

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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**TODAY'S MEDICAL DEVELOPMENTS** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet.

**FIELD SERVED**

**TODAY'S MEDICAL DEVELOPMENTS** serves the medical manufacturing industry including medical equipment manufacturers, medical instrument manufacturers, medical implant manufacturers, prosthetic device manufacturers, system integrators, 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**

**TODAY'S MEDICAL DEVELOPMENTS  
PRINT AND DIGITAL  
MAGAZINE**



**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>TODAY'S MEDICAL DEVELOPMENTS PRINT AND DIGITAL MAGAZINE</b>			
Unique Total* (5 issues in the period)	18,823	-	18,823
a. Print	13,200	-	13,200
b. Digital	7,424	-	7,424

(See Paragraph 3b for Source)

\*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		1,345
Allocated for Trade Shows and Conventions		-
All Other		568
<b>TOTAL</b>		<b>1,913</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	18,277	97.1	18,277	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	546	2.9	546	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,823</b>	<b>100.0</b>	<b>18,823</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2021 Issue	Print	Digital	Unique Total Qualified*
January/February	13,200	7,325	18,816
March	13,200	7,385	18,829
April	13,200	7,450	18,817
May	13,200	7,475	18,826
June	13,200	7,487	18,829

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021**

This issue is -% or 3 copies above the average of the other 4 issues reported in Paragraph 2.

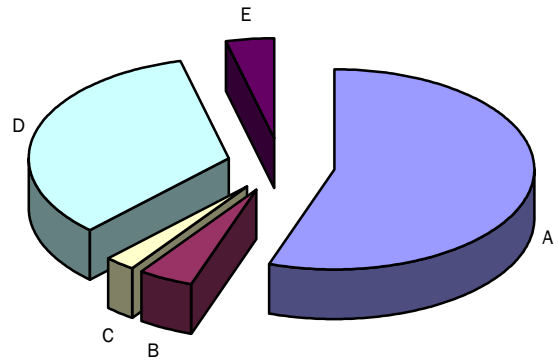
Primary Business	Unique Total Qualified*	Percent of Total	Print	Digital	Corporate Management	Design/ Development Engineering, Engineering Management	Manufacturing/ Production Management, Plant Management, Manufacturing/ Production Engineering, (Note 1)	Purchasing	Other Job Functions Allied to the Field
Medical Manufacturer (Equipment, Instrument, Implant)	10,436	55.4	7,709	3,766	3,224	3,756	3,213	144	99
Prosthetic Device Manufacturer	822	4.4	611	283	427	159	220	14	2
Systems Integrator	437	2.3	338	99	106	208	108	3	12
Contract Manufacturer/Job Shop	6,417	34.1	4,502	2,624	2,752	1,368	2,121	129	47
Others Allied to the Field	714	3.8	40	703	209	205	59	17	224
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>18,826</b>	<b>100.0</b>	<b>13,200</b>	<b>7,475</b>	<b>6,718</b>	<b>5,696</b>	<b>5,721</b>	<b>307</b>	<b>384</b>
<b>PERCENT</b>	<b>100.0</b>		<b>70.1</b>	<b>39.7</b>	<b>35.7</b>	<b>30.3</b>	<b>30.4</b>	<b>1.6</b>	<b>2.0</b>

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

Note 1: Includes Quality Management.

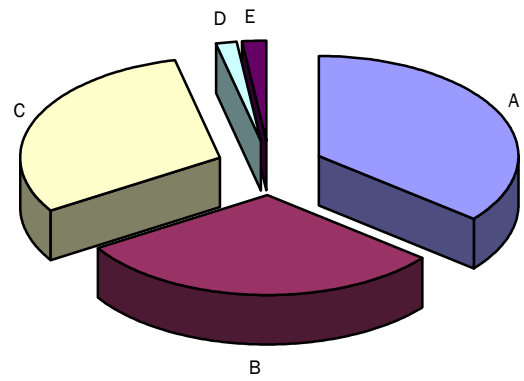
### 3a. Breakout of Qualified Circulation of Primary Business

	Primary Business	Total Qualified	Percent of Total
A	Medical Manufacturer (Equipment, Instrument, Implant)	10,436	55.4
B	Prosthetic Device Manufacturer	822	4.4
C	Systems Integrator	437	2.3
D	Contract Manufacturer/Job Shop	6,417	34.1
E	Others Allied to the Field	714	3.8



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

	Function	Total Qualified	Percent of Total
A	Corporate Management	6718	35.7
B	Design/Development Engineering, Engineering Management	5696	30.3
C	Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering, Quality Management	5721	30.4
D	Purchasing	307	1.6
E	Other Job Functions Allied to the Field	384	2.0



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 years	3 years				
I. Direct Request:	<b>14,049</b>	<b>2,142</b>	-	<b>10,565</b>	<b>7,475</b>	<b>16,191</b>	<b>86.0</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,635</b>	-	-	<b>2,635</b>	-	<b>2,635</b>	<b>14.0</b>
**Association rosters and directories	369	-	-	369	-	369	2.0
**Business directories	2,266	-	-	2,266	-	2,266	12.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>16,684</b>	<b>2,142</b>	-	<b>13,200</b>	<b>7,475</b>	<b>18,826</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.6</b>	<b>11.4</b>	-	<b>70.1</b>	<b>39.7</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 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,654	7,475	18,280	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	546	-	546	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,200</b>	<b>7,475</b>	<b>18,826</b>	<b>100.0</b>

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

