

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.

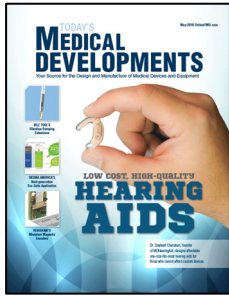
**FIELD SERVED**

**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, manufacturing/production management and others allied to the field.

**CHANNELS**



**TODAY'S MEDICAL DEVELOPMENTS MAGAZINE**

5 Issues in the period  
18,381 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>TODAY'S MEDICAL DEVELOPMENTS MAGAZINE</b> Unique Total* (5 issues in the period)	18,381	-	18,381
a. Print	15,150	-	15,150
b. Digital	9,024	-	9,024
1. Requested	9,024	-	9,024
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		1,761
Allocated for Trade Shows and Conventions		190
All Other		273
<b>TOTAL</b>		<b>2,224</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,830	97.0	17,830	97.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	551	3.0	551	3.0	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,381</b>	<b>100.0</b>	<b>18,381</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Unique Total Qualified*
January/February	15,150	9,003	18,300
March	15,149	8,961	18,268
April	15,150	9,136	18,524
May	15,150	9,031	18,433
June	15,150	8,988	18,377

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

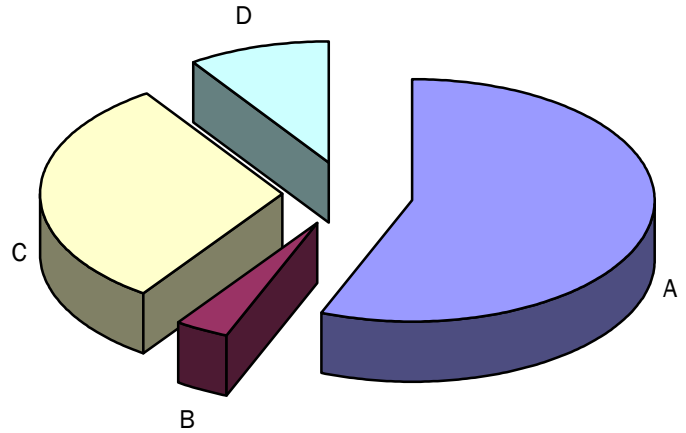
**This issue is 0.4% or 66 copies above the average of the other 4 issues reported in Paragraph 2.**

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	Includes Purchasing and Other job functions allied to the field
Medical Manufacturer (Equipment, Instrument, Implant)	10,313	56.0	8,983	4,286	5,314	3,326	1,288	385
Prosthetic Device Manufacturer	702	3.8	619	173	515	112	50	25
Contract Manufacturer/Job Shop	5,677	30.8	4,273	3,615	2,663	1,604	1,155	255
Others Allied to the field including: Consultants, R&D, Testing and Design, Quality Assurance	1,741	9.4	1,275	957	920	666	111	44
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>18,433</b>	<b>100.0</b>	<b>15,150</b>	<b>9,031</b>	<b>9,412</b>	<b>5,708</b>	<b>2,604</b>	<b>709</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.2</b>	<b>49.0</b>	<b>51.1</b>	<b>31.0</b>	<b>14.1</b>	<b>3.8</b>

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

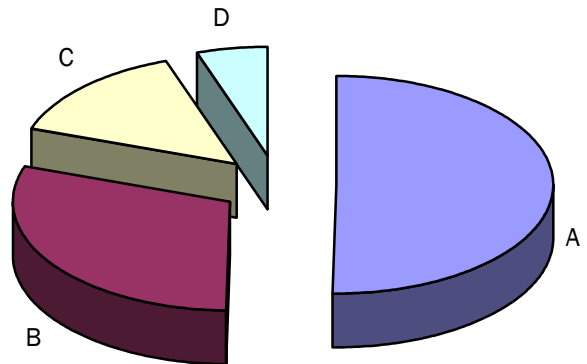
### 3a. Breakout of Qualified Circulation of Primary Business

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Medical Manufacturer (Equipment, Instrument, Implant)	10,313	56.0
B Prosthetic Device Manufacturer	702	3.8
C Contract Manufacturer/Job Shop	5,677	30.8
D Others Allied to the field including: Consultants, R&D, Testing and Design, Quality Assurance	1,741	9.4



### 3a. Breakout of Qualified Circulation by Title/Function

TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A Corporate Management	9,412	51.1
B Design/Development Engineering, Engineering Management	5,708	31.0
C Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering	2,604	14.1
D Includes Purchasing and Other job functions allied to the field	709	3.8



