Grand Total	32,767



We hereby make oath and say that all data set forth in this statement are true.

Signed: February 2024 | Christopher Driscoll, Publisher, Healthcare Purchasing News | Laura Moulton, Audience Development Manager | Alden Metzger, Digital Audience Development Manager