

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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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.

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Canon Communications LLC
11444 West Olympic Boulevard
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Official Publication of: None
Established: 1995
Issues Per Year: 9

FIELD SERVED

IVD TECHNOLOGY serves manufacturers of in vitro diagnostic products; manufacturing service providers, including contract manufacturing, R&D, testing, packaging, and design; 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: Research and development-reagents; research and development-instrumentation; process engineering; production/manufacturing/packaging; QA/QC; purchasing/specifying; marketing; regulatory/legal affairs; general/corporate management; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	13
Advertiser and Agency _____	483
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	415
Electronic _____	-
All Other _____	322
TOTAL	1,233

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,288	100.0	13,288	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,288	100.0	13,288	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
March ____	2,314	114	10,007	2,843			12,850	June ____	298	308	10,368	2,482			12,850
April_____	190	190	10,192	2,658			12,850	TOTAL	3,073	883					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 4.2% or 560 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Research/Development Reagents	Research/Development Instrumentation	Process Engineering	Production/Manufacturing/Packaging	QA/QC	Purchasing/Specifying	Marketing	Regulatory/Legal/Clinical Affairs	General/Corporate Management	Other
Manufacturing of IVD Products _____	8,412	65.5	6,824	1,588	2,454	2,333	240	502	1,137	113	437	335	861	-
Manufacturing Services Provider _____	2,953	23.0	2,160	793	1,683	331	160	186	101	47	62	53	330	-
Manufacturing Consultants _____	541	4.2	429	112	107	88	48	38	49	29	23	47	112	-
Government/Academic _____	934	7.3	704	230	455	168	38	9	58	37	4	92	73	-
Other Allied to Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,840	100.0	10,117	2,723	4,699	2,920	486	735	1,345	226	526	527	1,376	-
PERCENT	100.0		78.8	21.2	36.6	22.7	3.8	5.7	10.5	1.8	4.1	4.1	10.7	-

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: _____	10,898	1,895	-	10,070	2,723			12,793	99.6
II. Request from recipient's company: _____	16	31	-	47	-			47	0.4
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	10,914	1,926	-	10,117	2,723			12,840	100.0
PERCENT	85.0	15.0	-	78.8	21.2			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 _____	10,117	2,723			12,840	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,117	2,723			12,840	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	61	16	77	
030-038 New Hampshire	56	20	76	
050-059 Vermont	15	3	18	
010-027 Massachusetts	517	137	654	
028-029 Rhode Island	27	10	37	
060-069 Connecticut	157	40	197	
NEW ENGLAND	833	226	1,059	8.2
100-149 New York	623	141	764	
070-089 New Jersey	513	116	629	
150-196 Pennsylvania	382	137	519	
MIDDLE ATLANTIC	1,518	394	1,912	14.9
430-459 Ohio	320	99	419	
460-479 Indiana	226	64	290	
600-629 Illinois	478	134	612	
480-499 Michigan	222	65	287	
530-549 Wisconsin	199	65	264	
EAST NO. CENTRAL	1,445	427	1,872	14.6
550-567 Minnesota	285	79	364	
500-528 Iowa	72	12	84	
630-658 Missouri	145	37	182	
580-588 North Dakota	16	2	18	
570-577 South Dakota	9	1	10	
680-693 Nebraska	54	14	68	
660-679 Kansas	57	21	78	
WEST NO. CENTRAL	638	166	804	6.3
197-199 Delaware	88	18	106	
206-219 Maryland	314	94	408	
200-205 Washington, DC	19	9	28	
220-246 Virginia	105	39	144	
247-268 West Virginia	29	7	36	
270-289 North Carolina	211	49	260	
290-299 South Carolina	54	9	63	
300-319 Georgia	136	33	169	
320-349 Florida	282	70	352	
SOUTH ATLANTIC	1,238	328	1,566	12.2

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky	54	19	73	
370-385 Tennessee	107	31	138	
350-369 Alabama	54	23	77	
386-397 Mississippi	27	7	34	
EAST SO. CENTRAL	242	80	322	2.5
716-729 Arkansas	29	7	36	
700-714 Louisiana	41	13	54	
730-749 Oklahoma	36	16	52	
750-799 Texas	416	128	544	
WEST SO. CENTRAL	522	164	686	5.3
590-599 Montana	13	5	18	
832-838 Idaho	17	5	22	
820-831 Wyoming	12	-	12	
800-816 Colorado	90	25	115	
870-884 New Mexico	39	10	49	
850-865 Arizona	95	36	131	
840-847 Utah	68	23	91	
889-898 Nevada	17	5	22	
MOUNTAIN	351	109	460	3.6
995-999 Alaska	2	-	2	
980-994 Washington	126	27	153	
970-979 Oregon	62	17	79	
900-961 California	1,732	475	2,207	
967-968 Hawaii	7	4	11	
PACIFIC	1,929	523	2,452	19.1
UNITED STATES	8,716	2,417	11,133	86.7
969 & 004-009 U.S. Territories	11	4	15	
Canada	146	44	190	
Mexico	8	2	10	
Other International	1,236	256	1,492	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	10,117	2,723	12,840	100.0

