

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.

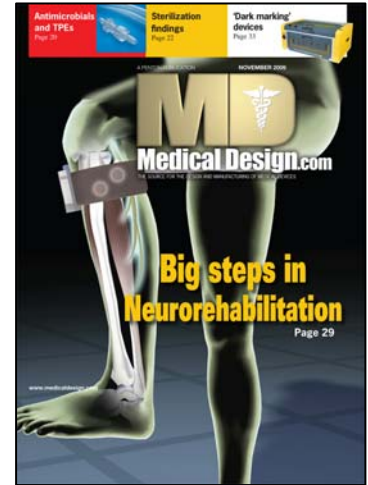
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A Penton Media Publication

Penton Media, Inc.
1300 East 9th Street
Cleveland, OH 44114
Tel.: 216-696-7000
Fax: 216-931-9616
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 _____	21
Advertiser and Agency _____	2,617
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
TOTAL	2,638

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,958	100.0	34,958	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,958	100.0	34,958	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
September _	49	52	32,856	2,076			34,932	December __	8	8	30,780	4,094			34,874
October ____	1,834	1,850	31,406	3,528			34,934	TOTAL	7,907	8,042					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

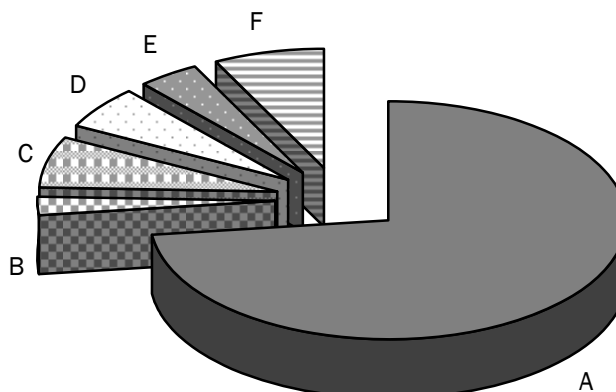
This issue is 0.5% or 177 copies above the average of the other 4 issues reported in Paragraph two.

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 Mgmt	Quality Assurance & Quality Control	Regulatory Affairs	Other Functions (Note 1)
Manufacturer of Finished Medical Devices/ Manufacturing Services Provider _____	25,616	73.0	22,812	2,804	6,257	2,974	3,431	2,555	8,710	874	239	576
Manufacturer of InVitro Diagnostics _____	885	2.5	768	117	165	99	121	150	275	51	8	16
Manufacturer of Pharmaceuticals _____	2,439	6.9	2,106	333	257	131	396	516	852	196	44	47
Manufacturing Consultant _____	2,050	5.8	1,741	309	577	254	132	306	663	61	17	40
Government/Academic _____	1,494	4.3	1,212	282	290	109	94	478	337	95	32	59
Others Allied to the Field Served _____	2,616	7.5	2,152	464	347	171	185	221	519	77	9	1,087
TOTAL QUALIFIED CIRCULATION	35,100	100.0	30,791	4,309	7,893	3,738	4,359	4,226	11,356	1,354	349	1,825
PERCENT	100.0		87.7	12.3	22.5	10.6	12.4	12.0	32.4	3.9	1.0	5.2

Note 1: Other Functions include consulting, marketing & finance management and other functions not available

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/Manufacturing Services Provider _____	25,616	73.0
B Manufacturer of InVitro Diagnostics _____	885	2.5
C Manufacturer of Pharmaceuticals _____	2,439	6.9
D Manufacturing Consultant _____	2,050	5.8
E Government/Academic _____	1,494	4.3
F Others Allied to the Field Served _____	2,616	7.5



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

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. Direct Request: _____	21,206	10,530	-	27,581	4,155			31,736	90.4
II. Request from recipient's company: _____	196	-	-	185	11			196	0.6
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. *Communication from recipient or recipient's company (other than request): _____	3,168	-	-	3,025	143			3,168	9.0
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	24,570	10,530	-	30,791	4,309			35,100	100.0
*See Paragraph 9	PERCENT	70.0	30.0	87.7	12.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

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 _____	30,791	4,309			35,100	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	30,791	4,309			35,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

