

## NIC Distribution for 2016

Neonatal Intensive Care is a controlled/paid circulation publication sent to more than 10,500 healthcare professions specializing in neonatology and perinatology, fetal medicine, and related disciplines.

### CIRCULATION BREAKDOWN

as of April 15, 2016

**Total Qualified Circulation:** 10,989

Neonatologists: 1,977  
NICU Nurses: 1,762  
Ob/Gyn practitioners with  
neonatology subspecialties: 3,358  
Pediatricians dealing with neonates: 882  
NICU Supervisors: 1,264  
Respiratory Therapist: 1,001  
Dealers and distributors: 435  
Others allied to the field: 310

### BONUS DISTRIBUTION

Neonatal Intensive Care is distributed at no cost to attendees of the major relevant meetings throughout the year, including the AARC, PAS, and NANN. Complimentary copies are distributed directly at the conference site, in addition to our regular mailed circulation.

### ADVERTISING CLOSING DATE

45 days before issue closing. Please call for a specific schedule.

### FREQUENCY

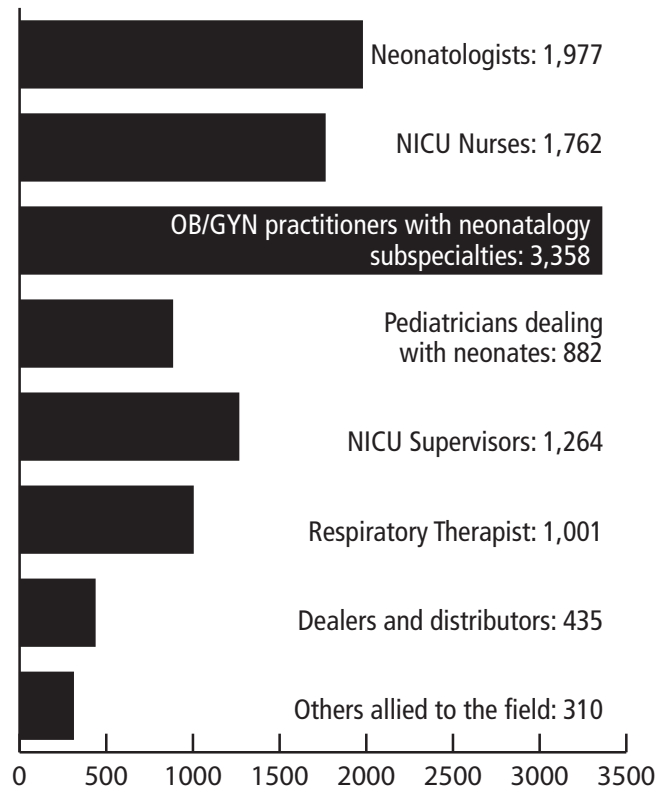
Four times a year, plus a fifth issue — a directory of products and services — in September.

### SIZE AND FORMAT

Standard "A" size saddle-stitched magazine, reproduced in four colors. The cover is high-gloss 100# snapcoat, with coated 70# paper stock.

### PAID SUBSCRIPTIONS

Subscriptions to NIC are available to qualified individuals and institutions for \$80 per year. For subscription/circulation information, please contact the publisher. Overseas subscriptions are \$110 per year.



## GOLDSTEIN & ASSOCIATES, INC.