

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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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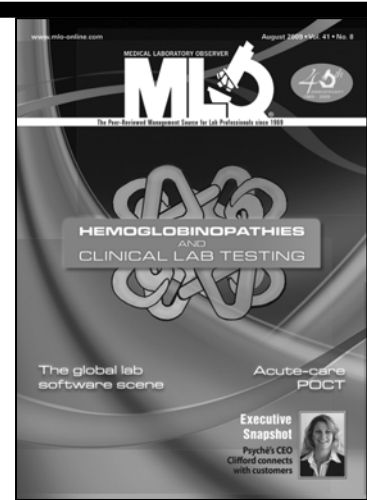
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FIELD SERVED

MLO-MEDICAL LABORATORY OBSERVER serves laboratories in hospitals (including Private/VA/Military/Public Health/State/County/City/University/Teaching/Other), biomedical industrial laboratories; group practice laboratories, physicians office laboratories, independent labs, government/public health labs (non-hospital), blood banks, medical schools and schools of medical technology, freestanding emergency center/ambulatory care centers, group purchasing organizations, and health maintenance organizations/preferred provider organizations.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are laboratory directors and supervisors; pathologists (MD's and DO's); physicians (MD's and DO's); chief medical technologists, medical technologists and assistant chief technologists; clinical chemists, microbiologists, as well as other supervisory personnel in clinical laboratories. Also qualified are LIS managers, educational coordinators in Medical Schools and Schools of Medical Technology; clinical chemists and owners, officers and purchasing managers in clinical laboratories and group medical practices. Clinical laboratory personnel in freestanding emergency and ambulatory care centers are also qualified as well as officers and managers in Group Purchasing Organizations and/or HMOs and PPOs.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	240
Advertiser and Agency _____	811
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	75
Electronic _____	-
All Other _____	615
TOTAL	1,741

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,050	100.0	48,050	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,050	100.0	48,050	100.0	-	-

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 _____	95	95			48,050	April _____	44	44			48,050
February _____	62	62			48,050	May _____	6,769	6,769			48,050
March _____	273	273			48,050	June _____	55	55			48,050
						TOTAL	7,298	7,298			

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.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Lab Director; Lab Manager/ Administrator/ Supervisor; POL Director; Chief Medical Technologist; Assistant Chief Medical Technologist	Pathologist; Pathology Resident; Physician	Clinical Chemist; Clinical Researcher; Microbiologist	Hospital Administrator; Group Practice Mgr/ Administrator; Owner/Officer/ Purchasing	LIS Manager; Nurse Laboratorian; Education Coordinator; Other
1.HOSPITAL LAB (Note 1) _____	33,274	69.2	22,755	5,004	3,112	1,121	1,282
2.INDEPENDENT LAB _____	4,509	9.4	3,051	435	353	474	196
3.GROUP PRACTICE LAB _____	2,469	5.1	1,689	499	102	133	46
4.GOVERNMENT AND PUBLIC HEALTH LAB (Note 2) _____	1,174	2.4	778	87	192	65	52
5.BLOOD BANK _____	802	1.7	613	50	21	78	40
6.MEDICAL SCHOOL/MED TECH/CLS ED PROGRAMS _____	1,039	2.2	346	71	133	37	452
7.BIOMEDICAL INDUSTRIAL LAB _____	1,138	2.4	530	32	209	239	128
8.FREE STANDING EMERGENCY CENTER/AMBULATORY CARE CENTER _____	244	0.5	158	21	18	36	11
9.GROUP PURCHASING ORGANIZATION _____	199	0.4	85	17	19	58	20
10.HMO/PPO _____	225	0.5	138	31	18	20	18
11.PHYSICIAN'S OFFICE LABORATORY _____	2,645	5.5	1,627	729	83	131	75
12. OTHER _____	332	0.7	103	8	24	150	47
TOTAL QUALIFIED CIRCULATION	48,050	100.0	31,873	6,984	4,284	2,542	2,367
PERCENT	100.0		66.3	14.5	8.9	5.3	5.0

