

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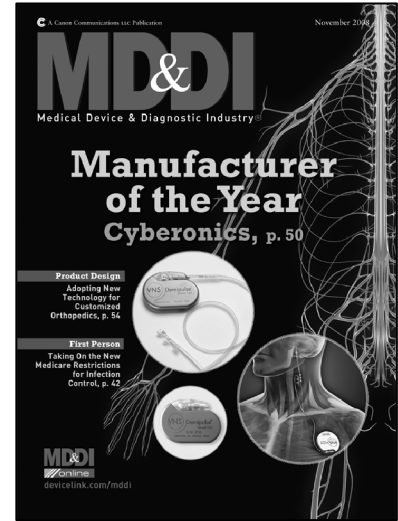
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters,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

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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 _____	125
Advertiser and Agency _____	1,360
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	258
All Other _____	725
TOTAL	2,468

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,548	100.0	50,548	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,548	100.0	50,548	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	188	188			50,550	October _____	226	226			50,550
August _____	210	210			50,550	November _____	13,745	13,735			50,540
September _____	1,265	1,265			50,550	December _____	-	10			50,550
						TOTAL	15,634	15,634			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**This issue is -% or 10 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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) _____	43,057	85.2	14,313	6,724	7,527	4,484	3,134	1,206	312	4,456	901	-
Manufacturer of In Vitro Diagnostics _____	1,867	3.7	401	304	471	199	209	51	19	132	81	-
Manufacturer of Pharmaceuticals _____	1,790	3.5	282	286	496	194	203	55	20	208	46	-
Manufacturing Consultant _____	2,575	5.1	741	595	381	111	215	52	10	308	162	-
Government/Academic _____	1,251	2.5	192	134	505	27	74	34	26	67	192	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,540	100.0	15,929	8,043	9,380	5,015	3,835	1,398	387	5,171	1,382	-
PERCENT	100.0		31.5	15.9	18.6	9.9	7.6	2.8	0.8	10.2	2.7	-

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 NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	45,488	5,052	-			50,540	100.0
a. Written _____	7,260	175	-			7,435	14.7
b. Telecommunication _____	15,668	2,800	-			18,468	36.6
c. Internet and E-Mail _____	22,560	2,077	-			24,637	48.7
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	45,488	5,052	-			50,540	100.0
PERCENT	90.0	10.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			50,540	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			50,540	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	122		400-427 Kentucky _____	117	
030-038 New Hampshire _____	566		370-385 Tennessee _____	391	
050-059 Vermont _____	74		350-369 Alabama _____	126	
010-027 Massachusetts _____	3,409		386-397 Mississippi _____	51	
028-029 Rhode Island _____	292		EAST SO. CENTRAL	685	1.4
060-069 Connecticut _____	1,454		716-729 Arkansas _____	45	
NEW ENGLAND	5,917	11.7	700-714 Louisiana _____	50	
100-149 New York _____	2,825		730-749 Oklahoma _____	104	
070-089 New Jersey _____	3,411		750-799 Texas _____	1,310	
150-196 Pennsylvania _____	2,443		WEST SO. CENTRAL	1,509	3.0
MIDDLE ATLANTIC	8,679	17.2	590-599 Montana _____	38	
430-459 Ohio _____	1,376		832-838 Idaho _____	43	
460-479 Indiana _____	982		820-831 Wyoming _____	7	
600-629 Illinois _____	2,371		800-816 Colorado _____	735	
480-499 Michigan _____	959		870-884 New Mexico _____	63	
530-549 Wisconsin _____	1,068		850-865 Arizona _____	703	
EAST NO. CENTRAL	6,756	13.4	840-847 Utah _____	558	
550-567 Minnesota _____	5,302		889-898 Nevada _____	94	
500-528 Iowa _____	143		MOUNTAIN	2,241	4.4
630-658 Missouri _____	416		995-999 Alaska _____	14	
580-588 North Dakota _____	26		980-994 Washington _____	518	
570-577 South Dakota _____	44		970-979 Oregon _____	306	
680-693 Nebraska _____	113		900-961 California _____	12,097	
660-679 Kansas _____	146		967-968 Hawaii _____	12	
WEST NO. CENTRAL	6,190	12.2	PACIFIC	12,947	25.6
197-199 Delaware _____	178		UNITED STATES	49,325	97.6
206-219 Maryland _____	696		969 & 004-009 U.S. Territories _____	181	
200-205 Washington, DC _____	29		Canada _____	1,034	
220-246 Virginia _____	337		Mexico _____	-	
247-268 West Virginia _____	48		Other International _____	-	
270-289 North Carolina _____	763		AP0/FPO _____	-	
290-299 South Carolina _____	252		TOTAL QUALIFIED CIRCULATION	50,540	100.0
300-319 Georgia _____	670				
320-349 Florida _____	1,428				
SOUTH ATLANTIC	4,401	8.7			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	50,548	50,548	50,548	50,548	50,548
Qualified Non-Paid: _	50,548	50,548	50,548	50,548	50,548
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Sandra Martin, Director of Circulation

Ron Wall, Sr. VP, Publishing Division

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 15, 2009

State California

County Los Angeles

Received by BPA Worldwide January 15, 2009

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