



Updated: 3/04/2024

# Association of Women's Health Obstetric & Neonatal Nurses (AWHONN) Member Mailing & Email Lists

[www.awhonn.org](http://www.awhonn.org)


## List Universe

21,197	Active Paid U.S. Members	\$175/M*
8,078	Lapsed Members - 24 Months	\$155/M*
7,582	Lapsed Member Email Addresses	\$275/M

Minimum Order: 3,000 Names

\* Nonprofit Rate \$120/M  
Call for counts on Lapsed Members

## Selects

1st Primary Position	\$15/M
2nd Primary Position	\$15/M
3rd Primary Position	\$15/M
Address Type	INQ
Certified as	\$15/M
Clinical Focus	\$15/M
Degree	\$15/M
Gender	\$15/M
Graduation Date	\$15/M
(Student Members)	
Job Setting	\$15/M
Military Branch	\$15/M
Military Status	\$15/M
Nursing Since	\$15/M
Prescriptive	\$15/M
Authority	
Purchase Authority	\$15/M
SCF	\$15/M
State	\$15/M
ZIP Code	\$15/M
Member Type	\$15/M
Email Fees	INQ

## About

Founded in 1969, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is the only organization serving the unique needs of nurses specializing in the care of women and their newborns. AWHONN's members are primarily neonatal nurses, APRNs, women's health nurses, OB/GYN and labor and delivery nurses, nurse scientists, childbirth educators and nurse practitioners.

AWHONN members work primarily in a hospital setting involved in direct patient care and education focusing on labor and delivery, mother/baby issues, women's health, postpartum and antepartum. Benefits of AWHONN membership include a subscription to the *Journal of Obstetric, Gynecologic and Neonatal Nursing* and *AWHONN Lifelines*, a professional support network, online tools, health policy and legislative updates, and much more.

## Addressing

EMAIL TRANSFER*	\$100/F
KEYCODE	\$10/M
FTP*	\$100/F
NCOA Fee	\$40/F

\*Includes DPV and CASS

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## Other Recommended Lists

### Nursing

## Specifications & Important Notes

SOURCE: AWHONN Membership Records

LIST UPDATED: Monthly

**Terms & Conditions**

Sample mail piece required for approval.

20% commission to qualified list brokers.

Allow 2-5 business days to process order after list owner approval.

Any abbreviation or version of the name or logo of this association may not be used in any mail piece.

Reuse discount: \$10/M off base price. Approval required.

Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.

The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.

Lists must be used within 6 months of date of receipt.

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Orders cancelled prior to the mail date are subject to a \$100 cancellation fee plus running and material charges.

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## Selects

1st Primary Position		Degree (cont.)	
L Academic – includes Researcher/Faculty/Instructor	396	C Diploma	383
I Case Manager	27	D Doctorate	513
M Charge Nurse	543	E Masters	1,069
D Clinical Nurse Specialist	159	F Other	89
G Consultant	50		
M Executive/Administrator, e.g., CEO, CNO, VP, or Director	328	Gender	
N Informaticist	15	F Female	25,812
O Lactation Specialist	65	M Male	1,596
C Midwife	89	Graduation Date (Student Members)	

J Nurse Educator/Staff Development	793		
F Nurse Manager	645	2015	6
B Nurse Practitioner	105	2016	4
P Other	178	2017	9
K Perinatal Safety/Quality Nurse	116	2018	9
E Resource Nurse	38	2019	30
A Staff Nurse	2,724	2020	78
H Student	73	2021	96
		2022	111
2nd Primary Position		2023	132

A Academic – includes Researcher/Faculty/Instructor

B Case Manager	13	Job Setting	
C Charge Nurse	516	F Academia	397
D Clinical Nurse Specialist	55	I Ambulatory Care (physician office, outpatient clinic, etc.)	207
E Consultant	64	E Home Health Care	14
F Executive/Administrator, e.g., CEO, CNO, VP, or Director	11	A Hospital Inpatient	4,741
G Informaticist	13	B Not Working	43
H Lactation Specialist	176	H Other	199
I Midwife	28	G Public Health	75
J Nurse Educator/Staff Development	339	Military Branch	
K Nurse Manager	71	B Air Force	162
L Nurse Practitioner	71	A Army	170
M Other	107	C Coast Guard	2
N Perinatal Safety/Quality Nurse	122	D Marine Corps	16
O Resource Nurse	141	F National Guard	12
P Staff Nurse	749	E Navy	135
Q Student	85		

