

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Canon Communications LLC
11444 West Olympic Boulevard
Los Angeles, CA 90064
Tel.: (310) 445-4200
Fax: (310) 445-4259
www.deviceink.com/mddi

Official Publication of: None
Established: 1979
Issues Per Year: 12

FIELD SERVED

MEDICAL DEVICE & DIAGNOSTIC INDUSTRY serves medical device manufacturers, including in-house and contract manufacturing, packaging, sterilization, R&D, testing and design; manufacturers of in vitro diagnostics; manufacturers of pharmaceuticals. Also served are manufacturing consultants, government/academic personnel, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those industry personnel who perform the following functions: product/design engineering (includes product design engineering, project engineering and process engineering); general/corporate management; research and development; quality assurance/quality control; production/manufacturing (also includes packaging and sterilization); marketing; regulatory/legal affairs; procurement/specifying/materials management/inventory control; facility engineering; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	111
Advertiser and Agency _____	1,382
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	592
Electronic _____	-
All Other _____	479
TOTAL	2,564

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,881	100.0	48,881	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,881	100.0	48,881	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____	91	91	50,550	-			50,550	April ____	2,834	2,834	47,735	315			48,050
February ____	222	222	50,550	-			50,550	May ____	425	415	46,912	1,128			48,040
March ____	3,286	786	47,543	507			48,050	June ____	344	354	46,830	1,220			48,050
								TOTAL	7,202	4,702					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**This issue is 2.1% or 1,010 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Product/Design Engineering (Note 1)	General Corporate/Management	Research and Development	Production/Manufacturing	QA/QC	Purchasing (Note 2)	Facility Engineering	Marketing	Reg/Legal Affairs	Other Functions
Medical Device Manufacturing (Note 3)	31,731	66.1	31,063	668	14,677	7,361	6,662	4,417	3,420	1,328	14	2,254	956	-
Manufacturer of In Vitro Diagnostics	1,993	4.1	1,937	56	418	316	524	226	226	57	3	127	96	-
Manufacturer of Pharmaceuticals	1,688	3.5	1,641	47	292	302	512	208	238	61	1	19	55	-
Manufacturing Consultant	9,358	19.5	9,140	218	840	505	323	151	250	56	7	64	191	-
Government/Academic	2,387	5.0	2,285	102	196	77	262	30	83	33	2	11	189	-
Others Allied to the Field	883	1.8	846	37	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,040	100.0	46,912	1,128	16,423	8,561	8,283	5,032	4,217	1,535	27	2,475	1,487	-
PERCENT	100.0		97.7	2.3	34.2	17.8	17.2	10.5	8.8	3.2	0.1	5.1	3.1	-

Note 1: Includes product design engineering, project engineering and process engineering.

Note 2: Includes Procurement/Specifying/Materials Management/Inventory Control

Note 3: Category includes in-house and contract manufacturing, packaging, sterilization, R&D, testing and design.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	43,238	4,802	-	46,912	1,128			48,040	100.0
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): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	43,238	4,802	-	46,912	1,128			48,040	100.0
PERCENT	90.0	10.0	-	97.7	2.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	46,912	1,128			48,040	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	46,912	1,128			48,040	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	103	3	106	
030-038 New Hampshire _____	501	11	512	
050-059 Vermont _____	71	-	71	
010-027 Massachusetts _____	2,975	76	3,051	
028-029 Rhode Island _____	252	5	257	
060-069 Connecticut _____	1,282	30	1,312	
NEW ENGLAND	5,184	125	5,309	11.1
100-149 New York _____	2,416	51	2,467	
070-089 New Jersey _____	2,963	81	3,044	
150-196 Pennsylvania _____	2,145	31	2,176	
MIDDLE ATLANTIC	7,524	163	7,687	16.0
430-459 Ohio _____	1,234	30	1,264	
460-479 Indiana _____	914	21	935	
600-629 Illinois _____	2,068	46	2,114	
480-499 Michigan _____	881	20	901	
530-549 Wisconsin _____	939	22	961	
EAST NO. CENTRAL	6,036	139	6,175	12.9
550-567 Minnesota _____	4,649	102	4,751	
500-528 Iowa _____	124	-	124	
630-658 Missouri _____	365	9	374	
580-588 North Dakota _____	19	-	19	
570-577 South Dakota _____	38	-	38	
680-693 Nebraska _____	99	2	101	
660-679 Kansas _____	143	1	144	
WEST NO. CENTRAL	5,437	114	5,551	11.5
197-199 Delaware _____	153	2	155	
206-219 Maryland _____	635	19	654	
200-205 Washington, DC _____	26	-	26	
220-246 Virginia _____	283	14	297	
247-268 West Virginia _____	45	-	45	
270-289 North Carolina _____	688	15	703	
290-299 South Carolina _____	223	5	228	
300-319 Georgia _____	609	14	623	
320-349 Florida _____	1,330	37	1,367	
SOUTH ATLANTIC	3,992	106	4,098	8.5
400-427 Kentucky _____	110	1	111	
370-385 Tennessee _____	360	11	371	
350-369 Alabama _____	114	1	115	
386-397 Mississippi _____	47	-	47	
EAST SO. CENTRAL	631	13	644	1.3
716-729 Arkansas _____	37	2	39	
700-714 Louisiana _____	47	3	50	
730-749 Oklahoma _____	98	-	98	
750-799 Texas _____	1,197	33	1,230	
WEST SO. CENTRAL	1,379	38	1,417	2.9
590-599 Montana _____	36	2	38	
832-838 Idaho _____	36	1	37	
820-831 Wyoming _____	6	-	6	
800-816 Colorado _____	707	15	722	
870-884 New Mexico _____	62	-	62	
850-865 Arizona _____	685	13	698	
840-847 Utah _____	541	8	549	
889-898 Nevada _____	98	2	100	
MOUNTAIN	2,171	41	2,212	4.6
995-999 Alaska _____	12	-	12	
980-994 Washington _____	496	19	515	
970-979 Oregon _____	295	8	303	
900-961 California _____	12,649	324	12,973	
967-968 Hawaii _____	12	-	12	
PACIFIC	13,464	351	13,815	28.8
UNITED STATES	45,818	1,090	46,908	97.6
969 & 004-009 U.S. Territories	165	5	170	
Canada _____	929	33	962	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	46,912	1,128	48,040	100.0

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6 Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	50,548	50,548	50,548	50,548	50,548	48,881
Qualified Non-Paid: ____	50,548	50,548	50,548	50,548	50,548	48,881
Print Version Only ____	50,548	50,548	50,548	50,548	50,548	48,353
Electronic Version Only _____	-	-	-	-	-	528
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only ____	-	-	-	-	-	-
Electronic Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION

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

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,353	100.0	48,353	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,353	100.0	48,353	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	528	100.0	528	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	528	100.0	528	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2009
Sandra Martin, Director of Circulation	State	California
Ron Wall, Sr. VP, Publishing Division	County	Los Angeles
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 15, 2009
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	M038P0J9