

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.

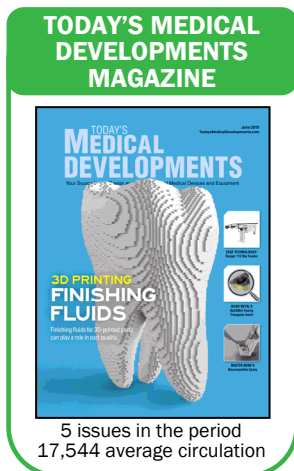
**FIELD SERVED**

**TODAY'S MEDICAL DEVELOPMENTS** serves the medical manufacturing industry including medical equipment manufacturers, medical instrument manufacturers, medical implant manufacturers, prosthetic device manufacturers, contract manufacturers/job shops 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, purchasing 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)	17,544	-	17,544
a. Print	13,150	-	13,150
b. Digital	7,646	-	7,646
1. Requested	7,646	-	7,646
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		1,347
Allocated for Trade Shows and Conventions		580
All Other		383
<b>TOTAL</b>		<b>2,310</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	17,035	97.1	17,035	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	509	2.9	509	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,544</b>	<b>100.0</b>	<b>17,544</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019 Issue	Print	Digital	Unique Total Qualified*
January/February	13,150	9,500	18,632
March	13,150	9,503	18,628
April	13,150	9,510	18,663
**May	13,150	-	13,150
June	13,150	9,718	18,649

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

\*\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019**

This issue is 8.0% or 1,381 copies above the average of the other 4 issues reported in Paragraph 2.

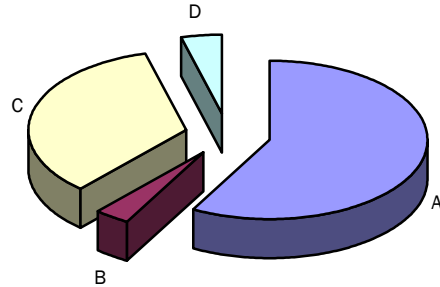
Primary Business	Unique Total Qualified*	Percent of Total	Print	Digital	Corporate Management	Design/ Development Engineering, Engineering Management	Manufacturing/ Production Management, Plant Management, Manufacturing/ Production Engineering, (Note 1)	Purchasing	Other Job Functions Allied to the Field
Medical Manufacturer (Equipment, Instrument, Implant)	10,823	58.0	8,139	5,077	3,059	4,294	3,242	117	111
Prosthetic Device Manufacturer	664	3.6	451	354	290	211	149	8	6
Contract Manufacturer/Job Shop	6,368	34.1	4,249	3,576	2,635	1,736	1,856	97	44
Others Allied to the Field	794	4.3	311	711	247	267	54	14	212
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>18,649</b>	<b>100.0</b>	<b>13,150</b>	<b>9,718</b>	<b>6,231</b>	<b>6,508</b>	<b>5,301</b>	<b>236</b>	<b>373</b>
<b>PERCENT</b>	<b>100.0</b>		<b>70.5</b>	<b>52.1</b>	<b>33.4</b>	<b>34.9</b>	<b>28.4</b>	<b>1.3</b>	<b>2.0</b>

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

Note 1: Includes Quality Management.

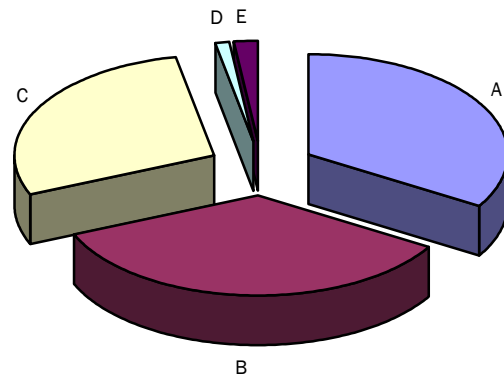
### 3a. Breakout of Qualified Circulation of Primary Business

Primary Business	Total Qualified	Percent of Total
A Medical Manufacturer (Equipment, Instrument, Implant)	10,823	58.0
B Prosthetic Device Manufacturer	664	3.6
C Contract Manufacturer/Job Shop	6,368	34.1
D Others Allied to the Field	794	4.3



