

PARTNERSHIP · ADVERTISING · HIRING

Media Kit 2026

Partnership, advertising, and hiring solutions for organizations that need to reach registered nurses — and the workforce data to know exactly where they are.

NEWSLETTER

JOB BOARD

PODCAST

WORKFORCE DATA

PERMANENT SEARCH

MARKETPLACE

467K+

Combined reach across all channels

300K+

Community audience

115K

Newsletter readers

52K

Podcast audience

72%

Newsletter open rate

THE AUDIENCE

Seventeen years of trust, *built one nurse at a time.*

The RN Network began in 2009 as a place for nurses to talk honestly about their careers. It has grown into one of the largest nursing career communities in the country — and the reason nurses open what we send is that we spent seventeen years earning it.

Who they are

Registered nurses, nurse leaders, and advanced-practice clinicians across every specialty and setting — bedside and critical care, nurse managers and CNOs, educators, informaticists, legal nurse consultants, travel nurses, and the growing population of nurse entrepreneurs building businesses of their own. New nursing roles emerge every year, and our audience moves with them.

They come to us at the moments that matter: comparing salaries, weighing an offer, researching a facility before they apply, or deciding whether to leave a job entirely.

“Nurses don’t need another job board. They need someone in their corner — and employers need to be the ones standing there.”

THE RN NETWORK

Why that matters to you

- **Career intent, not idle scrolling.** Our audience arrives with a decision to make.
- **Direct subscribers.** Our 115,000 newsletter readers subscribed to us directly — no rented lists, no purchased data.
- **Nationwide.** A U.S. company serving U.S. employers, coast to coast.
- **Employer-side credibility.** Hiring leaders read us for workforce intelligence.

WHERE YOUR MESSAGE LANDS

Six channels. *One audience.*

Separate audiences, reached in different moments. The community, the newsletter, and the podcast add up to more than 467,000 in combined reach — which is why partners who run two or three channels consistently outperform single placements.

WEEKLY · MONDAYS

Nurse Hiring Intelligence™

115K

READERS · 72% OPEN

Our flagship employer column — vacancy and turnover data, salary benchmarks, and retention strategy for hospital HR and staffing leaders. Sponsorship places your brand directly beside the analysis they act on.

ALWAYS ON

The Community

300K+

COMMUNITY AUDIENCE

Nurses connected through The RN Network across our community channels. Announcements, employer spotlights, and campaign amplification reach an audience that has followed us for over a decade.

NURSING MATTERS

The Podcast

52K

AUDIENCE

Conversations on nursing careers, workforce change, and life at the bedside — 41 episodes and counting. Host-read sponsorships, segment sponsorships, and guest features available.

RNNET.ORG

The Platform

53,590

FACILITIES INDEXED

Job board, salary database, facility directory, nursing education directory, and career tools — the destination nurses reach for when they are actively deciding.

EDITORIAL

Articles & Guides

47

PUBLISHED

Career resources, salary reporting, and hiring analysis. Co-authored and sponsored content places your expertise inside work nurses already seek out.

THE MARKETPLACE

\$298

RN WORKFORCE INSIGHTS™

Spend where the nurses *actually are.*

Most campaigns targeting nurses are built on guesswork. Ours aren't. We maintain a live map of the U.S. nurse employment market, and every partner campaign is planned against it — which markets are hiring, which specialties are scarce, what employers are paying.

53,590

Healthcare facilities tracked

357

Nursing programs indexed

What it means for your campaign

- **Regional targeting.** Put budget into the markets with real demand instead of spreading it evenly.
- **Competitive pricing.** See what comparable employers advertise before you set your offer.
- **Timing.** Reach nurses in the specialties and regions that are moving right now.
- **Reporting that means something.** Performance measured against the market, not just impressions.

Every multi-channel package includes a regional demand read at no extra cost.

Available as a subscription

Employers and staffing firms who want direct access to the data subscribe to RN Workforce Insights™ in three tiers — **Essentials**, **Professional**, and **Executive** — with salary benchmarking, geographic demand mapping, and executive dashboards.

RN Workforce Insights™

Three subscription tiers. Scoped to your markets and hiring calendar.

Inquire

START THE
CONVERSATION
→

Methodology. Coverage figures are first-party data drawn live from The RN Network facility directory, job board, and education directory. Demand and wage benchmarks are derived from advertised compensation across tracked postings, supplemented by public BLS and JOLTS series. Full methodology available on request.

FOR EMPLOYERS

Post it, promote it, *or hand it to us.*

Three ways to fill a role, depending on how much of it you want to own. Same audience underneath all of them.

WHEN THE SEAT HAS BEEN EMPTY TOO LONG

Full-Service Permanent Search

For: A CNO, nurse manager, APRN, or specialty clinical role you have already tried to fill and couldn't.

A vacant leadership seat costs you every single day it stays open — overtime, agency premiums, and a unit running on people who are already tired. Posting harder does not fix a role the open market was never going to reach.