### 3rd Primary Position

A Academic – includes Researcher/Faculty/Instructor

B Case Manager	5	Military Status	
C Charge Nurse	77	A Active	254
D Clinical Nurse Specialist	16	B Civil Service (Overseas)	42
E Consultant	39	C Reserve	45
F Executive/Administrator, e.g., CEO, CNO, VP, or Director	6	D Retired	136
G Informaticist	6	E Spouse (Overseas)	353
H Lactation Specialist	67	Nursing Since	
I Midwife	7	1961	4
J Nurse Educator/Staff Development	138	1962	2
K Nurse Manager	25	1963	1
L Nurse Practitioner	12	1964	5
M Other	78	1965	4
N Perinatal Safety/Quality Nurse	64	1966	4
O Resource Nurse	90	1967	7
P Staff Nurse	189	1968	12
Q Student	44	1969	20
		1970	27
		1971	40
		1972	37
		1973	45
		1974	95
		1975	84
		1976	92
		1977	104
		1978	119
		1979	126
		1980	158
		1981	134
		1982	142
		1983	157
		1984	137
		1985	159
		1986	187

### Address Type

Business Address	851		
Residential Address	28,152		

### Certified as

MBA	Master of Business Administration	67		
AHNP	Adult Health Nurse Practitioner	4		
AND/ASN	Associate of Science in Nursing	836		
BSN	Bachelor of Science in Nursing	3,880		
CCE	Certified Childbirth Educator	93		
CDE	Certified Diabetes Educator	1		
C-EFM	Certified in Electronic Fetal Monitoring	340		
CLC	Certified Lactation Counselor	283		
CLE	Certified Lactation Educator	32		
CM	Certified Midwife	81		
CNM	Certified Nurse Midwife	92		

CNE	Certified Nursing Educator	27	1987	165
CNOR	Certified Perioperative Nurse	3	1988	157
CPHQ	Certified Professional in Healthcare Quality	4	1989	168
CNL	Clinical Nurse Leader	31	1990	163
CNS	Clinical Nursing Specialist	128	1991	187
CCRN	Critical Care Nursing	10	1992	175
Diploma	Diploma in Nursing	119	1993	187
EdD	Doctor of Education	12	1994	203
DNP	Doctor of Nursing Practice	154	1995	240
DNS	Doctor of Nursing Science	4	1996	242
PhD	Doctor of Philosophy	123	1997	243
DrPH	Doctor of Public Health	2	1998	248
FNP	Family Nurse Practitioner	37	1999	220
FACCE	Fellow of the American College of Childbirth Educators	8	2000	276
			2001	267
FACHE	Fellow of the American College of Healthcare Executives	3	2002	262
			2003	244
FAAN	Fellows of the American Academy of Nursing	10	2004	308
HROB	High Risk Obstetrics	13	2005	351
INPT OB	Inpatient Obstetric Nursing Certification	1,192	2006	366
IBCLC	International Board-Certified Lactation Consultant	145	2007	370
			2008	377
JD	Juris Doctor	10	2009	304
LCCE	Lamaze Certified Childbirth Educator	36	2010	394
LRN	Low Risk Neonatal Nursing	26	2011	394
M Ed	Master of Education	32	2012	347
MHA	Master of Health Administration	48	2013	321
MPH	Master of Public Health	35	2014	193
MSN	Master of Science in Nursing	1,680	2015	144
MNN	Maternal Newborn Nursing	164	2016	129
NPD	Nightly Peritoneal Dialysis	6	2017	119
NE	Nurse Executive		2018	123
NEA	Nurse Executive Advanced	19	2019	118
NNP	Nurse Practitioner, Psychiatric	17	2020	100
NIC	Nursing Interventions Classification	34	2021	86
PNP	Pediatric Nurse Practitioner	7		

Perinatal CNS	Perinatal Clinical Nurse Specialist	63	Prescriptive Authority	
PN	Practical Nurse		A Counsel/educate patients on use of medications and/or OTC products	326
PMHCNS	Psychiatric Mental Health Clinical Nurse Specialist	1	C Have prescriptive authority	298
PHMNP	Psychiatric Mental Health Nurse Practitioner	1	B No role regarding medications and/or OTC products	696
RNC	Registered Nurse Certified	1,355	D Recommend medications and/or OTC products	23

Clinical Focus			Purchase Authority	
A Antepartum		3,616	C Make purchasing decisions directly	803
B Breastfeeding & Lactation		2,126	B No role in purchasing equipment and/or supplies	3,490
C Gynecology		1,082	A Recommend or influence decisions	2,776
F Intrapartum (Includes LDR/LDRP, & L&D)		7,697		
D Mother/Baby		3,437		
G Neonatal Intensive Care/Intermediate Nursery		949		
H Postpartum		2,519		
E Well Baby Nursery		906		

Degree			Member Type	
A Associate		2,166	ACTIVE	Active Members 21,284
B Bachelors		3,136	LAPSED	Lapsed Members 8,078

Email Fees	
A/B Split: \$150F	
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