



Sworn Circulation Statement

Title Analysis: June 2024 Issue	QTY	% of circulation
Administrator / Asst Administrator / Exec Dir	4,827	32.2%
C-Level and equivalent	2,059	13.7%
Consultant	853	5.7%
Director / Asst Director and equivalent	1,179	7.9%
Manager / Asst Manager / Supervisor and equivalent	2,033	13.6%
Non-management / Staff	2,371	15.8%
Owner / Operator	605	4%
Pharmacist	43	0.3%
VP / SVP / EVP and equivalent	1,030	6.9%
Total	15,000	100%
Organization Type Analysis: June 2024	QTY	% of circulation
Active Adult Community	23	0.2%
Adult Day Center	70	0.5%
Affordable Senior Housing	193	1.3%
Assisted Living or Memory Care Community	5,790	38.6%
Continuing Care Retirement/Life Plan Community	1,868	12.5%
Healthcare Facility Corporate Headquarters	481	3.2%
Home Care/Home Health/Traditional Home	395	2.6%
Hospice/Palliative Care	106	0.7%
Hospital with LTC Unit	118	0.8%
Hospital/Health Network	291	1.9%
Independent Living Community	1,237	8.2%
Pharmacy	209	1.4%
Psychiatric/Behavioral Health/Mental Health	72	.05%
Rehabilitation	273	1.8%
Skilled Nursing / Nursing Home / Post-Acute Care Facility	3,131	20.9%
Technology Company	255	1.7%

Other Business Services	1,657	11%
Total	15,000	100%
Geographic Analysis: June 2024	QTY	% of circulation
New England	737	4.91%
Middle Atlantic	2,872	19.15%
East North Central	2,754	18.36%
West North Central	1,654	11.03%
South Atlantic	2,692	17.95%
East South Central	928	6.19%
West South Central	1,287	8.58%
Mountain	708	4.72%
Pacific	1,368	9.11%
Total	15,000	100%

The information represented above reflects the most current available data of the nature and extent of the circulation defined by the demographic categories listed. This data, although following third party audit and verification guidelines, has not been audited nor verified using a third party vendor. The Publisher hereby swears to the validity and accuracy of the above data. This sworn affidavit should serve as an official description of the circulation and demographic distribution of stated issue of this product.

Wendy Bong

Audience Development Manager – Wendy Bong

July 3, 2024

Date