So we don't send you résumés. A dedicated recruiter owns the search end to end — sourcing passive candidates, screening against your actual requirements, coordinating interviews, checking references, and negotiating the offer. You get a shortlist you can interview, not a pile you have to sort. Backed by a 30-day placement guarantee.

Nurse leadership

APRN · NP · CRNA

Specialty clinical

Hard-to-fill markets

Inquire

START THE
CONVERSATION
→

WHEN YOU ARE ALWAYS HIRING

Partner Plan

For: Health systems, staffing firms, and facilities with roles opening every month and a recruiting budget that gets scrutinized.

Per-post and pay-per-click premium pricing penalizes you for growing. Every new req is another line item, and placement costs climb precisely when competition is highest — the moment you need it most. Then the shell game starts. You starve the med-surg campaign to rescue the ICU posting. A representative you never hired decides which of your roles gets seen this week. And every dollar evaporates the moment somebody clicks — whether they were qualified, whether they applied, whether you hired a single nurse.

The Partner Plan ends all of it. One flat monthly rate, unlimited postings, no bidding, no daily budget to babysit, no rep deciding where your money goes. **Our team posts and sets up your jobs every month — we pull them directly from your career site.** Nothing for you to send, nothing to format, nothing to remember. **Applicants come directly to you**, not through a portal that meters access to your own candidates.

Recurring presence in the newsletter and on the podcast, plus a dedicated employer profile page, keep you visible between reqs. Nurses see you before they need you, which is when employer brand actually does its job.

\$997

PER
MONTH ·
BUY
NOW

BE FOUND BEFORE YOU'RE NEEDED

Nurses research you *before they ever apply.*

By the time a nurse fills out an application, the decision is mostly made. They have already looked you up, compared you to two other options, and formed an opinion. Directory placement decides what they find.

HOSPITALS · HEALTH SYSTEMS · LTC

Facility Directory – Premium Placement

For: Employers who lose good candidates at the research stage without ever knowing it.

Our facility directory covers 53,590 healthcare employers. If your listing looks like every other listing, a nurse comparing three facilities in your market is making a coin flip – and you are not in control of it.

Premium Placement puts you above standard listings in browse and search, adds a Featured badge to your facility card, and links straight to your careers page and recruiting contact. You stop being one of fifty and start being the one they click.

\$498

30 DAYS
· BUY
NOW

NURSING SCHOOLS · CEU PROVIDERS

Educational Provider – Premium Placement

For: Programs competing for the same applicants as everyone else in the state.

Nurses deciding to go back for a BSN, MSN, DNP, or NP credential are making a five-figure decision, and they compare. Our education directory indexes 357 nursing programs, and the ones at the top get considered first.

Premium Placement ranks your program above standard listings and reaches nurses at the exact moment they decide to advance – not months later when they have already enrolled somewhere else.

\$498

30 DAYS
· BUY
NOW

Both placements are self-serve. Purchase in under two minutes, live within one business day. At \$498 this sits below most discretionary spend limits – no procurement cycle, no approval chain.

SPONSORSHIP & ADVERTISING

Reach nurses before *they're job hunting.*

For brands, schools, staffing firms, and health systems building long-term presence with the nursing workforce — not just filling a req this month.

NEW · WRITTEN BY US, ABOUT YOU

Featured Facility Article

For: Employers who know their workplace is the reason nurses stay — and have no way to prove it in a job posting.

A posting tells a nurse what the job is. It does not tell them what it is like to work your night shift, how your charge nurses treat new grads, or why your turnover is lower than the hospital down the road.

Nurses choose culture, and culture does not fit in a req.

We write the article. Our team interviews you, builds the piece around your actual value proposition, and embeds video you provide. It publishes on rnnet.org, then goes out across every channel we have — the newsletter, the community, and social. It stays live and searchable afterward, and you can link it straight from your own careers page.

We do the writing

Your video embedded

All channels

Evergreen asset

\$695

BOOK
YOUR
FEATURE
→

Newsletter Sponsorship

Your brand inside Nurse Hiring Intelligence™, read weekly by 115,000 nurses and hiring leaders at a 72% open rate. Dedicated placement, sponsored sections, or full-issue takeover.

[Start the conversation →](#)

Podcast Sponsorship

Host-read spots and segment sponsorships on Nursing Matters, reaching an audience of 52,000, plus guest appearances that position your leadership as a voice in the profession.

[Start the conversation →](#)

Branded & Co-Authored Content

Career guides, salary reports, and resources built with our team and published under both brands — evergreen assets that keep working long after a campaign ends.

[Start the conversation →](#)

THE MARKETPLACE · NEW

One listing. 300,000 nurses. *A full year.*

The Vendor Exchange is The RN Network's curated vendor marketplace — a destination where nurses and healthcare employers browse trusted products and services. Your listing isn't a banner ad that disappears; it's a full profile page that works for you around the clock, all year.

