

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Healthcare Packaging

Summit Media Group
330 North Wabash Avenue
Chicago, IL 60611
Tel.: 312-222-1010
Fax: 312-222-1310

Official Publication of: None
Established: 2006
Issues Per Year: 6



FIELD SERVED

HEALTHCARE PACKAGING serves businesses who primarily manufacture pharmaceuticals, medical devices/diagnostic instruments, nutraceuticals, vitamins, or dietary supplements, biological/biopharmaceutical, food and beverages, health and beauty, other product and services, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Corporate & General Management, Production & Engineering, QA/QC, Marketing, Research and Development, Package Design, Purchasing, Regulatory Affairs, and Others Allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	3
Advertiser and Agency _____	1,119
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	400
Digital _____	-
All Other _____	852
TOTAL	2,374

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,333	100.0	20,333	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,333	100.0	20,333	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	179	1,979	18,500	1,800	20,300
March/April _____	247	485	18,500	2,038	20,538
May/June _____	8,746	8,370	18,500	1,662	20,162
TOTAL	9,172	10,834			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	24,533	13,244	11,340	1.17	01:05	02:02
February _____	27,154	14,344	12,141	1.18	01:11	02:13
March _____	33,156	18,507	15,886	1.16	01:02	01:49
April _____	30,642	17,108	14,640	1.17	01:01	01:49
May _____	31,536	18,314	15,803	1.16	01:05	01:52
June _____	25,655	14,588	12,636	1.15	01:08	02:00
AVERAGE:	28,779	16,018	13,741	1.17	01:05	01:58

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011
 This issue is 1.3% or 257 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Corporate & General Management	Production & Engineering	QA/QC	Brand Management/Marketing	Research and Development	Package Design	Purchasing	Regulatory Affairs, Government, Validation/Compliance	Brand Protection/Anti-Counterfeiting	Sustainability	Others Allied to the Field
Pharmaceuticals _____	8,155	40.3	7,822	333	2,671	1,628	913	325	1,727	184	240	218	30	9	210
Medical devices / Diagnostic instruments _____	5,259	26.1	5,159	100	2,392	1,131	253	306	563	156	251	82	6	9	110
Nutraceuticals, vitamins or dietary supplements _____	821	4.1	777	44	380	122	57	61	89	25	41	13	3	4	26
Biological / Biopharmaceutical _____	1,001	5.0	978	23	313	211	129	42	207	27	25	34	2	1	10
Food and Beverages _____	2,238	11.1	1,933	305	1,171	392	138	112	201	74	83	17	9	2	39
Health and Beauty _____	535	2.7	436	99	198	103	29	35	68	48	28	4	-	-	22
Other Products and Services _____	254	1.3	242	12	107	53	10	2	58	1	6	11	1	2	3
Others allied to the field (Note 1) _____	1,899	9.4	1,153	746	637	290	48	315	207	156	82	23	12	3	126
TOTAL QUALIFIED CIRCULATION	20,162	100.0	18,500	1,662	7,869	3,930	1,577	1,198	3,120	671	756	402	63	30	546
PERCENT	100.0		91.8	8.2	39.1	19.6	7.8	5.9	15.5	3.3	3.7	2.0	0.3	0.1	2.7

Note 1: Others allied to the field includes Suppliers.

ADDITIONAL DATA		
NUMBER OF EMPLOYEES	Total Qualified	Percent
1,000 or more _____	1,532	7.6
500-999 _____	1,005	5.0
250-499 _____	1,206	6.0
100-249 _____	1,629	8.1
50-99 _____	1,137	5.6
20-49 _____	986	4.9
Under 20 _____	1,923	9.5
Unknown or no answer _____	10,744	53.3
TOTAL QUALIFIED	20,162	100.0

