

Segment Name	Estimated Reach
Audience Synergy > US Registered Nurses (RN) - All	4,210,300
Audience Synergy > US Registered Nurses (RN) - Specialty: Acute Care	328,200
Audience Synergy > US Registered Nurses (RN) - Specialty: Ambulatory	44,600
Audience Synergy > US Registered Nurses (RN) - Specialty: Cardiology	98,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Case Manager	75,200
Audience Synergy > US Registered Nurses (RN) - Specialty: Critical Care	163,500
Audience Synergy > US Registered Nurses (RN) - Specialty: Dermatology	10,500
Audience Synergy > US Registered Nurses (RN) - Specialty: Dialysis / Renal	38,300
Audience Synergy > US Registered Nurses (RN) - Specialty: Emergency	173,100
Audience Synergy > US Registered Nurses (RN) - Specialty: Endocrinology	14,300
Audience Synergy > US Registered Nurses (RN) - Specialty: Family Practice / Primary Care	212,200
Audience Synergy > US Registered Nurses (RN) - Specialty: Gastroenterology	14,100
Audience Synergy > US Registered Nurses (RN) - Specialty: Geriatric / Long Term Care	135,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Home Health	154,300
Audience Synergy > US Registered Nurses (RN) - Specialty: Infection Control	21,600
Audience Synergy > US Registered Nurses (RN) - Specialty: Infusion	21,800
Audience Synergy > US Registered Nurses (RN) - Specialty: MedSurg	159,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Neonatal	26,600
Audience Synergy > US Registered Nurses (RN) - Specialty: Neurology	38,100
Audience Synergy > US Registered Nurses (RN) - Specialty: OBGYN	58,400
Audience Synergy > US Registered Nurses (RN) - Specialty: Oncology	72,600
Audience Synergy > US Registered Nurses (RN) - Specialty: Operating Room (OR)	172,000
Audience Synergy > US Registered Nurses (RN) - Specialty: Orthopedic	79,600
Audience Synergy > US Registered Nurses (RN) - Specialty: PACU	35,000
Audience Synergy > US Registered Nurses (RN) - Specialty: Pediatric	80,100
Audience Synergy > US Registered Nurses (RN) - Specialty: Psychiatric	33,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Public Health	58,200
Audience Synergy > US Registered Nurses (RN) - Specialty: Radiology	24,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Rehab	29,600
Audience Synergy > US Registered Nurses (RN) - Specialty: Respiratory	31,900
Audience Synergy > US Registered Nurses (RN) - Specialty: School	64,300
Audience Synergy > US Registered Nurses (RN) - Specialty: Telemetry	155,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Transplant Surgery	16,800
Audience Synergy > US Registered Nurses (RN) - Specialty: Wound Care	37,000
Audience Synergy > US Registered Nurses (RN) - Employment: Travel	34,300
Audience Synergy > US Registered Nurses (RN) - Employment: Per-Diem / Contract	32,500
Audience Synergy > US Registered Nurses (RN) - Employment: Hospital	510,200
Audience Synergy > US Registered Nurses (RN) - Education: Associates / ADN	244,944
Audience Synergy > US Registered Nurses (RN) - Education: Bachelors / BSN	411,447
Audience Synergy > US Registered Nurses (RN) - Education: Masters / MSN	210,123
Audience Synergy > US Registered Nurses (RN) - Education: Doctorate / DNP	71,362
Audience Synergy > US Registered Nurses (RN) - Role: Chief Nursing Officer / CNO	7,500
Audience Synergy > US Registered Nurses (RN) - Role: Nurse Manager	240,700
Audience Synergy > US Registered Nurses (RN) - Role: Informatics	5,900
Audience Synergy > US Registered Nurses (RN) - Role: Professor / Instructor	136,800
Audience Synergy > US Registered Nurses (RN) - Role: Nurse Navigator	29,700

Segment Name	Estimated Reach
Audience Synergy > US Nurse Practitioners (NP) - All	296,300
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Acute Care	16,900
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Adult Health	28,600
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Community Health	700
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Critical Care Medicine	1,100
Audience Synergy > US Nurse Practitioners (NP) - Specialty: CRNA / Anesthetist	51,800
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Family	145,800
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Gerontology	8,700
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Neonatal	3,800
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Obstetrics & Gynecology	3,800
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Occupational Health	500
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Oncology	6,500
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Pediatrics	19,200
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Perinatal	300
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Primary Care	8,100
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Psychiatric/Mental Health	16,000
Audience Synergy > US Nurse Practitioners (NP) - Specialty: Women's Health	9,300