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	12,555	3,579	-	12,851	9,031	16,134	87.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	2,299	-	-	2,299	-	2,299	12.5
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,299	-	-	2,299	-	2,299	12.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>14,854</b>	<b>3,579</b>	<b>-</b>	<b>15,150</b>	<b>9,031</b>	<b>18,433</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.6</b>	<b>19.4</b>	<b>-</b>	<b>82.2</b>	<b>49.0</b>	<b>100.0</b>	

\*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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	14,597	9,031	17,880	97.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	553	-	553	3.0
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,150</b>	<b>9,031</b>	<b>18,433</b>	<b>100.0</b>

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

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim January - June 2016*
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2015	January - June 2016*	
Unique Total Audit Average Qualified***:	18,035	17,916	17,940	17,744	17,934	18,381			
Unique Qualified Non-Paid Total***:	18,032	17,915	17,940	17,744	17,934	18,381			
Print:	16,204	15,936	15,364	15,150	15,150	15,150			
Digital:	1,889	8,312	9,147	7,129	7,706	9,024			
Unique Qualified Paid Total***:	3	1	-	-	-	-			
Print:	3	1	-	-	-	-			
Digital:	-	-	-	-	-	-			
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC			**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC			**NC

\*NOTE: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

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

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	43	11	46	
New Hampshire	151	84	173	
Vermont	30	14	36	
Massachusetts	761	481	911	
Rhode Island	67	36	76	
Connecticut	304	187	373	
<b>NEW ENGLAND</b>	<b>1,356</b>	<b>813</b>	<b>1,615</b>	<b>8.8</b>
New York	851	445	988	
New Jersey	554	301	662	
Pennsylvania	703	428	863	
<b>MIDDLE ATLANTIC</b>	<b>2,108</b>	<b>1,174</b>	<b>2,513</b>	<b>13.6</b>
Ohio	840	496	1,011	
Indiana	480	347	616	
Illinois	1,004	688	1,264	
Michigan	622	408	790	
Wisconsin	507	340	655	
<b>EAST NO. CENTRAL</b>	<b>3,453</b>	<b>2,279</b>	<b>4,336</b>	<b>23.5</b>
Minnesota	691	410	830	
Iowa	115	78	151	
Missouri	278	132	324	
North Dakota	24	13	28	
South Dakota	31	15	35	
Nebraska	65	33	78	
Kansas	102	63	130	
<b>WEST NO. CENTRAL</b>	<b>1,306</b>	<b>744</b>	<b>1,576</b>	<b>8.5</b>
Delaware	41	24	48	
Maryland	226	142	260	
Washington, DC	8	7	12	
Virginia	215	130	259	
West Virginia	38	20	42	
North Carolina	346	204	416	
South Carolina	131	73	159	
Georgia	279	159	334	
Florida	708	415	853	
<b>SOUTH ATLANTIC</b>	<b>1,992</b>	<b>1,174</b>	<b>2,383</b>	<b>12.9</b>
Kentucky	135	69	162	
Tennessee	199	92	239	
Alabama	119	69	149	
Mississippi	68	26	77	
<b>EAST SO. CENTRAL</b>	<b>521</b>	<b>256</b>	<b>627</b>	<b>3.4</b>
Arkansas	62	31	78	
Louisiana	97	29	105	
Oklahoma	88	43	111	
Texas	731	395	873	
<b>WEST SO. CENTRAL</b>	<b>978</b>	<b>498</b>	<b>1,167</b>	<b>6.3</b>
Montana	30	9	33	
Idaho	39	13	41	
Wyoming	12	8	16	
Colorado	246	139	292	
New Mexico	37	17	44	
Arizona	207	125	244	
Utah	166	93	196	
Nevada	67	40	80	
<b>MOUNTAIN</b>	<b>804</b>	<b>444</b>	<b>946</b>	<b>5.1</b>
Alaska	7	3	8	
Washington	220	128	272	
Oregon	149	83	187	
California	2,159	1,275	2,582	
Hawaii	19	10	24	
<b>PACIFIC</b>	<b>2,554</b>	<b>1,499</b>	<b>3,073</b>	<b>16.7</b>
<b>UNITED STATES</b>	<b>15,072</b>	<b>8,881</b>	<b>18,236</b>	<b>98.9</b>
U.S. Territories	25	14	29	
Canada	50	68	97	
Mexico	1	1	2	
Other International	2	67	69	
APO/FPO	-	-	-	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,150</b>	<b>9,031</b>	<b>18,433</b>	<b>100.0</b>

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

**ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 2,299 copies or 12.5%, including InfoUSA.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Michael DiFranco, Publisher  
Christina Warner, Audience Development Director  
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 18, 2016  
State Ohio  
County Cuyahoga  
Received by BPA Worldwide August 18, 2016  
Type BD  
ID Number T288B0J6

**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.