Note 1: Including Private/VA/Military/Public Health/State/County/city/University/Teaching/Other

Note 2: Excluding Hospitals

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: _____	35,686	11,414	474			47,574	99.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	476			476	1.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	476			476	1.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	35,686	11,414	950			48,050	100.0
PERCENT	74.3	23.7	2.0			100.0	

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 _____			48,050	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			48,050	100.0

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 _____	357		400-427 Kentucky _____	817	
030-038 New Hampshire _____	258		370-385 Tennessee _____	1,264	
050-059 Vermont _____	131		350-369 Alabama _____	804	
010-027 Massachusetts _____	1,214		386-397 Mississippi _____	606	
028-029 Rhode Island _____	221		EAST SO. CENTRAL	3,491	7.3
060-069 Connecticut _____	512		716-729 Arkansas _____	540	
NEW ENGLAND	2,693	5.6	700-714 Louisiana _____	842	
100-149 New York _____	2,845		730-749 Oklahoma _____	745	
070-089 New Jersey _____	1,100		750-799 Texas _____	3,209	
150-196 Pennsylvania _____	2,281		WEST SO. CENTRAL	5,336	11.1
MIDDLE ATLANTIC	6,226	13.0	590-599 Montana _____	289	
430-459 Ohio _____	2,050		832-838 Idaho _____	270	
460-479 Indiana _____	1,156		820-831 Wyoming _____	138	
600-629 Illinois _____	2,102		800-816 Colorado _____	611	
480-499 Michigan _____	1,487		870-884 New Mexico _____	276	
530-549 Wisconsin _____	1,396		850-865 Arizona _____	637	
EAST NO. CENTRAL	8,191	17.0	840-847 Utah _____	327	
550-567 Minnesota _____	1,201		889-898 Nevada _____	203	
500-528 Iowa _____	786		MOUNTAIN	2,751	5.7
630-658 Missouri _____	1,132		995-999 Alaska _____	112	
580-588 North Dakota _____	288		980-994 Washington _____	789	
570-577 South Dakota _____	358		970-979 Oregon _____	494	
680-693 Nebraska _____	612		900-961 California _____	3,566	
660-679 Kansas _____	816		967-968 Hawaii _____	137	
WEST NO. CENTRAL	5,193	10.8	PACIFIC	5,098	10.6
197-199 Delaware _____	126		UNITED STATES	47,825	99.5
206-219 Maryland _____	879		969 & 004-009 U.S. Territories _____	215	
200-205 Washington, DC _____	153		Canada _____	-	
220-246 Virginia _____	1,074		Mexico _____	-	
247-268 West Virginia _____	499		Other International _____	-	
270-289 North Carolina _____	1,669		APO/FPO _____	10	
290-299 South Carolina _____	718		TOTAL QUALIFIED CIRCULATION	48,050	100.0
300-319 Georgia _____	1,406				
320-349 Florida _____	2,322				
SOUTH ATLANTIC	8,846	18.4			

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	48,889	48,120	48,050	48,050	48,050	48,050
Qualified Non-Paid: _____	48,889	48,120	48,050	48,050	48,050	48,050
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: July 2008 - 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:

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

QUESTIONNAIRE PROVIDED AT THE PUBLISHER'S OPTION:



Please answer all questions. Incomplete forms cannot be processed!

1 Do you wish to receive/continue to receive a FREE subscription to MLO-Medical Laboratory Observer? Yes No

Signature (Required) _____ Date _____

Email _____

Please provide email address to renew your next subscription

- Yes, I also want to receive MLO's monthly email newsletter.
- Please update me by fax. Please update me by email.
- Please send me information related to my areas of interest.

