

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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[www.24x7mag.com](http://www.24x7mag.com)

Official Publication of: None  
Established: 1997  
Issues per Year: 13  
(See Additional Data)

**FIELD SERVED**

24x7 serves hospitals/clinics/patient care providers; medical equipment; computer equipment; telecom equipment; dealers/distributors/VAR/retailers; systems/network integration; multivendors/independent service organizations; technology or equipment management services; depot repair; education/training; consulting; and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are clinical, biomedical or radiology engineers; biomedical equipment technicians; department administrators/ directors/ managers; service/ support managers; general/ executive managers; sales/ marketing managers; IS/ network managers; purchasing managers; and other titled and non-titled personnel within the field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	181
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	57
Digital _____	-
All Other _____	170
<b>TOTAL</b>	<b>410</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,000	100.0	14,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>	<b>14,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Total Qualified
January _____	14,000
February _____	14,000
March _____	14,000
Buyers Guide _____	14,000
April _____	14,000
May _____	14,000
June _____	14,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is equal to the average of the other 6 issues reported in Paragraph two.

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Clinical, Biomedical or Radiology Engineer or Director _____	7,385	52.8
Biomedical Equipment Technician _____	3,836	27.4
Department Administrator/Director or Manager _____	1,054	7.5
Service/Support Manager _____	809	5.8
General/Executive Manager _____	481	3.4
Sales/Marketing Manager _____	381	2.7
IS/Network Manager _____	46	0.3
Purchasing Manager _____	8	0.1
Other titled and non-titled personnel within the field served _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

The Field Served serves hospitals/clinics/patient care providers; medical equipment; computer equipment; telecom equipment; dealers/distributors/VAR/retailers; systems/network integration; multivendors/independent service organizations; technology or equipment management services; depot repair; education/training; consulting; and others allied to the field.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____	5,476	2,190	955	8,621	61.6
II. *Other Than Request: _____	5,379	-	-	5,379	38.4
III. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,855</b>	<b>2,190</b>	<b>955</b>	<b>14,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.5</b>	<b>15.7</b>	<b>6.8</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	14,000	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
<b>NEW ENGLAND</b>			<b>MOUNTAIN</b>		
ME, NH, VT, MA, RI, CT _____	747	5.3	MT, ID, WY, CO, NM, AZ, UT, NV _____	890	6.4
<b>MIDDLE ATLANTIC</b>			<b>PACIFIC</b>		
NY, NJ, PA _____	1,631	11.6	AK, WA, OR, CA, HI _____	1,603	11.5
<b>EAST NO. CENTRAL</b>			<b>UNITED STATES</b>	<b>13,880</b>	<b>99.1</b>
OH, IN, IL, MI, WI _____	2,588	18.5	<b>969 &amp; 004-009 U.S. TERRITORIES</b>	83	0.6
<b>WEST NO. CENTRAL</b>			<b>CANADA</b>	-	-
MN, IA, MO, ND, SD, NE, KS _____	1,401	10.0	<b>MEXICO</b>	-	-
<b>SOUTH ATLANTIC</b>			<b>OTHER INTERNATIONAL</b>	-	-
DE, MD, DC, VA, WV, NC, SC, GA, FL _____	2,388	17.0	<b>APO/FPO</b>	37	0.3
<b>EAST SO. CENTRAL</b>			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>
KY, TN, AL, MS _____	1,000	7.1			
<b>WEST SO. CENTRAL</b>					
AR, LA, OK, TX _____	1,632	11.7			

**ADDITIONAL DATA****ISSUES PER YEAR:**

The Buyer's Guide was mailed with the March 2011 issue. For 2010, it actually mailed with the March issue, not January.

**PARAGRAPH 3b:**

Other Sources include 2 sources of circulation for quantities of 2,389 copies or 17.1% to 2,990 copies or 21.3%, including Peak Medical (Formerly Healthcare Data Experts) and SK&A.

**PUBLISHER'S AFFIDAVIT**

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

Susi Cordill, Vice President, Circulation

Dennis Triola, President

(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 July 7, 2011

State California

County Los Angeles

Received by BPA Worldwide July 7, 2011

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