

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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A Penton Media Publication

Penton Media, Inc.
1300 East 9th Street
Cleveland, OH 44114
Tel.: 216-696-7000
Fax: 216-696-0177
www.medicaldesign.com

Official Publication of: None
Established: 2001
Issues Per Year: 10



FIELD SERVED

MEDICAL DESIGN serves companies and individuals involved in the manufacturing of finished medical devices, manufacturing of in-vitro diagnostics, manufacturing of pharmaceuticals, manufacturing service provider, manufacturing consultants, government/academic and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those industry personnel who perform the following job functions: design engineering, design engineering management, manufacturing/production management, research & development, general/corporate executive, marketing & finance, quality assurance & quality control, regulatory affairs and others allied to the field (including consulting and other functions not available).

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	27
Advertiser and Agency _____	3,573
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	30
All Other _____	1,196
TOTAL	4,826

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,548	100.0	41,548	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,548	100.0	41,548	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
March ____	86	70	39,709	1,840			41,549	June ____	53	36	39,707	1,821			41,528
April ____	80	83	39,708	1,844			41,552	TOTAL	362	328					

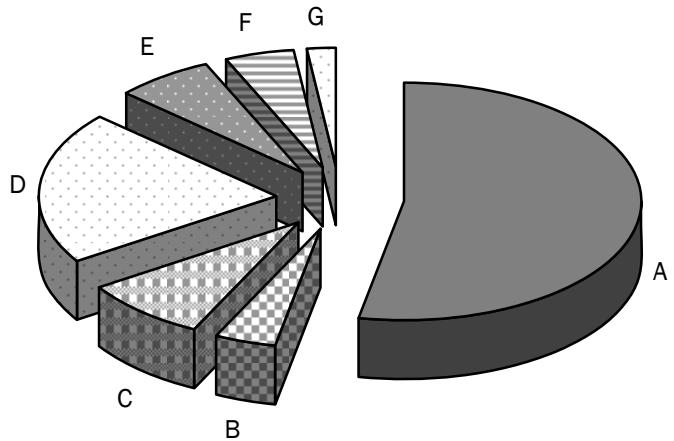
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

This issue is -% or 4 copies below the average of the other 4 issues reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Design Engineering	Design Engineering Mgmt	Manufacturing, Production Mgmt	Research & Development	General/Corporate Executive	Marketing & Finance	Quality Assurance & Quality Control	Regulatory Affairs	Others Allied to Field
Manufacturer of Finished Medical Devices _____	22,181	53.3	21,208	973	6,014	3,407	4,114	2,647	5,611	29	282	77	-
Manufacturer of InVitro Diagnostics _____	1,648	4.0	1,582	66	250	257	243	235	592	3	28	10	30
Manufacturer of Pharmaceuticals _____	3,626	8.7	3,421	205	405	359	670	1,023	920	2	179	43	25
Manufacturing Services Provider _____	8,596	20.7	8,381	215	1,264	1,108	1,439	782	3,613	28	148	79	135
Manufacturing Consultant _____	2,766	6.7	2,610	156	697	466	357	577	588	10	36	16	19
Government/Academic_ _____	1,914	4.6	1,810	104	323	215	174	635	466	-	31	37	5
Others Allied to a Specific Field _____	814	2.0	741	73	194	89	89	142	292	28	8	-	-
TOTAL QUALIFIED CIRCULATION	41,545	100.0	39,753	1,792	9,147	5,901	7,086	6,041	12,082	100	712	262	214
PERCENT	100.0		95.7	4.3	22.0	14.2	17.1	14.5	29.2	0.2	1.7	0.6	0.5

3a. Breakout of Qualified Circulation of Business and Industry Area of Employment

