



INITIAL BRAND AUDIT REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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.

Rapid MedTech Communications Ltd,
Carlton House
Sandpiper Way, Chester Business Park,
Chester
Cheshire, CH4 9QE,
United Kingdom
Tel. No.: 01244 680222
Fax No.: 01244 671074
Website: www.med-technews.com
Twitter: @medtechonline

MED-TECH INNOVATION NEWS is a publication for medical device design and manufacturing technology and innovation. It delivers daily news, technical content, analysis, case studies and high-profile interviews with industry experts and thought leaders. Med-Tech Innovation News provides intelligence for professionals involved in the design and production of Class I, II & III medical devices and connects designers, manufacturers, buyers and early adopters across the medical engineering and manufacturing community with the latest innovations in technology, materials, processes, digital health and R&D.

FIELD SERVED

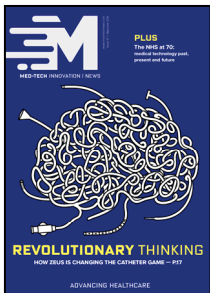
MED-TECH INNOVATION NEWS serves companies in the following fields: Manufacturer of Finished Medical Devices, Manufacturer of In Vitro Diagnostics, Manufacturer of Dental Implants, Instruments and Systems, Manufacturer of Pharmaceuticals, Provider of Subcontract Services, Manufacturing Consultant, Government, Academic, and Other business allied to the field as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are involved in the following functions: Product Design Engineering, Project Engineering, Research and Development, Production/Manufacturing, Process Engineering, Procurement/Specifying/Materials Management/Inventory Control, Quality Assurance/Quality Control, Regulatory/Legal Affairs, General/Corporate Management, Consultant and Other functions allied to the field as reported in Paragraph 3a herein.

CHANNELS

MED-TECH INNOVATION NEWS MAGAZINE



3 issues in the period
5,008 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MED-TECH INNOVATION NEWS MAGAZINE (3 issues in the period)	5,008	-	5,008

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	487
Allocated for Trade Shows and Conventions	283
All Other	194
TOTAL	964

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,008	100.0	5,008	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,008	100.0	5,008	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January/February	5,006
March/April	5,010
May/June	5,007

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018
This issue is -% or 1 copy below the average of the other 2 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Consultant	General/ Corporate Manage- ment	Process Engineering	Procurement/ Specifying/ Materials Management/ Inventory Control	Product Design Engineering	Production/ Manufac- turing	Project Engineering	Quality Assurance/ Quality Control	Regulatory/ Legal Affairs	Research and Development	Other
Academic	326	6.5	35	54	4	1	20	3	8	1	-	135	65
Government	105	2.1	25	30	1	5	1	-	1	2	5	21	14
Manufacturer of Dental Implants, Instruments and Systems	253	5.0	6	162	6	7	18	20	14	-	-	18	2
Manufacturer of Finished Medical Devices	1,150	23.0	34	485	27	53	132	88	49	32	18	186	46
Manufacturer of In Vitro Diagnostics	73	1.5	1	27	-	2	9	9	5	5	2	11	2
Manufacturer of Pharmaceuticals	130	2.6	4	63	2	3	5	16	4	9	2	14	8
Manufacturing Consultant	1,219	24.3	99	807	18	16	66	52	47	14	9	85	6
Provider of Subcontract Services	590	11.8	70	297	12	13	50	37	21	11	12	32	35
Others	1,161	23.2	235	316	12	13	67	33	29	15	42	114	285
TOTAL QUALIFIED CIRCULATION	5,007	100.0	509	2,241	82	113	368	258	178	89	90	616	463
PERCENT	100.0		10.2	44.7	1.6	2.3	7.3	5.2	3.6	1.8	1.8	12.3	9.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,794	163	-	4,957	99.0
II. Request from recipient's company:	49	1	-	50	1.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
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	4,843	164	-	5,007	100.0
PERCENT	96.7	3.3	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	4,977	99.5
Individuals by name only	27	0.5
Titles or functions only	2	-
Company names only	1	-
Multiple Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	5,007	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Region/Country	Total Qualified	Percent
ASIA		
China	1	
Hong Kong - SAR	1	
Subtotal	2	-
EUROPE		
France	2	
Ireland	306	
Poland	1	
Russian Federation	1	
Switzerland	1	
United Kingdom	4,693	
Subtotal	5,004	100.0
AFRICA		
Madagascar	1	
Subtotal	1	-
TOTAL QUALIFIED CIRCULATION	5,007	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Region	Total Qualified	Percent	Region	Total Qualified	Percent
Channel Islands	8		Cheshire	150	
Cornwall	10		Isle of Man	2	
Devon	54		Lancashire	185	
Dorset	46		Merseyside	48	
Gloucestershire	90		North West	385	7.7
Isles of Scilly	12		Cleveland	24	
Somerset	90		Cumbria	34	
Wiltshire	41		Durham	3	
South West	351	7.0	Northumberland	9	
Bedfordshire	62		Tyne & Wear	49	
Berkshire	106		Northern	119	2.4
Buckinghamshire	93		London	343	6.8
East Sussex	44		Total England Circulation	4,340	86.7
Essex	118		Antrim	9	
Hampshire	170		Armagh	4	
Hertfordshire	138		County Down	5	
Isle of Wight	4		County Tyrone	2	
Kent	119		Fermanagh	6	
Middlesex	68		Londonderry	1	
Oxfordshire	165		Northern Ireland	27	0.5
Surrey	122		Clwyd	26	
West Sussex	85		Dyfed	9	
South East	1,294	25.8	Gwent	64	
Cambridgeshire	166		Gwynedd	32	
Norfolk	38		Mid Glamorgan	6	
Suffolk	45		Powys	45	
East Anglia	249	5.0	Glamorgan	10	
Herefordshire & Worcestershire	129		West Glamorgan	1	
Shropshire	62		Wales	193	3.9
Staffordshire	79		Borders	1	
Warwickshire	98		Central	5	
West Midlands	387		Dumfries & Galloway	2	
Midlands	755	15.1	Fife	13	
Derbyshire	101		Grampian	4	
Leicestershire	152		Highlands & Islands	29	
Lincolnshire	29		Lothian	60	
Northamptonshire	76		Strathclyde	19	
Nottinghamshire	176		Tayside	-	
East Midlands	534	10.7	Scotland	133	2.7
East Yorkshire	23		Total UK Circulation	4,693	93.8
North Yorkshire	44		Europe	311	6.2
South Yorkshire	111		International	3	-
West Yorkshire	132		TOTAL QUALIFIED CIRCULATION	5,007	100.0
Yorkshire	310	6.2			

ADDITIONAL DATA

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

September 17, 2018

TYPE: BI

ID Number: M564BIJ8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.