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

Function	Total Qualified	Percent of Total
A Corporate Management	6,231	33.4
B Design/Development Engineering, Engineering Management	6,508	34.9
C Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering, Quality Management	5,301	28.4
D Purchasing	236	1.3
E Other Job Functions Allied to the Field	373	2.0



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 years	3 years				
I. Direct Request:	<b>13,103</b>	<b>2,855</b>	-	<b>10,459</b>	<b>9,718</b>	<b>15,958</b>	<b>85.6</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>2,691</b>	-	-	<b>2,691</b>	-	<b>2,691</b>	<b>14.4</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	2,691	-	-	2,691	-	2,691	14.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>15,794</b>	<b>2,855</b>	-	<b>13,150</b>	<b>9,718</b>	<b>18,649</b>	<b>100.0</b>
<b>PERCENT</b>	<b>84.7</b>	<b>15.3</b>	-	<b>70.5</b>	<b>52.1</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 JUNE 2019

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,609	9,718	18,108	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>9,718</b>	<b>18,649</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 BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Unique Total Audit Average Qualified***:	18,527	18,525	18,537	18,294	18,640	17,544
Unique Qualified Non-Paid Total***:	18,527	18,525	18,537	18,294	18,640	17,544
Print:	15,169	15,150	15,151	14,024	13,151	13,150
Digital:	9,036	9,084	9,180	9,010	9,359	7,646
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 2019 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 JUNE 2019**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	32	24	45		Kentucky	96	69	136	
New Hampshire	170	92	220		Tennessee	207	119	267	
Vermont	19	22	32		Alabama	92	50	123	
Massachusetts	776	594	1,120		Mississippi	49	38	70	
Rhode Island	54	46	80		EAST SO. CENTRAL	444	276	596	3.2
Connecticut	284	223	418		Arkansas	45	28	60	
NEW ENGLAND	1,335	1,001	1,915	10.3	Louisiana	61	40	83	
New York	638	465	914		Oklahoma	68	49	103	
New Jersey	463	356	661		Texas	630	481	898	
Pennsylvania	661	469	943		WEST SO. CENTRAL	804	598	1,144	6.1
MIDDLE ATLANTIC	1,762	1,290	2,518	13.5	Montana	16	17	28	
Ohio	676	505	943		Idaho	30	25	40	
Indiana	463	325	635		Wyoming	6	5	7	
Illinois	795	650	1,172		Colorado	218	152	301	
Michigan	471	383	681		New Mexico	21	15	30	
Wisconsin	469	341	670		Arizona	156	132	228	
EAST NO. CENTRAL	2,874	2,204	4,101	22.0	Utah	204	108	267	
Minnesota	612	423	841		Nevada	40	42	65	
Iowa	106	64	143		MOUNTAIN	691	496	966	5.2
Missouri	196	139	271		Alaska	5	3	7	
North Dakota	14	8	19		Washington	214	148	296	
South Dakota	21	14	31		Oregon	126	98	172	
Nebraska	78	37	96		California	1,889	1,311	2,607	
Kansas	92	63	132		Hawaii	9	8	14	
WEST NO. CENTRAL	1,119	748	1,533	8.2	PACIFIC	2,243	1,568	3,096	16.6
Delaware	48	31	65		UNITED STATES	12,965	9,382	18,225	97.7
Maryland	159	128	230		U.S. Territories	21	19	31	
Washington, DC	16	7	19		Canada	88	88	138	
Virginia	174	126	240		Mexico	4	11	11	
West Virginia	30	14	36		Other International	72	218	244	
North Carolina	300	214	420		APO/FPO	-	-	-	
South Carolina	131	85	180						
Georgia	261	189	370		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,150</b>	<b>9,718</b>	<b>18,649</b>	<b>100.0</b>
Florida	574	407	796						
SOUTH ATLANTIC	1,693	1,201	2,356	12.6					

\*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 of the digital version 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 2:**

9,715 copies of the May 2019 digital issue were delivered at a later date than allowed to report as qualified distribution.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 2,691 copies or 14.4%, including Pinpoint.

**PUBLISHER'S AFFIDAVIT**

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

Mike DiFranco, Publisher

Eric Oster, Audience Development Associate

(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	July 12, 2019
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 12, 2019
Type	BD
ID Number	T288BOJ9

**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.