

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011
(INCLUDING SUPPLEMENTARY DATA)**

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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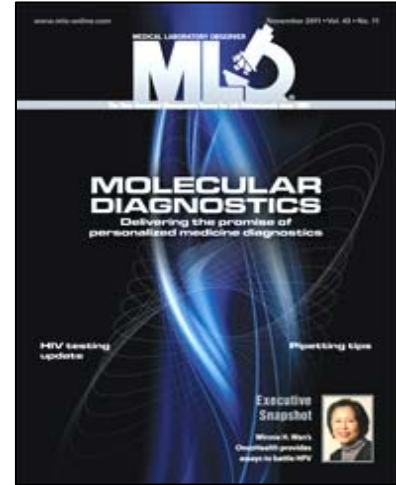
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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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, hematologists, as well as other supervisory personnel in clinical laboratories. Also qualified are LIS managers, educational coordinators in Medical Schools and Schools of Medical Technology; hematologists, clinical chemists and owners, POL directors, 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.

PURPOSE

Including herein is an analysis of the recipients who indicated which products/services their organization recommends, buys or specifies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	152
Advertiser and Agency _____	1,060
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	79
Digital _____	-
All Other _____	688
TOTAL	1,979

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	47,578	100.0	47,578	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,578	100.0	47,578	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
July _____	30	30	48,043
August _____	41	41	48,043
September _____	30	30	48,043
October _____	70	70	48,043
November _____	1,787	392	46,648
December _____	-	-	46,648
TOTAL	1,958	563	

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

This issue is 2.3% or 1,116 copies below 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/Admini- strator; Owner/Officer/ Purchasing	LIS Manager; Hematologist; Nurse Laboratorian; Education Coordinator; Other
1.HOSPITAL LAB (Note 1) _____	34,380	73.7	22,979	4,941	3,018	1,234	2,208
2.INDEPENDENT LAB _____	3,911	8.4	2,568	424	268	434	217
3.GROUP PRACTICE LAB _____	1,920	4.1	1,300	390	77	85	68
4.GOVERNMENT AND PUBLIC HEALTH LAB (Note 2) _____	1,126	2.4	731	75	185	49	86
5.BLOOD BANK _____	724	1.6	533	38	20	72	61
6.MEDICAL SCHOOL/MED TECH/CLS ED PROGRAMS _____	1,087	2.3	290	69	137	82	509
7.BIOMEDICAL INDUSTRIAL LAB _____	887	1.9	381	19	163	180	144
8.FREE STANDING EMERGENCY CENTER/AMBULATORY CARE CENTER ___	253	0.5	172	17	16	23	25
9.GROUP PURCHASING ORGANIZATION _____	177	0.4	62	9	12	69	25
10.HMO/PPO _____	171	0.4	111	21	10	14	15
11.PHYSICIAN'S OFFICE LABORATORY _____	1,968	4.2	1,272	443	64	84	105
12. OTHER _____	44	0.1	12	1	9	3	19
TOTAL QUALIFIED CIRCULATION	46,648	100.0	30,411	6,447	3,979	2,329	3,482
PERCENT	100.0		65.2	13.8	8.5	5.0	7.5

