

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, systems integration, 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)	18,856	-	18,856
a. Print	13,199	-	13,199
b. Digital	7,646	-	7,646

(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		1,334
Allocated for Trade Shows and Conventions		90
All Other		468
<b>TOTAL</b>		<b>1,892</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	18,309	97.1	18,309	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	547	2.9	547	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,856</b>	<b>100.0</b>	<b>18,856</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2022 Issue	Print	Digital	Unique Total Qualified*
January/February	13,200	7,610	18,850
March	13,200	7,631	18,848
April	13,199	7,650	18,852
May	13,199	7,659	18,857
June	13,200	7,680	18,874

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**

This issue is -% or 1 copy above the average of the other 4 issues reported in Paragraph 2.

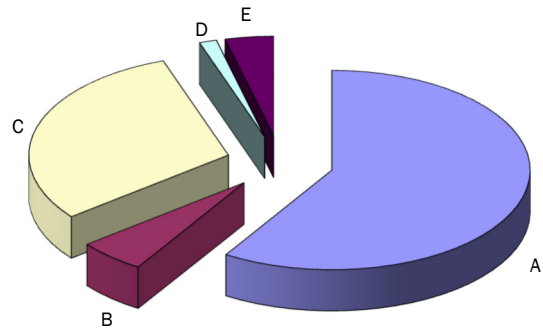
Primary Business	Unique Total Qualified*	Percent of Total	Print	Digital	Corporate Management	Design/ Development Engineering, Engineering Management	Manufacturing/ Production Management, Plant Management, Manufacturing/ Production Engineering, (Note 1)	Purchasing	Other Job Functions Allied to the Field
Medical Manufacturer (Equipment, Instrument, Implant)	11,109	58.9	8,375	3,820	2,833	4,014	3,973	174	115
Prosthetic Device Manufacturer	1,027	5.5	700	415	541	205	260	21	-
Contract Manufacturer/Job Shop	5,722	30.3	4,032	2,491	2,494	1,249	1,820	107	52
Systems Integrator	256	1.4	73	196	93	98	34	11	20
Others Allied to the Field	743	3.9	19	737	225	164	74	25	255
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>18,857</b>	<b>100.0</b>	<b>13,199</b>	<b>7,659</b>	<b>6,186</b>	<b>5,730</b>	<b>6,161</b>	<b>338</b>	<b>442</b>
<b>PERCENT</b>	<b>100.0</b>		<b>70.0</b>	<b>40.6</b>	<b>32.8</b>	<b>30.4</b>	<b>32.7</b>	<b>1.8</b>	<b>2.3</b>

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

Note 1: Includes Quality Management and Systems Integration.

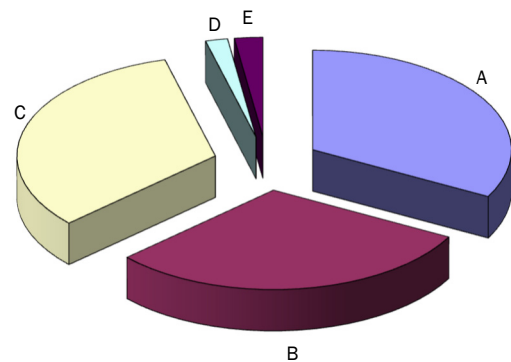
### 3a. Breakout of Qualified Circulation of Primary Business

Primary Business	Total Qualified	Percent of Total
A Medical Manufacturer (Equipment, Instrument, Implant)	11,109	58.9
B Prosthetic Device Manufacturer	1,027	5.5
C Contract Manufacturer/Job Shop	5,722	30.3
D Systems Integrator	256	1.4
E Others Allied to the Field	743	3.9



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

Function	Total Qualified	Percent of Total
A Corporate Management	6,186	32.8
B Design/Development Engineering, Engineering Management	5,730	30.4
C Manufacturing/Production Management, Plant Management, Manufacturing/Production Engineering, Quality Management, Systems Integration	6,161	32.7
D Purchasing	338	1.8
E Other Job Functions Allied to the Field	442	2.3