2 Check one:

- New Subscription Change of Address Renewal

Name _____

Title _____ M.S./Dept.# _____

Company _____ Bldg.# _____

Address _____

City _____ State _____ Zip _____

Business Phone (_____) _____

Fax (_____) _____

3 Fill in below only if your company requires home delivery: (company address must be filled in above)

Address _____

City _____ State _____ Zip _____

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JANUARY 2008

4 Please indicate the type of laboratory and facility:

- 01 Hospital Lab
 - a Private c Military e State/County/City
 - b VA d Public Health f University/Teaching
 - g Other _____
- 02 Independent Lab - indicate # of employees _____
- 03 Group Practice Lab - indicate # of physicians _____
- 04 Gov't/Public Health Lab (non-hospital)
- 05 Blood Bank
- 06 Medical School/Med Tech/CLS Ed Programs
- 07 Biomedical Industrial Lab
- 08 Free Standing Emergency Ctr/Ambulatory Care Ctr
- 09 Group Purchasing Organization
- 10 HMO/PPO
- 11 Physician's Office Laboratory
- 12 Other (please specify) _____

5 Which best describes your primary job function? (check only one)

- 01 Pathologist 11 Group Practice Mgr/Administrator
- 02 Lab Director 12 LIS Manager
- 03 Lab Manager/Administrator/Supervisor 13 Education Coordinator
- 04 Chief Medical Technologist 14 Nurse Laboratorian
- 05 Asst Chief Medical Technologist 15 Owner/Officer/Purchasing
- 06 Hospital Administrator 16 Clinical Researcher
- 07 Clinical Chemist 17 POL Director
- 08 Microbiologist 18 Other (please specify) _____
- 10 Physician

6 What is the number of beds in your organization? (check only one)

- a 500-over e 100-199
- b 400-499 f 50-99
- c 300-399 g 26-49
- d 200-299 h 0-25

7 Please indicate the annual volume of testing performed by your lab:

- 01 less than 2,000 06 75,001 - 100,000
- 02 2,001 - 10,000 07 100,001 - 500,000
- 03 10,001 - 25,000 08 500,001 - 1,000,000
- 04 25,001 - 50,000 09 1,000,001+
- 05 50,001 - 75,000

8 Which of the following products/services do you recommend, specify or buy? (check all that apply)

- 01 Barcode/Patient ID Systems
- 02 Blood Bank Supplies
- 03 Blood Collection Devices
- 04 Centrifuges
- 05 Certification and Education Programs
- 06 Chemistry Analyzers/Instruments
- 07 Chemistry, Reagents and Test Kits
- 08 Coagulation Analyzers
- 09 Coagulation, Reagents and Test Kits
- 10 Cytology/Histology, Tests and Instruments
- 11 Diagnostic Equipment and Instruments
- 12 Diagnostic Testing Services
- 13 Disinfectants and Sterilants
- 14 Employment/Staffing Services
- 15 Flow Cytometry Instruments and Test Kits
- 16 Genetic Testing, Reagents, Test Kits, and Instruments
- 17 Hematology Analyzers
- 18 Hematology, Reagents, Test Kits, and Controls
- 19 Imaging Systems
- 20 Infectious Disease, Test Kits
- 21 Lab Automation Systems (Software)
- 22 Lab Furniture and Lighting
- 23 Laboratory Info Systems
- 24 Microbiology, Media, Reagents, Test Kits/instruments
- 25 Microscopes/Digital Cameras
- 26 Molecular Biology, Reagents, Test Kits/instruments
- 27 Point-of-Care Testing
- 28 Protective Apparel/Gloves
- 29 Rapid Tests
- 30 Reference Lab Testing Services
- 31 Refrigerators/Chillers
- 32 Safety Products
- 33 Slide Makers and Stainers
- 34 Specimen Collection Needles/Tubes/Containers/Identification Products
- 35 Specimen Transport
- 36 Urinalysis, Reagents, Test Kits, and Instruments
- 37 Waste Management and Disposal Products
- 38 Water Purification Systems
- 39 None of the Above

MLO0801PC

PUBLISHER'S AFFIDAVIT

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

A. Verner Nelson, Group Publisher

David Welsher, Circulation 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 August 11, 2009

State Florida

County Sarasota

Received by BPA Worldwide August 11, 2009

Type PJ

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