



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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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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
5,040 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)	5,040	-	5,040

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	351
*Allocated for Trade Shows and Conventions	933
All Other	177
TOTAL	1,461

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,040	100.0	5,040	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,040	100.0	5,040	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January/February	5,010
March/April	5,010
May/June	5,100

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019
 This issue is 1.8% or 90 copies above the average of the other 2 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Consultant	General/Corporate Management	Process Engineering	Procurement/Specifying/Management/Inventory Control	Product Design Engineering	Production/Manufacturing	Project Engineering	Quality Assurance/Quality Control	Regulatory/Legal Affairs	Research and Development	Other
Academic	426	8.4	40	46	1	1	25	5	10	3	2	192	101
Government	138	2.7	36	35	-	7	2	1	1	3	8	24	21
Manufacturer of Dental Implants, Instruments and Systems	95	1.9	3	53	-	3	14	8	4	1	-	5	4
Manufacturer of Finished Medical Devices	1,093	21.4	36	359	22	54	142	107	45	44	23	186	75
Manufacturer of In Vitro Diagnostics	102	2.0	5	30	1	2	10	12	3	7	4	23	5
Manufacturer of Pharmaceuticals	117	2.3	4	40	3	7	4	19	5	7	1	23	4
Manufacturing Consultant	1,076	21.1	128	596	28	35	85	71	40	19	11	51	12
Provider of Subcontract Services	684	13.4	91	284	13	23	68	39	27	17	20	51	51
Others	1,369	26.8	351	231	9	16	81	39	29	19	47	126	421
TOTAL QUALIFIED CIRCULATION	5,100	100.0	694	1,674	77	148	431	301	164	120	116	681	694
PERCENT	100.0		13.6	32.8	1.5	2.9	8.4	5.9	3.2	2.4	2.3	13.4	13.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	3,777	1,318	-	5,095	99.9
II. Request from recipient's company:	3	2	-	5	0.1
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	3,780	1,320	-	5,100	100.0
PERCENT	74.1	25.9	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	5,100	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multiple Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	5,100	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Region/Country	Total Qualified	Percent
EUROPE		
Ireland	251	
United Kingdom	4,849	
Subtotal	5,100	100.0
TOTAL QUALIFIED CIRCULATION	5,100	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Region	Total Qualified	Percent	Region	Total Qualified	Percent
Channel Islands	6		Cheshire	149	
Cornwall	12		Isle of Man	2	
Devon	46		Lancashire	217	
Dorset	37		Merseyside	66	
Gloucestershire	71		North West	434	8.5
Isles of Scilly	7		Cleveland	24	
Somerset	87		Cumbria	7	
Wiltshire	54		Durham	27	
South West	320	6.3	Northumberland	3	
Bedfordshire	66		Tyne & Wear	37	
Berkshire	130		Northern	98	1.9
Buckinghamshire	115		London	448	8.8
East Sussex	38		Total England Circulation	4,443	87.1
Essex	116		Antrim	14	
Hampshire	168		Armagh	5	
Hertfordshire	129		County Down	9	
Isle of Wight	3		County Tyrone	1	
Kent	104		Fermanagh	3	
Middlesex	74		Londonderry	7	
Oxfordshire	152		Northern Ireland	39	0.8
Surrey	142		Clwyd	30	
West Sussex	79		Dyfed	8	
South East	1,316	25.8	Gwent	35	
Cambridgeshire	153		Gwynedd	6	
Norfolk	32		Mid Glamorgan	42	
Suffolk	44		Powys	16	
East Anglia	229	4.5	Glamorgan	53	
Herefordshire & Worcestershire	115		West Glamorgan	25	
Shropshire	53		Wales	215	4.2
Staffordshire	90		Borders	1	
Warwickshire	88		Central	22	
West Midlands	416		Dumfries & Galloway	1	
Midlands	762	14.9	Fife	14	
Derbyshire	84		Grampian	7	
Leicestershire	139		Highlands & Islands	5	
Lincolnshire	31		Lothian	37	
Northamptonshire	76		Strathclyde	52	
Nottinghamshire	177		Tayside	13	
East Midlands	507	9.9	Scotland	152	3.0
East Yorkshire	11		Total UK Circulation	4,849	95.1
North Yorkshire	63		Europe	251	4.9
South Yorkshire	102		International	-	-
West Yorkshire	153		TOTAL QUALIFIED CIRCULATION	5,100	100.0
Yorkshire	329	6.5			

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Show and Conventions:

Issue	Copies	Date	Show	Location
March/April	200	7 - 9 May	T4M	Nuremberg, Germany
March/April	250	21 - 23 May	Medtec Live	Stuttgart, Germany

PUBLISHER'S AFFIDAVIT

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

Jane Palfi, Audience Development Manager

Jennifer Armstrong, Audit Consultant

(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 13, 2019

State

United Kingdom

City

Chester

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.