ADDITIONAL DATA		
EMPLOYEES WORLDWIDE	Total Qualified	Percent
1,000 or more _____	6,892	34.2
500-999 _____	1,356	6.7
250-499 _____	1,767	8.8
100-249 _____	2,064	10.2
50-99 _____	1,771	8.8
20-49 _____	1,271	6.3
Under 20 _____	3,051	15.1
Unknown or no answer _____	1,990	9.9
TOTAL QUALIFIED	20,162	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	13,519	5,700	759	18,316	1,662	19,978	99.1
II. Request from recipient's company: _____	184	-	-	184	-	184	0.9
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	13,703	5,700	759	18,500	1,662	20,162	100.0
PERCENT	67.9	28.3	3.8	91.8	8.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	18,500	1,662	20,162	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,500	1,662	20,162	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	45	-	45		Kentucky _____	159	-	159	
New Hampshire _____	109	-	109		Tennessee _____	317	-	317	
Vermont _____	40	-	40		Alabama _____	134	-	134	
Massachusetts _____	883	-	883		Mississippi _____	40	-	40	
Rhode Island _____	93	-	93		EAST SO. CENTRAL	650	-	650	3.2
Connecticut _____	343	-	343		Arkansas _____	87	-	87	
NEW ENGLAND	1,513	-	1,513	7.5	Louisiana _____	90	-	90	
New York _____	1,371	-	1,371		Oklahoma _____	80	-	80	
New Jersey _____	1,725	-	1,725		Texas _____	661	-	661	
Pennsylvania _____	1,327	-	1,327		WEST SO. CENTRAL	918	-	918	4.6
MIDDLE ATLANTIC	4,423	-	4,423	22.0	Montana _____	26	-	26	
Ohio _____	641	-	641		Idaho _____	42	-	42	
Indiana _____	526	-	526		Wyoming _____	4	-	4	
Illinois _____	1,319	-	1,319		Colorado _____	218	-	218	
Michigan _____	417	-	417		New Mexico _____	30	-	30	
Wisconsin _____	474	-	474		Arizona _____	146	-	146	
EAST NO. CENTRAL	3,377	-	3,377	16.7	Utah _____	202	-	202	
Minnesota _____	567	-	567		Nevada _____	59	-	59	
Iowa _____	175	-	175		MOUNTAIN	727	-	727	3.6
Missouri _____	414	-	414		Alaska _____	6	-	6	
North Dakota _____	25	-	25		Washington _____	190	-	190	
South Dakota _____	36	-	36		Oregon _____	104	-	104	
Nebraska _____	120	-	120		California _____	2,149	1	2,150	
Kansas _____	140	-	140		Hawaii _____	18	-	18	
WEST NO. CENTRAL	1,477	-	1,477	7.3	PACIFIC	2,467	1	2,468	12.2
Delaware _____	103	-	103		UNITED STATES	18,366	1	18,367	91.1
Maryland _____	353	-	353		U.S. Territories _____	133	-	133	
Washington, DC _____	20	-	20		Canada _____	-	179	179	
Virginia _____	251	-	251		Mexico _____	-	97	97	
West Virginia _____	67	-	67		Other International _____	1	1,385	1,386	
North Carolina _____	648	-	648		AP0/FPO _____	-	-	-	
South Carolina _____	237	-	237		TOTAL QUALIFIED CIRCULATION	18,500	1,662	20,162	100.0
Georgia _____	395	-	395						
Florida _____	740	-	740						
SOUTH ATLANTIC	2,814	-	2,814	14.0					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	20,000	19,500	18,500	18,734	19,298	20,333
Qualified Non-Paid: ____	20,000	19,500	18,500	18,734	19,298	20,333
Print Version Only ____	-	-	-	18,500	18,500	18,500
Digital Version Only ____	-	-	-	234	798	1,833
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only ____	-	-	-	-	-	-
Digital Version Only ____	-	-	-	-	-	-
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 2010 – June 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

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,500	100.0	18,500	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,500	100.0	18,500	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,833	100.0	1,833	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,833	100.0	1,833	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Jim Chrzan, VP/Publisher

Bruce Sprague, Director - Audience Development

(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, 2011

State IL

County Cook

Received by BPA Worldwide July 14, 2011

Type PJ

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