

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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PanGlobal Media
Rue Royale 326
1030 Brussels, Belgium
Tel.: +32-2-240.26.11
Fax: +32-2-240.26.18
www.ihe-online.com

Official Publication of: None
Established: 1975
Issues Per Year: 7
(See Paragraph 9)

FIELD SERVED

INTERNATIONAL HOSPITAL EQUIPMENT & SOLUTIONS serves hospitals, clinics, university hospitals, outpatient clinics, medical centers, nursing homes, extended care facilities, government authorities, health agencies, hospital planners, turnkey contractors, procurement agencies, distributors of medical products and other activities as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are hospital administrators, directors, medical department heads, medical practitioners, central services staff and other personnel in the above field as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	325
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	3,236
TOTAL	3,561

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,300	100.0	24,300	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,300	100.0	24,300	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February/ March ____	378	51					24,390								
April / May ____	220	96					24,266	June ____	133	111					24,244
								TOTAL	731	258					

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

This issue is 0.2% or 51 copies below the average of the other 2 issues reported in Paragraph two.

TYPE OF INSTITUTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)
HOSPITAL/CLINIC/UNIVERSITY HOSPITAL _____	16,642	68.6	14,207	2,435
OUTPATIENT CLINIC/MEDICAL CENTRE _____	3,735	15.4	3,142	593
NURSING HOMES/EXTENDED CARE _____	460	1.9	381	79
GOVERNMENT AUTHORITY/HEALTH AGENCY _____	531	2.2	416	115
HOSPITAL PLANNER/TURNKEY CONTRACTOR/PROCUREMENT AGENCY _____	203	0.8	153	50
DISTRIBUTOR OF MEDICAL PRODUCTS _____	1,542	6.3	1,280	262
OTHER QUALIFIED _____	1,153	4.8	988	165
TOTAL QUALIFIED CIRCULATION	24,266	100.0	20,567	3,699
PERCENT	100.0		84.8	15.2

BY JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
Hospital Administrator/Director _____	8,984	37.0
Medical Department Head _____	3,253	13.4
Medical Practitioner _____	7,518	31.0
Central Services Staff _____	923	3.8
Non-Hospital Function (e.g. distributor/turnkey) _____	1,871	7.7
Other Inc. Non Hospital Based Physicians _____	1,717	7.1
TOTAL QUALIFIED CIRCULATION	24,266	100.0

SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL	TYPE OF INSTITUTION						
			HOSPITAL/CLINIC/UNIVERSITY HOSPITAL	OUT-PATIENT CLINIC/MEDICAL CENTRE	REHABILITATION CLINIC/NURSING HOMES/EXTEND. CARE	GOVERNMENT AUTHORITY/HEALTH AGENCY	HOSPITAL PLANNER/TURNKEY CONTRACTOR/PROCUREMENT AGENCY	DISTRIBUTOR OF MEDICAL PRODUCTS	OTHER ACTIVITIES
Hospital Administration & General Staff including Hospital Directors, Senior Purchasing Personnel, Hospital Information, Technology Officers, Medical Directors, Heads of Biomedical Engineering and Central Services _____	9,449	38.9	8,511	291	201	134	45	90	177
Radiologists & Medical Imaging Specialists including Radiotherapy, Nuclear Medicine and Medical Physics _____	1,575	6.5	1,069	278	15	50	15	112	36
Anaesthesiology & Intensive Care including Emergency Medicine, Paediatric Intensive Care & Neonatology and Dialysis _____	2,452	10.1	2,033	111	20	75	15	159	39
Cardiology & Internal Medicine including Pneumology & Respiratory Medicine and Gastroenterology _____	3,035	12.5	1,708	1,035	38	43	7	100	104
Surgery/Gynaecology/Urology including Cardiovascular Surgery, Neurosurgery, Orthopaedics and Obstetrics _____	2,121	8.7	1,317	537	19	72	19	98	59
Physiotherapy/rehabilitation _____	286	1.2	111	42	104	6	6	7	10
Other Medical Specialists, incl Neurology, Ophthalmology, Otolaryngology other medical specialists _____	3,270	13.5	1,458	1,344	36	62	15	115	240
Non Hospital (Eg. Distributors, Hospital Planners, etc...) and other related to the field _____	2,078	8.6	435	97	27	89	81	861	488
GENERAL TOTAL	24,266	100.0	16,642	3,735	460	531	203	1,542	1,153

