

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.

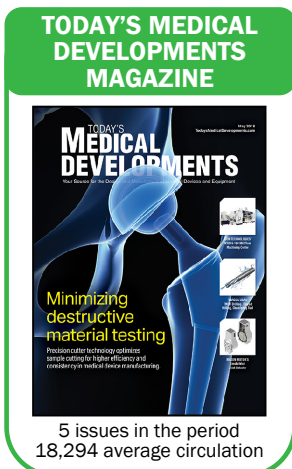
**FIELD SERVED**

**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, quality 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
<b>TODAY'S MEDICAL DEVELOPMENTS MAGAZINE</b> Unique Total* (5 issues in the period)	18,294	-	18,294
a. Print	14,024	-	14,024
b. Digital	9,010	-	9,010
1. Requested	9,010	-	9,010
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		1,318
Allocated for Trade Shows and Conventions		362
All Other		270
<b>TOTAL</b>		<b>1,950</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	17,763	97.1	17,763	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	530	2.9	530	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,293</b>	<b>100.0</b>	<b>18,293</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	14,765	8,931	18,217
March	14,736	8,916	18,186
April	14,717	8,899	18,167
May	13,150	9,332	18,657
June	12,752	8,969	18,242

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

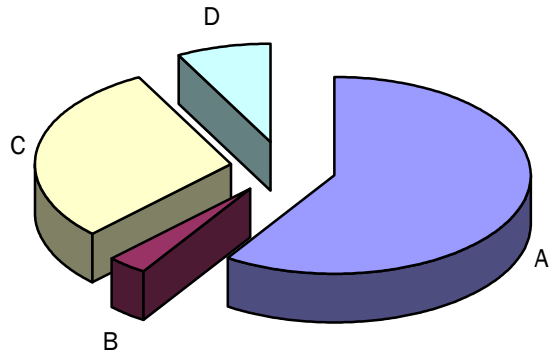
This issue is 2.5% or 454 copies above the average of the other 4 issues reported in Paragraph 2.

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)	Purchasing	Other job functions allied to the field
Medical Manufacturer (Equipment, Instrument, Implant)	11,021	59.0	8,336	4,903	3,305	5,053	2,333	132	198
Prosthetic Device Manufacturer	647	3.5	462	340	220	286	107	9	25
Contract Manufacturer/Job Shop	5,532	29.7	3,528	3,238	2,078	1,855	1,405	84	110
Others Allied to the field	1,457	7.8	824	851	465	418	158	40	376
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>18,657</b>	<b>100.0</b>	<b>13,150</b>	<b>9,332</b>	<b>6,068</b>	<b>7,612</b>	<b>4,003</b>	<b>265</b>	<b>709</b>
<b>PERCENT</b>	<b>100.0</b>		<b>70.5</b>	<b>50.0</b>	<b>32.5</b>	<b>40.7</b>	<b>21.5</b>	<b>1.4</b>	<b>3.8</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.  
Note 1: Includes Quality Management.

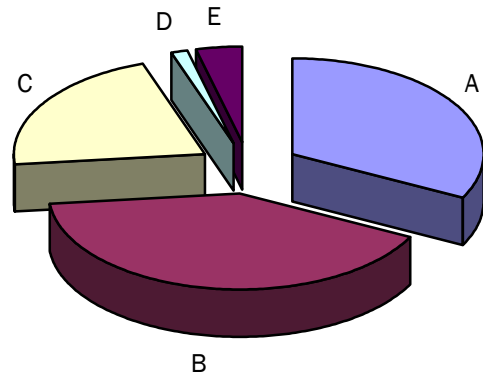
### 3a. Breakout of Qualified Circulation of Primary Business

Primary Business	Total Qualified	Percent of Total
A Medical Manufacturer (Equipment, Instrument, Implant)	11,021	59.0
B Prosthetic Device Manufacturer	647	3.5
C Contract Manufacturer/Job Shop	5,532	29.7
D Others Allied to the field	1,457	7.8