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

Region/Country	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
ASIA				
Bangladesh	1	-	1	
China	66	15	81	
Hong Kong - SAR	4	2	6	
India	49	6	55	
Indonesia	11	4	15	
Japan	44	10	54	
Kazakhstan	1	-	1	
Korea, Republic Of	45	5	50	
Malaysia	9	-	9	
Pakistan	1	-	1	
Philippines	4	-	4	
Singapore	12	3	15	
Taiwan	14	6	20	
Thailand	8	3	11	
Subtotal	269	54	323	2.5
MIDDLE EAST				
Iran	2	-	2	
Iraq	1	-	1	
Israel	18	3	21	
Jordan	2	-	2	
Qatar	1	-	1	
Saudi Arabia	2	-	2	
Syrian Arab Republic	1	-	1	
United Arab Emirates	2	2	4	
Yemen	1	-	1	
Subtotal	30	5	35	0.3
EUROPE				
Austria	11	3	14	
Belgium	28	5	33	
Croatia	1	-	1	
Czech Republic	4	1	5	
Denmark	21	-	21	
Estonia	-	1	1	
Finland	51	20	71	
France	89	14	103	
Germany	143	17	160	
Greece	8	2	10	
Hungary	8	2	10	
Italy	65	7	72	
Liechtenstein	1	-	1	
Malta	1	-	1	
Monaco	1	-	1	
Netherlands	29	10	39	
Norway	12	3	15	
Poland	4	1	5	
Portugal	5	-	5	
Ireland	17	6	23	
Romania	4	2	6	
Russian Federation	10	1	11	

Region/Country	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
Slovakia	-	1	1	
Slovenia	3	1	4	
Spain	31	7	38	
Sweden	36	10	46	
Switzerland	49	8	57	
Turkey	18	3	21	
Ukraine	3	-	3	
United Kingdom	178	41	219	
Subtotal	831	166	997	7.8
AFRICA				
Algeria	3	-	3	
Egypt	9	3	12	
Ghana	2	1	3	
Kenya	2	-	2	
Niger	1	-	1	
South Africa	3	1	4	
Uganda	5	-	5	
Subtotal	25	5	30	0.2
NORTH AMERICA				
Canada	146	44	190	
United States	8,716	2,417	11,133	
Mexico	8	2	10	
unspecified North America	11	4	15	
Subtotal	8,881	2,467	11,348	88.4
CARIBBEAN				
Aruba	-	1	1	
Cuba	1	-	1	
Dominican Republic	1	-	1	
Jamaica	-	1	1	
Subtotal	2	2	4	0.0
CENTRAL AMERICA				
Costa Rica	1	-	1	
El Salvador	1	-	1	
Subtotal	2	-	2	0.0
SOUTH AMERICA				
Argentina	15	3	18	
Brazil	11	3	14	
Chile	3	-	3	
Colombia	3	2	5	
Peru	3	-	3	
Uruguay	2	2	4	
Venezuela	2	-	2	
unspecified South America	-	1	1	
Subtotal	39	11	50	0.4
ASIA PACIFIC				
Australia	36	13	49	
New Zealand	2	-	2	
Subtotal	38	13	51	0.4
TOTAL QUALIFIED CIRCULATION	10,117	2,723	12,840	100.0

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	15,048	15,048	15,048	15,048	15,048	13,288
Qualified Non-Paid: ____	15,048	15,048	15,048	15,048	15,048	13,288
Print Version Only ____	15,048	15,048	15,048	15,048	15,048	11,147
Electronic Version Only _____	-	-	-	-	-	2,141
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)
9	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 and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic version 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 _____	11,147	100.0	11,147	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,147	100.0	11,147	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 _____	2,141	100.0	2,141	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,141	100.0	2,141	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
Ron Wall, Sr. VP, Publishing Division	State	California
Sandra Martin, Director of Circulation	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.	ID Number	I198POJ9
It will be included in the annual audit made by BPA Worldwide.		