What your listing includes

- **A complete profile page** — your logo, company story, full services list, photo gallery, and direct links to your website.
- **Member Offer Spotlight** — feature an exclusive deal for RN Network members that drives clicks and conversions.
- **Marketplace visibility** — categorized placement, browsable by nurses and employer buyers.
- **Curated environment** — every listing is reviewed by our team, typically live within 1 business day.
- **12 months of visibility** — one flat payment. No monthly fees, no per-click costs, no bidding.

Vendor categories

Apparel & Scrubs · Education & CEUs · Finance & Insurance · Health & Wellness · Legal Services · Medical Equipment & Supplies · Software & Technology · Staffing & Career Services · Real Estate Services · Travel

Founding Vendor — Annual Listing

\$298

PER YEAR
· SIGN UP
→

Founding rate locked for your first 12 months. Rates increase as the Exchange fills.

Browse: rnnet.org/vendor-exchange.php

Partner with us: rnnet.org/for-vendors.php

Become a vendor: rnnet.org/vendor-signup.php

2026 PRICING

Published rates. *No discovery call required.*

We publish our pricing because it holds up next to anyone else's. Sponsorship, search, and multi-channel packages are quoted to scope.

Job Post — Basic Single posting, 30-day visibility. First post free for new accounts.	\$99 30 DAYS · BUY
Job Post — Standard Enhanced visibility plus featured placement in search results.	\$299 30 DAYS · BUY
Partner Plan Unlimited postings — we pull your roles directly from your career site and set them up every month. Applicants come directly to you. Newsletter inclusion, podcast mention, employer profile page.	\$997 MONTHLY · BUY
Facility Directory — Premium Placement Priority ranking above standard listings across 53,590 tracked healthcare facilities.	\$498 30 DAYS · BUY
Educational Provider — Premium Placement Priority ranking across 357 indexed nursing programs. For schools and CEU providers.	\$498 30 DAYS · BUY
Featured Facility Article We write and publish a feature on your organization, with your video embedded, distributed across every channel.	\$695 PER ARTICLE · BOOK
Vendor Exchange Listing Full vendor profile page in our curated marketplace: logo, gallery, member offer, direct links. Founding rate.	\$298 PER YEAR · SIGN UP
Full-Service Permanent Search Fully managed search for nurse leadership, advanced practice, and specialty clinical roles. 30-day placement guarantee.	Inquire PER SEARCH · START →
RN Workforce Insights™ Essentials, Professional, and Executive tiers. Benchmarks, demand mapping, dashboards.	Inquire 3 TIERS · START →
Newsletter Sponsorship Placement within Nurse Hiring Intelligence™. Dedicated, section, or takeover.	Inquire PER ISSUE · START →
Podcast & Branded Content	Inquire

WHY THE RN NETWORK

Reach, data, and delivery — *in one place.*

Most vendors give you one of the three. A job board has traffic but no evidence. A data provider has numbers but no audience. An agency fills the role but disappears when the invoice clears. We built all three on the same foundation, so each one makes the others work harder.

ONE

Reach

300,000+ nurses across our community channels and 115,000 newsletter readers at a 72% open rate — an audience built over seventeen years, reached at the moments they are deciding.

TWO

Data

53,590 facilities tracked, live wage benchmarks across 23 specialties, and geographic demand mapping. Campaigns and offers built on what the market is actually paying.

THREE

Delivery

When visibility isn't enough, a dedicated recruiter runs the search — leadership, advanced practice, and specialty clinical roles, backed by a 30-day guarantee.

What that combination buys you

- **Evidence, not guesswork.** Every recommendation is priced against real regional demand.
- **Career-moment timing.** We reach nurses while they're deciding, not scrolling.
- **One relationship.** Advertising, data, and search through the same team — no account queue.
- **Presence that outlasts the req.** Your brand keeps working after the role is filled.

Who partners with us

Health systems and hospitals filling specialty, leadership, and night-shift roles. Staffing and travel firms building nurse pipelines. Nursing schools recruiting students. Relocation programs and economic development groups drawing clinicians into their regions. Vendors and brands selling to nurses and nurse leaders.

If your success depends on registered nurses knowing who you are, this is where they already are.

“Nurses have plenty of places to find a job. They have very few places that treat their career like it matters.”

THE RN NETWORK

Let's build something *that actually works.*

Tell us the roles you're filling, the markets you're in, and what has fallen short so far. We'll come back with a package built around it — and the workforce data to show why it should work.

THE **RN** NETWORK

PARTNERSHIPS · ADVERTISING · SEARCH

Start Your Inquiry →

info@rnnet.org · 1 (614) 304-9948 · rnnet.org

01

Tell us the goal

Roles, markets, timeline, and what you've already tried.

02

We scope it

A package and a regional demand read from our workforce data — usually within one business day.

03

We launch

Campaign goes live, or your search opens, with performance reported back against the goal you set.

Serving healthcare employers, staffing firms, nursing schools, and brands nationwide since 2009.