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

Note 2: Excluding Hospitals

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2011

This is an analysis of the 44,354 or 95.1% of the recipients who responded to the categories below. Which of the following products/services do you recommend, specify or purchase? See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Category	Total Responses	Percent of Total
Barcode/Patient ID Systems _____	8,707	18.7
Blood Collection Devices _____	12,545	26.9
Blood Bank Supplies _____	10,125	21.7
Centrifuges _____	14,492	31.1
Certification and Education Programs _____	10,237	21.9
Chemistry Analyzers/Instruments _____	12,923	27.7
Chemistry, Reagents and Test Kits _____	13,238	28.4
Coagulation Analyzers _____	10,838	23.2
Coagulation, Reagents and Test Kits _____	10,918	23.4
Cytology/Histology, Tests and Instruments _____	6,377	13.7
Diagnostic Equipment and Instruments _____	10,355	22.2
Diagnostic Testing Services _____	9,585	20.5
Disinfectants and Sterilants _____	9,860	21.1
Employment/Staffing Services _____	6,506	13.9
Flow Cytometry Instruments and Test Kits _____	4,953	10.6
Genetic Testing, Reagents, Test Kits, and Controls _____	4,468	9.6
Hematology Analyzers _____	11,766	25.2
Hematology, Reagents, Test Kits, and Controls _____	11,638	24.9
Imaging Systems _____	4,757	10.2
Infectious Disease, Test Kits _____	8,993	19.3
Lab Automation Systems (Software) _____	7,862	16.9
Lab Furniture and Lighting _____	10,023	21.5
Laboratory Info Systems _____	8,383	18.0
Microbiology, Media, Reagents, Test Kits/Instruments _____	9,793	21.0
Microscopes/Digital Cameras _____	10,761	23.1
Molecular Biology, Reagents, Test Kits/Instruments _____	5,995	12.9
Point-of-Care Testing _____	10,012	21.5
Protective Apparel/Gloves _____	12,807	27.5
Rapid Tests _____	11,227	24.1
Reference Lab Testing Services _____	8,915	19.1
Refrigerators/Chillers _____	11,776	25.2
Safety Products _____	13,372	28.7
Slide Makers and Stainers _____	9,277	19.9
Specimen Collection Needles/Tubes/Containers/Identification Products _____	12,137	26.0
Specimen Transport _____	9,636	20.7
Urinalysis, Reagents, Test Kits, and Instruments _____	11,961	25.6
Waste Management and Disposal Products _____	8,102	17.4
Water Purification Systems _____	7,109	15.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	27,547	14,166	4,935	46,648	100.0
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): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,547	14,166	4,935	46,648	100.0
PERCENT	59.0	30.4	10.6	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	46,648	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	46,648	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	348		Kentucky _____	821	
New Hampshire _____	255		Tennessee _____	1,262	
Vermont _____	133		Alabama _____	745	
Massachusetts _____	1,156		Mississippi _____	658	
Rhode Island _____	213		EAST SO. CENTRAL	3,486	7.5
Connecticut _____	485		Arkansas _____	540	
NEW ENGLAND	2,590	5.5	Louisiana _____	870	
New York _____	2,681		Oklahoma _____	781	
New Jersey _____	1,022		Texas _____	3,116	
Pennsylvania _____	2,137		WEST SO. CENTRAL	5,307	11.4
MIDDLE ATLANTIC	5,840	12.5	Montana _____	295	
Ohio _____	2,016		Idaho _____	281	
Indiana _____	1,117		Wyoming _____	142	
Illinois _____	2,046		Colorado _____	604	
Michigan _____	1,397		New Mexico _____	239	
Wisconsin _____	1,412		Arizona _____	631	
EAST NO. CENTRAL	7,988	17.1	Utah _____	326	
Minnesota _____	1,178		Nevada _____	193	
Iowa _____	808		MOUNTAIN	2,711	5.8
Missouri _____	1,125		Alaska _____	111	
North Dakota _____	303		Washington _____	785	
South Dakota _____	352		Oregon _____	504	
Nebraska _____	600		California _____	3,297	
Kansas _____	844		Hawaii _____	109	
WEST NO. CENTRAL	5,210	11.2	PACIFIC	4,806	10.3
Delaware _____	114		UNITED STATES	46,422	99.5
Maryland _____	815		U.S. Territories _____	191	
Washington, DC _____	134		Canada _____	12	
Virginia _____	1,043		Mexico _____	-	
West Virginia _____	501		Other International _____	18	
North Carolina _____	1,636		APO/FPO _____	5	
South Carolina _____	701		TOTAL QUALIFIED CIRCULATION	46,648	100.0
Georgia _____	1,396				
Florida _____	2,144				
SOUTH ATLANTIC	8,484	18.2			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
6-Month Period Ended:						
Total Audit Average Qualified: _____	48,050	48,050	48,045	48,045	48,044	47,578
Qualified Non-Paid: _____	48,050	48,050	48,045	48,045	48,044	47,578
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA

APRIL 2011



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: LABLINE
 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 _____

4 Please indicate the annual volume of testing performed by your lab:
 01 less than 2,000 04 25,001 - 50,000 07 100,001 - 500,000
 02 2,001 - 10,000 05 50,001 - 75,000 08 500,001 - 1,000,000
 03 10,001 - 25,000 06 75,001 - 100,000 09 1,000,001+

5 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'/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/PCO
- 11 Physician's Office Laboratory
- 12 Other (please specify) _____

6 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 Hematologist
- 09 Physician 19 Other (please specify) _____
- 10 Physician

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

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

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

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

MLO1104PC



PUBLISHER'S AFFIDAVIT

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

Kristine Russell, Publisher
 Evelyn Dodge, Accounting 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.

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 State Florida
 County Sarasota
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 ID Number M087S0D1