

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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TODAY'S MEDICAL DEVELOPMENTS is a B2B brand intended for individuals with broad based interests in the medical manufacturing industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

TODAY'S MEDICAL DEVELOPMENTS serves the medical manufacturing industry including Medical Equipment Manufacturers, Medical Instrument Manufacturers, Medical Implant Manufacturers, Prosthetic Device Manufacturers, Contract Manufacturer/Job Shop and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate management, engineering management, manufacturing/production engineering, design/development engineering, plant management, quality management, manufacturing/production management and others allied to the field.

CHANNELS



EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
TODAY'S MEDICAL DEVELOPMENTS MAGAZINE Unique Total* (5 issues in the period)	18,525	-	18,525
a. Print	15,150	-	15,150
b. Digital	9,084	-	9,084
1. Requested	9,084	-	9,084
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,774
Allocated for Trade Shows and Conventions	260
All Other	273
TOTAL	2,307

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,988	97.1	17,988	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	537	2.9	537	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,525	100.0	18,525	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	15,150	9,098	18,382
March	15,150	9,150	18,517
April	15,150	9,131	18,575
May	15,150	9,057	18,575
June	15,150	8,985	18,575

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 0.3% or 63 copies above the average of the other 4 issues reported in Paragraph 2.

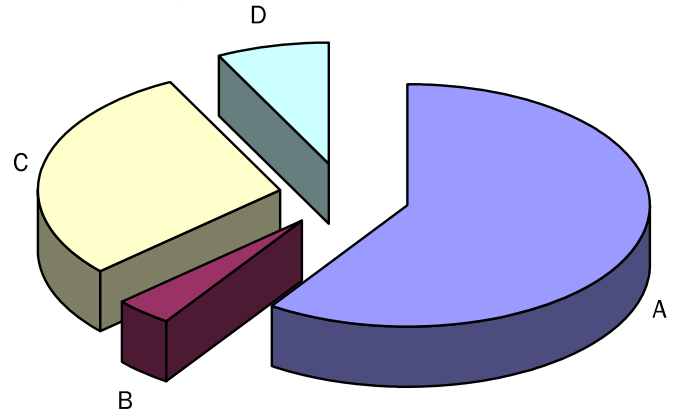
PRIMARY BUSINESS	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Corporate Management	Design/ Development Engineering, Engineering Management	Manufacturing/ Production Management, Plant Management, Manufacturing/ Production Engineering (Note 1)	Includes Purchasing and Other job functions allied to the field
Medical Manufacturer (Equipment, Instrument, Implant)	11,035	59.4	9,454	4,972	5,395	3,489	1,795	356
Prosthetic Device Manufacturer	711	3.8	648	267	400	191	98	22
Contract Manufacturer/Job Shop	5,461	29.4	3,916	3,099	2,176	1,734	1,353	198
Others Allied to the field including: Consultants, R&D, Testing and Design, Quality Assurance	1,368	7.4	1,132	719	556	545	208	59
UNIQUE TOTAL QUALIFIED CIRCULATION*	18,575	100.0	15,150	9,057	8,527	5,959	3,454	635
PERCENT	100.0		81.6	48.8	45.9	32.1	18.6	3.4

Note 1: Includes Quality Management and other management titles.

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

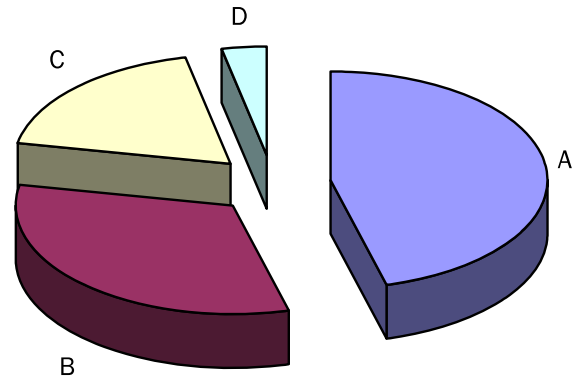
3a. Breakout of Qualified Circulation of Primary Business

PRIMARY BUSINESS	TOTAL QUALIFIED	PERCENT OF TOTAL
A Medical Manufacturer (Equipment, Instrument, Implant)	11,035	59.4
B Prosthetic Device Manufacturer	711	3.8
C Contract Manufacturer/Job Shop	5,461	29.4
D Others Allied to the field including: Consultants, R&D, Testing and Design, Quality Assurance	1,368	7.4



3a. Breakout of Qualified Circulation by Title/Function

TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A Corporate Management	8,527	45.9
B Design/Development Engineering, Engineering Management	5,959	32.1
C Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering	3,454	18.6
D Includes Purchasing and Other job functions allied to the field	635	3.4



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	12,988	3,712	-	13,275	9,057	16,700	89.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,875	-	-	1,875	-	1,875	10.1
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,875	-	-	1,875	-	1,875	10.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,863	3,712	-	15,150	9,057	18,575	100.0
PERCENT	80.0	20.0	-	81.5	48.7	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	14,611	9,057	18,036	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	539	-	539	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,150	9,057	18,575	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