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

Title/Function	Total Qualified	Percent of Total
A Corporate Management	6,068	32.6
B Design/Development Engineering, Engineering Management	7,612	40.7
C Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering	4,003	21.5
D Purchasing	265	1.4
E Other job functions allied to the field	709	3.8



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 years	3 years				
I. Direct Request:	<b>12,394</b>	<b>3,490</b>	-	<b>10,377</b>	<b>9,332</b>	<b>15,884</b>	<b>85.1</b>
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):	<b>2,773</b>	-	-	<b>2,773</b>	-	<b>2,773</b>	<b>14.9</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	2,773	-	-	2,773	-	2,773	14.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,167</b>	<b>3,490</b>	-	<b>13,150</b>	<b>9,332</b>	<b>18,657</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.3</b>	<b>18.7</b>	-	<b>70.5</b>	<b>50.0</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 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,609	9,332	18,116	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	541	-	541	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,150</b>	<b>9,332</b>	<b>18,657</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	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Unique Total Audit Average Qualified***:	17,934	18,381	18,527	18,525	18,537	18,294
Unique Qualified Non-Paid Total***:	17,934	18,381	18,527	18,525	18,537	18,294
Print:	15,150	15,150	15,169	15,150	15,151	14,024
Digital:	7,706	9,024	9,036	9,084	9,180	9,010
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – June 2018 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 2018**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	28	22	41		Kentucky	82	66	121	
New Hampshire	158	83	206		Tennessee	225	116	292	
Vermont	18	14	25		Alabama	83	55	121	
Massachusetts	851	555	1,167		Mississippi	40	30	59	
Rhode Island	58	45	83		EAST SO. CENTRAL	430	267	593	3.2
Connecticut	299	209	419		Arkansas	44	28	61	
NEW ENGLAND	1,412	928	1,941	10.4	Louisiana	42	37	64	
New York	674	485	982		Oklahoma	39	35	70	
New Jersey	524	355	738		Texas	608	458	882	
Pennsylvania	655	450	937		WEST SO. CENTRAL	733	558	1,077	5.8
MIDDLE ATLANTIC	1,853	1,290	2,657	14.2	Montana	13	14	25	
Ohio	663	496	949		Idaho	30	23	41	
Indiana	420	312	598		Wyoming	11	5	12	
Illinois	721	598	1,057		Colorado	204	140	289	
Michigan	414	362	603		New Mexico	23	17	35	
Wisconsin	428	319	611		Arizona	156	133	235	
EAST NO. CENTRAL	2,646	2,087	3,818	20.5	Utah	191	101	248	
Minnesota	655	415	861		Nevada	53	38	73	
Iowa	77	52	105		MOUNTAIN	681	471	958	5.1
Missouri	190	124	264		Alaska	4	3	6	
North Dakota	14	6	17		Washington	201	134	278	
South Dakota	17	14	26		Oregon	118	94	173	
Nebraska	49	37	71		California	2,179	1,305	2,946	
Kansas	75	40	101		Hawaii	8	10	15	
WEST NO. CENTRAL	1,077	688	1,445	7.7	PACIFIC	2,510	1,546	3,418	18.3
Delaware	42	31	56		UNITED STATES	13,013	9,041	18,293	98.0
Maryland	190	127	260		U.S. Territories	39	27	52	
Washington, DC	22	12	31		Canada	39	76	96	
Virginia	152	131	233		Mexico	1	8	8	
West Virginia	29	15	36		Other International	58	180	208	
North Carolina	322	224	453		APO/FPO	-	-	-	
South Carolina	106	83	155						
Georgia	243	166	349						
Florida	565	417	813						
SOUTH ATLANTIC	1,671	1,206	2,386	12.8					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,150</b>	<b>9,332</b>	<b>18,657</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 recipient 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:**

Business directories include 1 source of circulation for a quantity of 2,773 copies or 14.9%, including Pinpoint.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.  
 Eric Oster, Audience Development Associate  
 Mike Difranto, Publisher  
 (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed July 15, 2018  
 State Ohio  
 County Cuyahoga  
 Received by BPA Worldwide July 15, 2018  
 Type BD  
 ID Number T288B0J8

**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.

**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.