

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, quality management, manufacturing/production 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
TODAY'S MEDICAL DEVELOPMENTS MAGAZINE Unique Total* (5 issues in the period)	18,525	-	18,525
a. Print	15,150	-	15,150
b. Digital	9,084	-	9,084
1. Requested	9,084	-	9,084
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	1,774
Allocated for Trade Shows and Conventions	260
All Other	273
TOTAL	2,307

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,988	97.1	17,988	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	537	2.9	537	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,525	100.0	18,525	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	15,150	9,098	18,382
March	15,150	9,150	18,517
April	15,150	9,131	18,575
May	15,150	9,057	18,575
June	15,150	8,985	18,575

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 0.3% or 63 copies above the average of the other 4 issues reported in Paragraph 2.

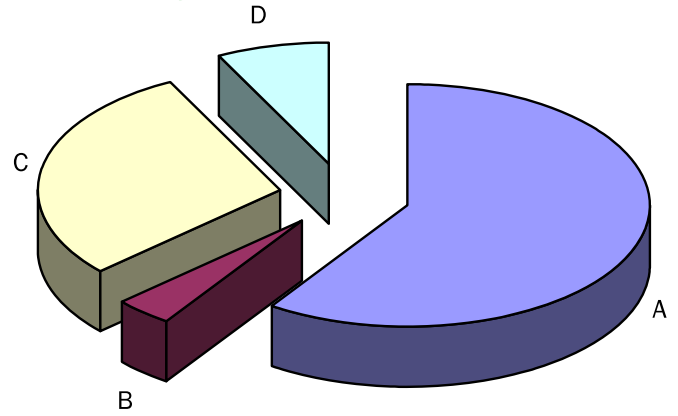
PRIMARY BUSINESS	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Corporate Management	Design/ Development Engineering, Engineering Management	Manufacturing/ Production Management, Plant Management, Manufacturing/ Production Engineering (Note 1)	Includes Purchasing and Other job functions allied to the field
Medical Manufacturer (Equipment, Instrument, Implant)	11,035	59.4	9,454	4,972	5,395	3,489	1,795	356
Prosthetic Device Manufacturer	711	3.8	648	267	400	191	98	22
Contract Manufacturer/Job Shop	5,461	29.4	3,916	3,099	2,176	1,734	1,353	198
Others Allied to the field including: Consultants, R&D, Testing and Design, Quality Assurance	1,368	7.4	1,132	719	556	545	208	59
UNIQUE TOTAL QUALIFIED CIRCULATION*	18,575	100.0	15,150	9,057	8,527	5,959	3,454	635
PERCENT	100.0		81.6	48.8	45.9	32.1	18.6	3.4

Note 1: Includes Quality Management and other management titles.

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

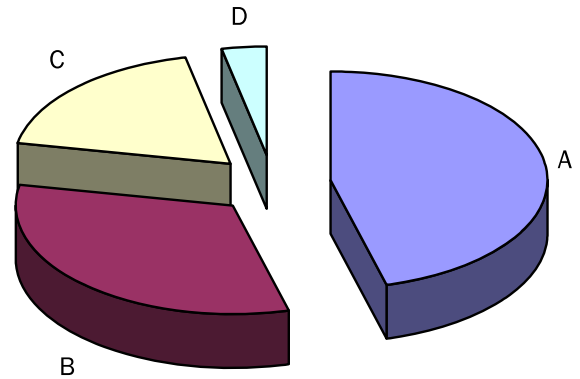
3a. Breakout of Qualified Circulation of Primary Business

PRIMARY BUSINESS	TOTAL QUALIFIED	PERCENT OF TOTAL
A Medical Manufacturer (Equipment, Instrument, Implant)	11,035	59.4
B Prosthetic Device Manufacturer	711	3.8
C Contract Manufacturer/Job Shop	5,461	29.4
D Others Allied to the field including: Consultants, R&D, Testing and Design, Quality Assurance	1,368	7.4



3a. Breakout of Qualified Circulation by Title/Function

TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A Corporate Management	8,527	45.9
B Design/Development Engineering, Engineering Management	5,959	32.1
C Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering	3,454	18.6
D Includes Purchasing and Other job functions allied to the field	635	3.4



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	12,988	3,712	-	13,275	9,057	16,700	89.9
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):	1,875	-	-	1,875	-	1,875	10.1
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,875	-	-	1,875	-	1,875	10.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,863	3,712	-	15,150	9,057	18,575	100.0
PERCENT	80.0	20.0	-	81.5	48.7	100.0	

*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 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	14,611	9,057	18,036	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	539	-	539	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,150	9,057	18,575	100.0

*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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Unique Total Audit Average Qualified***:	17,940	17,744	17,934	18,381	18,527	18,525
Unique Qualified Non-Paid Total***:	17,940	17,744	17,934	18,381	18,527	18,525
Print:	15,364	15,150	15,150	15,150	15,169	15,150
Digital:	9,147	7,129	7,706	9,024	9,036	9,084
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 2017 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 2017

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	44	22	50		Kentucky	112	64	142	
New Hampshire	148	69	170		Tennessee	205	121	261	
Vermont	20	14	26		Alabama	96	56	123	
Massachusetts	821	468	954		Mississippi	62	27	69	
Rhode Island	65	33	77		EAST SO. CENTRAL	475	268	595	3.2
Connecticut	316	204	400		Arkansas	59	32	72	
NEW ENGLAND	1,414	810	1,677	9.0	Louisiana	65	38	80	
New York	893	462	1,062		Oklahoma	56	31	73	
New Jersey	610	344	728		Texas	732	424	886	
Pennsylvania	772	432	943		WEST SO. CENTRAL	912	525	1,111	6.0
MIDDLE ATLANTIC	2,275	1,238	2,733	14.7	Montana	30	15	33	
Ohio	781	505	980		Idaho	37	20	43	
Indiana	500	329	632		Wyoming	5	7	9	
Illinois	905	639	1,163		Colorado	234	134	283	
Michigan	537	384	688		New Mexico	41	18	46	
Wisconsin	487	321	623		Arizona	212	136	254	
EAST NO. CENTRAL	3,210	2,178	4,086	22.0	Utah	183	107	219	
Minnesota	656	424	810		Nevada	67	39	83	
Iowa	113	53	131		MOUNTAIN	809	476	970	5.2
Missouri	257	121	300		Alaska	5	1	5	
North Dakota	16	10	22		Washington	212	130	262	
South Dakota	30	14	34		Oregon	139	88	169	
Nebraska	58	33	66		California	2,197	1,260	2,641	
Kansas	94	49	111		Hawaii	10	8	14	
WEST NO. CENTRAL	1,224	704	1,474	7.9	PACIFIC	2,563	1,487	3,091	16.7
Delaware	44	32	55		UNITED STATES	15,051	8,872	18,329	98.7
Maryland	227	121	263		U.S. Territories	36	30	45	
Washington, DC	17	8	21		Canada	43	54	80	
Virginia	210	133	266		Mexico	1	2	3	
West Virginia	37	18	41		Other International	19	99	118	
North Carolina	368	192	429		APO/FPO	-	-	-	
South Carolina	130	73	155						
Georgia	330	176	392						
Florida	806	433	970						
SOUTH ATLANTIC	2,169	1,186	2,592	14.0					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	15,150	9,057	18,575	100.0

*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 1,875 copies or 10.1%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Eric Oster, Audience Development Associate

Michael DiFranco, Publisher

(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 31, 2017

State Ohio

County Cuyahoga

Received by BPA Worldwide July 31, 2017

Type BD

ID Number T288BOJ7

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 for the latest audit reports, membership information and publishing and advertising industry news.