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Manufacturer of Finished Medical Devices _____	22,181	53.3
B Manufacturer of InVitro Diagnostics _____	1,648	4.0
C Manufacturer of Pharmaceuticals _____	3,626	8.7
D Manufacturing Services Provider _____	8,596	20.7
E Manufacturing Consultant _____	2,766	6.7
F Government/Academic_____	1,914	4.6
G Others Allied to a Specific Field _____	814	2.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Personal direct request from the recipient: _____	25,482	8,128	-	31,818	1,792			33,610	80.9
a. Written _____	734	254	-	954	34			988	2.4
b. Telecommunication _____	21,661	7,123	-	27,604	1,180			28,784	69.3
c. Electronic _____	3,087	751	-	3,260	578			3,838	9.2
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,935	-	-	7,935	-			7,935	19.1
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	7,935	-	-	7,935	-			7,935	19.1
Independent field reports _____	-	-	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	33,417	8,128	-	39,753	1,792			41,545	100.0
*See Paragraph 11 PERCENT	80.4	19.6	-	95.7	4.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	39,753	1,792			41,545	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	39,753	1,792			41,545	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	131	3	134		400-427 Kentucky _____	225	6	231	
030-038 New Hampshire _____	411	22	433		370-385 Tennessee _____	558	28	586	
050-059 Vermont _____	126	3	129		350-369 Alabama _____	285	15	300	
010-027 Massachusetts _____	2,776	123	2,899		386-397 Mississippi _____	123	5	128	
028-029 Rhode Island _____	196	7	203		EAST SO. CENTRAL	1,191	54	1,245	3.0
060-069 Connecticut _____	1,041	46	1,087		716-729 Arkansas _____	142	2	144	
NEW ENGLAND	4,681	204	4,885	11.8	700-714 Louisiana _____	120	9	129	
100-149 New York _____	2,629	111	2,740		730-749 Oklahoma _____	207	5	212	
070-089 New Jersey _____	2,181	112	2,293		750-799 Texas _____	1,584	82	1,666	
150-196 Pennsylvania _____	2,766	108	2,874		WEST SO. CENTRAL	2,053	98	2,151	5.2
MIDDLE ATLANTIC	7,576	331	7,907	19.0	590-599 Montana _____	70	5	75	
430-459 Ohio _____	1,599	97	1,696		832-838 Idaho _____	87		87	
460-479 Indiana _____	1,129	52	1,181		820-831 Wyoming _____	13	1	14	
600-629 Illinois _____	1,947	102	2,049		800-816 Colorado _____	623	30	653	
480-499 Michigan _____	984	42	1,026		870-884 New Mexico _____	121	5	126	
530-549 Wisconsin _____	1,059	60	1,119		850-865 Arizona _____	428	21	449	
EAST NO. CENTRAL	6,718	353	7,071	17.0	840-847 Utah _____	475	20	495	
550-567 Minnesota _____	1,797	87	1,884		889-898 Nevada _____	133	4	137	
500-528 Iowa _____	286	9	295		MOUNTAIN	1,950	86	2,036	4.9
630-658 Missouri _____	646	21	667		995-999 Alaska _____	11		11	
580-588 North Dakota _____	41	2	43		980-994 Washington _____	616	28	644	
570-577 South Dakota _____	61	4	65		970-979 Oregon _____	353	16	369	
680-693 Nebraska _____	217	5	222		900-961 California _____	4,946	253	5,199	
660-679 Kansas _____	239	8	247		967-968 Hawaii _____	26	3	29	
WEST NO. CENTRAL	3,287	136	3,423	8.2	PACIFIC	5,952	300	6,252	15.0
197-199 Delaware _____	171	12	183		UNITED STATES	38,504	1,769	40,273	96.9
206-219 Maryland _____	653	21	674		969 & 004-009 U.S. Territories _____	44	5	49	
200-205 Washington, DC _____	34	1	35		Canada _____	1,204	18	1,222	
220-246 Virginia _____	472	20	492		Mexico _____	-	-	-	
247-268 West Virginia _____	102	2	104		Other International _____	-	-	-	
270-289 North Carolina _____	933	28	961		APO/FPO _____	1	-	1	
290-299 South Carolina _____	334	9	343		TOTAL QUALIFIED CIRCULATION	39,753	1,792	41,545	100.0
300-319 Georgia _____	599	32	631						
320-349 Florida _____	1,798	82	1,880						
SOUTH ATLANTIC	5,096	207	5,303	12.8					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified _____	40,007	41,258	42,121	41,661	41,548
Qualified Non-Paid Total _____	40,007	41,258	42,121	41,661	41,548
Print Only _____	40,007	39,781	39,535	38,956	39,709
Digital Only _____	-	1,477	2,586	2,705	1,839
Qualified Paid Total _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Digital Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

*NOTE: 2008 data is unaudited.
**NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's 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.

PARAGRAPH 3b:

Business directories include 1 source for a quantity of 7,935 copies or 19.1%; Harris Business Directory.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,709	100.0	39,709	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,709	100.0	39,709	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,839	100.0	1,839	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,839	100.0	1,839	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2008
Bill Rodman, Associate Publisher	State	Kansas
Jo Ann DeSmet, Sr Audience Marketing Manager	County	Johnson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 29, 2008
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	M397Y0J8