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 _____	104	10	114		400-427 Kentucky _____	225	26	251	
030-038 New Hampshire _____	316	43	359		370-385 Tennessee _____	480	64	544	
050-059 Vermont _____	115	8	123		350-369 Alabama _____	254	24	278	
010-027 Massachusetts _____	1,771	279	2,050		386-397 Mississippi _____	118	9	127	
028-029 Rhode Island _____	151	21	172		EAST SO. CENTRAL	1,077	123	1,200	3.4
060-069 Connecticut _____	807	104	911		716-729 Arkansas _____	120	18	138	
NEW ENGLAND	3,264	465	3,729	10.6	700-714 Louisiana _____	122	14	136	
100-149 New York _____	2,016	234	2,250		730-749 Oklahoma _____	160	24	184	
070-089 New Jersey _____	1,433	199	1,632		750-799 Texas _____	1,300	207	1,507	
150-196 Pennsylvania _____	1,996	264	2,260		WEST SO. CENTRAL	1,702	263	1,965	5.6
MIDDLE ATLANTIC	5,445	697	6,142	17.5	590-599 Montana _____	53	9	62	
430-459 Ohio _____	1,605	206	1,811		832-838 Idaho _____	84	9	93	
460-479 Indiana _____	930	124	1,054		820-831 Wyoming _____	15	1	16	
600-629 Illinois _____	1,698	222	1,920		800-816 Colorado _____	465	62	527	
480-499 Michigan _____	933	105	1,038		870-884 New Mexico _____	75	21	96	
530-549 Wisconsin _____	917	135	1,052		850-865 Arizona _____	317	59	376	
EAST NO. CENTRAL	6,083	792	6,875	19.6	840-847 Utah _____	359	63	422	
550-567 Minnesota _____	1,392	230	1,622		889-898 Nevada _____	86	18	104	
500-528 Iowa _____	247	29	276		MOUNTAIN	1,454	242	1,696	4.8
630-658 Missouri _____	498	67	565		995-999 Alaska _____	9	1	10	
580-588 North Dakota _____	36	3	39		980-994 Washington _____	424	67	491	
570-577 South Dakota _____	63	7	70		970-979 Oregon _____	329	46	375	
680-693 Nebraska _____	191	24	215		900-961 California _____	3,432	568	4,000	
660-679 Kansas _____	195	32	227		967-968 Hawaii _____	11	2	13	
WEST NO. CENTRAL	2,622	392	3,014	8.6	PACIFIC	4,205	684	4,889	13.9
197-199 Delaware _____	121	12	133		UNITED STATES	29,963	4,197	34,160	97.2
206-219 Maryland _____	474	82	556		969 & 004-009 U.S. Territories _____	54	15	69	
200-205 Washington, DC _____	26	4	30		Canada _____	774	97	871	
220-246 Virginia _____	409	48	457		Mexico _____	-	-	-	
247-268 West Virginia _____	88	12	100		Other International _____	-	-	-	
270-289 North Carolina _____	790	104	894		APO/FPO _____	-	-	-	
290-299 South Carolina _____	279	34	313		TOTAL QUALIFIED CIRCULATION	30,791	4,309	35,100	100.0
300-319 Georgia _____	510	61	571						
320-349 Florida _____	1,414	182	1,596						
SOUTH ATLANTIC	4,111	539	4,650	13.2					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
6-Month Period Ended:						
Total Audit Average Qualified	42,121	41,661	41,548	40,336	35,664	34,958
Qualified Non-Paid Total	42,121	41,661	41,548	40,336	35,664	34,958
Print Version Only	39,535	38,956	39,709	38,188	33,662	31,744
Digital Version Only	2,586	2,705	1,839	2,148	2,002	3,214
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. 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)

9. 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.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) include 1 source of circulation for a quantity of 3,168 copies or 9.0%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,744	100.0	31,744	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,744	100.0	31,744	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,214	100.0	3,214	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,214	100.0	3,214	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Bill Rodman, Associate Publisher

Debbie Brady, Audience Development Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 26, 2010

State Ohio

County Cuyahoga

Received by BPA Worldwide January 26, 2010

Type PD

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