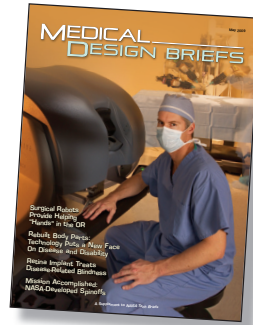


# MEDICAL DESIGN BRIEFS

The Publisher swears that the following information concerning our circulation demographics is accurate as of the November 2009 issue.



Joseph T. Pramberger, Publisher



<b>Do you design or develop products for the medical market?</b>	Yes	40,000	100%
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## JOB FUNCTIONS

Which categories best describe your job functions? (Check all that apply)

	Subscribers	% of total circulation
Design Engineering	25,011	63%
Test & Quality Control	15,578	39%
Manufacturing & Production	15,557	35%
Engineering Management	14,171	37%
General & Corporate Mgmt	14,881	31%
Basic R&D	12,253	39%
Other	3,995	10%

## MANAGEMENT RESPONSIBILITY

Do you manage an engineering department, project team, or projects?

	Subscribers	% of total circulation
Yes	29,293	73.2%
No	10,621	26.6%
Did not respond	86	0.2%
	40,000	100%

# TB TECH BRIEFS MEDIA GROUP

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**Medical Design Briefs** targets engineers at the front end of the product development process, when critical decisions are made on specs and vendors. Every subscriber is involved in the design/development of products for the medical market. Each issue features exclusive reports of bio-med breakthroughs from NASA, its industry partners and other R&D leaders worldwide.

## BUYING INFLUENCE

Which products do you recommend, specify, or authorize the purchase of? (Check all that apply)

	Subscribers	% of total circulation
Rapid Prototyping & Tooling	11,222	28.1%
Lasers & Laser Systems	11,296	28.2%
Optics/Optical Components	11,581	29.0%
Motors & Drives/Power Transmission	13,321	33.3%
Cameras/Imaging/Video	13,853	34.6%
Fastening/Joining/Assembly	14,660	36.7%
Mechanical Components	17,855	44.6%
Connectors/Packaging	15,116	37.8%
Adhesives & Coatings	14,163	35.4%
Plastics/Composites/Ceramics	16,791	42.0%
Data Acquisition	15,173	37.9%
Sensors/Transducers/Detectors	17,146	42.9%
Power Supplies & Batteries	17,245	43.1%
Test & Measurement Instruments	19,693	49.2%
Workstations	16,287	40.7%
Software	19,697	49.2%
Electronic Components	21,422	53.6%