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 years	3 years				
I. Direct Request:	14,066	2,157	-	10,565	7,659	16,223	86.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	2,634	-	-	2,634	-	2,634	14.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,634	-	-	2,634	-	2,634	14.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>16,700</b>	<b>2,157</b>	<b>-</b>	<b>13,199</b>	<b>7,659</b>	<b>18,857</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.6</b>	<b>11.4</b>	<b>-</b>	<b>70.0</b>	<b>40.6</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 2022

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,652	7,659	18,310	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	547	-	547	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,199</b>	<b>7,659</b>	<b>18,857</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**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022*
Unique Total Audit Average Qualified***:	18,702	18,832	18,792	18,823	18,836	18,856
Unique Qualified Non-Paid Total***:	18,702	18,832	18,792	18,823	18,836	18,856
Print:	13,150	13,180	13,201	13,200	13,200	13,199
Digital:	9,729	9,549	8,465	7,424	7,528	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 2022 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 2022**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	41	26	60		Kentucky	120	51	158	
New Hampshire	134	54	170		Tennessee	238	136	341	
Vermont	29	16	40		Alabama	116	62	160	
Massachusetts	744	349	1,000		Mississippi	57	31	82	
Rhode Island	63	25	82		<b>EAST SO. CENTRAL</b>	<b>531</b>	<b>280</b>	<b>741</b>	<b>3.9</b>
Connecticut	300	161	409		Arkansas	68	23	84	
<b>NEW ENGLAND</b>	<b>1,311</b>	<b>631</b>	<b>1,761</b>	<b>9.3</b>	Louisiana	120	54	160	
New York	663	376	936		Oklahoma	35	26	57	
New Jersey	456	239	615		Texas	639	365	909	
Pennsylvania	647	355	907		<b>WEST SO. CENTRAL</b>	<b>862</b>	<b>468</b>	<b>1,210</b>	<b>6.4</b>
<b>MIDDLE ATLANTIC</b>	<b>1,766</b>	<b>970</b>	<b>2,458</b>	<b>13.0</b>	Montana	18	7	23	
Ohio	788	472	1,139		Idaho	34	14	44	
Indiana	442	236	613		Wyoming	8	5	13	
Illinois	834	492	1,187		Colorado	214	115	295	
Michigan	533	306	754		New Mexico	19	20	37	
Wisconsin	446	256	633		Arizona	153	91	228	
<b>EAST NO. CENTRAL</b>	<b>3,043</b>	<b>1,762</b>	<b>4,326</b>	<b>23.0</b>	Utah	170	85	224	
Minnesota	513	271	701		Nevada	45	28	65	
Iowa	98	47	132		<b>MOUNTAIN</b>	<b>661</b>	<b>365</b>	<b>929</b>	<b>4.9</b>
Missouri	223	144	339		Alaska	1	-	1	
North Dakota	16	13	24		Washington	164	105	246	
South Dakota	43	14	53		Oregon	119	80	181	
Nebraska	84	37	106		California	1,659	843	2,271	
Kansas	112	67	162		Hawaii	4	5	7	
<b>WEST NO. CENTRAL</b>	<b>1,089</b>	<b>593</b>	<b>1,517</b>	<b>8.1</b>	<b>PACIFIC</b>	<b>1,947</b>	<b>1,033</b>	<b>2,706</b>	<b>14.4</b>
Delaware	34	13	41		<b>UNITED STATES</b>	<b>13,032</b>	<b>7,131</b>	<b>18,196</b>	<b>96.5</b>
Maryland	147	77	205		U.S. Territories	14	-	14	
Washington, DC	6	8	14		Canada	143	129	245	
Virginia	196	87	253		Mexico	-	35	35	
West Virginia	38	19	51		Other International	10	364	367	
North Carolina	332	200	471		APO/FPO	-	-	-	
South Carolina	156	93	224		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,199</b>	<b>7,659</b>	<b>18,857</b>	<b>100.0</b>
Georgia	308	177	440						
Florida	605	355	849						
<b>SOUTH ATLANTIC</b>	<b>1,822</b>	<b>1,029</b>	<b>2,548</b>	<b>13.5</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 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 3b:**

Other sources include 1 source of circulation for a quantity of 2,634 copies or 14.0%, including Pinpoint Technologies.

**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 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 14, 2022  
 State Ohio  
 County Valley View  
 Received by BPA Worldwide July 14, 2022  
 Type BD  
 ID Number T288B0J2

**About BPA Worldwide.**

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.**

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