

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

Official Publication of: None  
Established: 1997  
Issues per Year: 12  
(See Paragraph 9)

**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 others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	162
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	58
Electronic _____	-
All Other _____	392
<b>TOTAL</b>	<b>616</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>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	2	2			14,000	April _____	139	139			14,000
February _____	150	150			14,000	May _____	91	91			14,000
March _____	91	91			14,000	June _____	115	115			14,000
						<b>TOTAL</b>	<b>588</b>	<b>588</b>			

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

This issue is equal to the average of the other 5 issues reported in Paragraph two.

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Clinical, Biomedical or Radiology Engineer _____	6,502	46.6
Biomedical Equipment Technician _____	4,116	29.4
Department Administrator/Director or Manager _____	1,305	9.3
Service/Support Manager _____	997	7.1
General/Executive Manager _____	561	4.0
Sales/Marketing Manager _____	424	3.0
IS/Network Manager _____	62	0.4
Purchasing Manager _____	33	0.2
Others Allied to the Field _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	<b>5,898</b>	<b>3,963</b>	-			<b>9,861</b>	<b>70.4</b>
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>4,139</b>	-	-			<b>4,139</b>	<b>29.6</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	4,139	-	-			4,139	29.6
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,037</b>	<b>3,963</b>	-			<b>14,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>71.7</b>	<b>28.3</b>	-			<b>100.0</b>	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	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 2009**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	102		400-427 Kentucky _____	246	
030-038 New Hampshire _____	84		370-385 Tennessee _____	292	
050-059 Vermont _____	43		350-369 Alabama _____	207	
010-027 Massachusetts _____	368		386-397 Mississippi _____	181	
028-029 Rhode Island _____	53		<b>EAST SO. CENTRAL</b>	<b>926</b>	<b>6.6</b>
060-069 Connecticut _____	171		716-729 Arkansas _____	149	
<b>NEW ENGLAND</b>	<b>821</b>	<b>5.9</b>	700-714 Louisiana _____	205	
100-149 New York _____	725		730-749 Oklahoma _____	192	
070-089 New Jersey _____	331		750-799 Texas _____	983	
150-196 Pennsylvania _____	772		<b>WEST SO. CENTRAL</b>	<b>1,529</b>	<b>10.9</b>
<b>MIDDLE ATLANTIC</b>	<b>1,828</b>	<b>13.1</b>	590-599 Montana _____	78	
430-459 Ohio _____	668		832-838 Idaho _____	72	
460-479 Indiana _____	402		820-831 Wyoming _____	33	
600-629 Illinois _____	595		800-816 Colorado _____	227	
480-499 Michigan _____	497		870-884 New Mexico _____	66	
530-549 Wisconsin _____	468		850-865 Arizona _____	166	
<b>EAST NO. CENTRAL</b>	<b>2,630</b>	<b>18.8</b>	840-847 Utah _____	89	
550-567 Minnesota _____	298		889-898 Nevada _____	82	
500-528 Iowa _____	198		<b>MOUNTAIN</b>	<b>813</b>	<b>5.8</b>
630-658 Missouri _____	382		995-999 Alaska _____	46	
580-588 North Dakota _____	74		980-994 Washington _____	276	
570-577 South Dakota _____	96		970-979 Oregon _____	166	
680-693 Nebraska _____	157		900-961 California _____	1,031	
660-679 Kansas _____	203		967-968 Hawaii _____	53	
<b>WEST NO. CENTRAL</b>	<b>1,408</b>	<b>10.1</b>	<b>PACIFIC</b>	<b>1,572</b>	<b>11.2</b>
197-199 Delaware _____	40		<b>UNITED STATES</b>	<b>13,883</b>	<b>99.2</b>
206-219 Maryland _____	252		969 & 004-009 U.S. Territories _____	70	
200-205 Washington, DC _____	35		Canada _____	-	
220-246 Virginia _____	285		Mexico _____	-	
247-268 West Virginia _____	108		Other International _____	-	
270-289 North Carolina _____	435		APO/FPO _____	47	
290-299 South Carolina _____	168		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>
300-319 Georgia _____	372				
320-349 Florida _____	661				
<b>SOUTH ATLANTIC</b>	<b>2,356</b>	<b>16.8</b>			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	13,988	14,000	14,000	14,000	14,000	14,000
Qualified Non-Paid: _	13,988	14,000	14,000	14,000	14,000	14,000
Qualified Paid: _____	-	-	-	-	-	-
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 - June 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)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****CHANGE IN FREQUENCY:**

Effective with the January 2009 issue, the frequency of 13 was changed to 12.

**PARAGRAPH 3b:**

Other Sources include 2 sources of circulation for quantities of 1,662 copies or 11.9% to 2,477 copies or 17.7%, including SK&A Information Services and Healthcare Data Experts.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.****PUBLISHER'S AFFIDAVIT**

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

Joanne Melton, Group Publisher

Susi Cordill, VP, Circulation

(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 14, 2009

State Kansas

County Johnson

Received by BPA Worldwide July 14, 2009

Type PUD

ID Number T161P0J9