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL – Direct Request: _____	9,279	4,832	4,390	14,802	3,699			18,501	76.2
a. Written _____	263	266	228	606	151			757	3.1
b. Telecommunication _____	6,670	3,108	3,215	10,395	2,598			12,993	53.5
c. Electronic _____	2,346	1,458	947	3,801	950			4,751	19.6
II. TOTAL – Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	5,765	-	5,765	-			5,765	23.8
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	-	5,765	-	5,765	-			5,765	23.8
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,279	10,597	4,390	20,567	3,699			24,266	100.0
PERCENT	38.2	43.7	18.1	84.8	15.2			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	19,929	3,699			23,628	97.4
Individuals by name only _____	638	-			638	2.6
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	20,567	3,699			24,266	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL / MAY 2009									
Region/Country	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
ASIA					Norway _____	27	8	35	
Armenia _____	8	-	8		Poland _____	393	272	665	
Azerbaijan _____	1	-	1		Portugal _____	80	19	99	
Bangladesh _____	1	-	1		Ireland _____	74	17	91	
Brunei Darussalam _____	3	-	3		Romania _____	67	15	82	
China _____	83	16	99		Russian Federation _____	178	94	272	
Georgia _____	1	-	1		Slovakia _____	30	5	35	
Hong Kong - SAR _____	91	1	92		Slovenia _____	26	2	28	
India _____	565	83	648		Spain _____	851	155	1,006	
Indonesia _____	75	9	84		Sweden _____	118	21	139	
Japan _____	29	10	39		Switzerland _____	452	137	589	
Kazakhstan _____	1	-	1		Turkey _____	217	244	461	
Korea, Republic Of _____	15	6	21		Ukraine _____	23	4	27	
Macao _____	2	-	2		United Kingdom _____	3,706	336	4,042	
Malaysia _____	174	26	200		*unspecified Europe _____	10	3	13	
Nepal _____	5	-	5		Subtotal	13,822	2,963	16,785	69.2
Pakistan _____	130	18	148		AFRICA				
Philippines _____	71	6	77		Algeria _____	7	2	9	
Singapore _____	88	23	111		Egypt _____	112	16	128	
Sri Lanka _____	24	2	26		Libyan Arab Jamahiriya _____	13	2	15	
Taiwan _____	24	7	31		Mauritius _____	1	-	1	
Thailand _____	28	9	37		Morocco _____	9	1	10	
Vietnam _____	20	7	27		Seychelles _____	1	1	2	
Subtotal	1,439	223	1,662	6.9	South Africa _____	438	180	618	
MIDDLE EAST					Tunisia _____	12	1	13	
Bahrain _____	19	2	21		Subtotal	593	203	796	3.3
Iran _____	128	9	137		NORTH AMERICA				
Israel _____	132	27	159		Mexico _____	912	15	927	
Jordan _____	25	3	28		Subtotal	912	15	927	3.8
Kuwait _____	18	3	21		CARIBBEAN				
Lebanon _____	78	3	81		Aruba _____	-	1	1	
Oman _____	18	2	20		Cuba _____	1	-	1	
Qatar _____	13	5	18		Netherlands Antilles _____	2	1	3	
Saudi Arabia _____	377	41	418		Trinidad and Tobago _____	3	-	3	
Syrian Arab Republic _____	58	14	72		Subtotal	6	2	8	0.0
United Arab Emirates _____	551	18	569		CENTRAL AMERICA				
Yemen _____	3	1	4		Belize _____	4	-	4	
Subtotal	1,420	128	1,548	6.4	Costa Rica _____	22	-	22	
EUROPE					El Salvador _____	25	-	25	
Austria _____	173	47	220		Guatemala _____	5	-	5	
Belarus _____	4	1	5		Honduras _____	10	3	13	
Belgium _____	210	73	283		Panama _____	3	-	3	
Bulgaria _____	48	9	57		Subtotal	69	3	72	0.3
Croatia _____	43	6	49		SOUTH AMERICA				
Cyprus _____	15	7	22		Argentina _____	324	62	386	
Czech Republic _____	79	146	225		Bolivia _____	15	1	16	
Denmark _____	107	22	129		Brazil _____	230	27	257	
Estonia _____	11	4	15		Chile _____	125	9	134	
Faroe Islands _____	1	-	1		Colombia _____	169	19	188	
Finland _____	79	11	90		Ecuador _____	144	4	148	
France _____	2,250	479	2,729		Paraguay _____	28	-	28	
Germany _____	3,318	364	3,682		Peru _____	63	7	70	
Gibraltar _____	1	-	1		Uruguay _____	58	2	60	
Greece _____	58	12	70		Venezuela _____	128	3	131	
Hungary _____	92	131	223		Subtotal	1,284	134	1,418	5.8
Iceland _____	5	4	9		ASIA PACIFIC				
Italy _____	803	245	1,048		Australia _____	818	21	839	
Latvia _____	17	4	21		Guam _____	1	-	1	
Lithuania _____	19	8	27		New Zealand _____	202	7	209	
Luxembourg _____	8	2	10		Western Samoa _____	1	-	1	
Malta _____	11	2	13		Subtotal	1,022	28	1,050	4.3
Monaco _____	1	-	1		TOTAL QUALIFIED CIRCULATION	20,567	3,699	24,266	100.0
Netherlands _____	217	54	271						

*See Paragraph 9

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

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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	26,780	24,948	24,770	23,841	24,967	24,300
Qualified Non-Paid Total	26,780	24,948	24,770	23,841	24,967	24,300
Print Only	26,780	24,948	24,770	23,841	22,281	20,605
Electronic Only	-	-	-	-	2,686	3,695
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Electronic Only	-	-	-	-	-	-
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)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. 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 electronic version are notified via email when the version is available.

CHANGE IN FREQUENCY

Effective with the February/March 2009 issue, INTERNATIONAL HOSPITAL EQUIPMENT & SOLUTIONS changed its frequency from 8 to 7 issues per year.

PARAGRAPH 3b:

Other Sources include 5 sources of circulation for quantities of 190 copies or 0.8% to 3,089 copies or 12.7%, including Hospital Directors DM.

PARAGRAPH 4: GEOGRAPHICAL BREAKOUT

Serbia and Montenegro are not included in the Geographical Breakout. These have been entered under Unspecified Europe.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,605	100.0	20,605	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,605	100.0	20,605	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,695	100.0	3,695	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,695	100.0	3,695	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Renda Fury, Data Analyst

Bernard Legar, Managing Director

(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 12, 2009

Country Belgium

City Brussels

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