



Market Coverage

Total Coverage Circulation: your ideal audience

Both small and large companies, Medical Design News' circulation provides total coverage for the medical market.

Medical Design News brings an updated, fresh circulation to the medical market. This magazine is targeted to 40,000 *design engineers, engineering managers, and technical personnel engaged in the design, development and manufacturing of medical components and manufacturing equipment for the medical and biomedical industry. Each issue of Medical Design News reaches a concentrated number of 30,496* U.S. companies with specifying authority and buying influence for your products and services. A sample of these companies are listed below:

| Company | Number of Copies ** | Number of Units * |
|------------------------------|---------------------|-------------------|
| Abbott Laboratories | 216 | 36 |
| Arrow International Inc. | 67 | 14 |
| Bausch & Lomb | 85 | 25 |
| Baxter International | 177 | 22 |
| Bayer | 86 | 17 |
| Becton Dickinson | 188 | 18 |
| Biomet | 101 | 12 |
| Boston Scientific | 192 | 19 |
| Bristol-Myers Squibb | 18 | 11 |
| Dentsply International | 106 | 12 |
| Guidant Corp | 78 | 5 |
| Hewlett Packard | 7 | 2 |
| Honeywell | 57 | 32 |
| Invacare | 66 | 9 |
| Johnson & Johnson | 403 | 77 |
| Kendall | 42 | 13 |
| Linvatec Corp. | 31 | 4 |
| Medtronic Inc | 340 | 42 |
| Pfizer | 18 | 17 |
| Respironics Inc. | 51 | 10 |
| Sherwood Medical | 6 | 4 |
| Siemens Medical Systems | 116 | 33 |
| St Jude Medical Inc | 79 | 10 |
| Steris Corp. | 63 | 6 |
| Stryker | 84 | 14 |
| Sulzer | 30 | 2 |
| United States Surgical Corp. | 12 | 3 |
| 3M | 67 | 18 |

Multiple Buying Influences . . . in every issue

- ▶ Design Engineers
- ▶ Engineering management
- ▶ Technical Personnel

Key Suppliers to the Industry . . . 100 Employees or Less

- ▶ Circulation is comprised of 70%*subscribers who possess design engineering and engineering management functions only
- ▶ Medical Design News reaches more than 21,142* innovative small companies with less than 100 employees across the United States. In addition, we penetrate this market reaching 5,851* larger companies with 100 or more employees.

* BPA December 2003 Audit ** Publisher's Own Data