

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 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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Advantage
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Laboratory EQUIPMENT.

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FIELD SERVED

LABORATORY EQUIPMENT serves industry, university or college, government, independent laboratories, contract laboratories, hospital or medical centers, consulting, and others.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are lab and R&D dir/mgr/spvsr, project mgmt (including project dir/mgr/spvsr, group/team leader, section head, spvsr), corporate/executive mgmt (including pres, CEO, owner, partner, VP, GM), technical dir/mgr/spvsr, IT/IS dir/mgr, QA/QC dir/mgr/spvsr, safety dir/mgr/spvsr, scientist/chemist, engineering dir/mgr/spvsr, engineer, university/college professor, dept head, grad student, architect, purchasing dir/mgr/agent, facility dir/mgr, consultant, and others.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	586
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	120
All Other _____	328
TOTAL	1,034

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	73,010	100.0	73,010	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,010	100.0	73,010	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	7,530	-	56,225	16,788			73,013	October ____	306	312	55,779	17,231			73,010
August ____	28	31	56,240	16,776			73,016	November __	155	155	55,564	17,446			73,010
September _	516	504	56,273	16,731			73,004	December __	75	75	55,086	17,924			73,010
TOTAL								TOTAL	8,610	1,077					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008												
This issue is -% or 1 copy below the average of the other 5 issues reported in Paragraph two.												
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Lab & R&D Dir/Mgr/Spvsr, Project Mgmt, Corporate/Executive Mgmt (Note 1)	Technical Dir/Mgr/Spvsr, IT/IS Dir/Mgr	QA/QC Dir/Mgr/Spvsr, Safety Dir/Mgr/Spvsr	Scientist/Chemist	Engineering Dir/Mgr/Spvsr, Engineer	University/College Professor, Dept Head, Grad Student	Architect, Purchasing Dir/Mgr/Agent, Facility Dir/Mgr	Consultant, Other
INDUSTRY _____	52,989	72.6	41,140	11,849	28,200	6,857	3,749	4,174	7,567	113	1,648	681
UNIVERSITY OR COLLEGE _____	5,083	7.0	3,435	1,648	1,725	364	433	781	286	1,396	89	9
GOVERNMENT _____	3,537	4.8	2,490	1,047	1,419	630	112	662	615	8	79	12
INDEPENDENT/CONTRACT LABORATORIES _____	6,923	9.5	5,277	1,646	4,904	378	430	605	355	59	176	16
CONSULTING _____	2,253	3.1	1,653	600	1,239	138	36	35	303	4	105	393
HOSPITAL OR MEDICAL CENTER _____	1,981	2.7	1,388	593	1,268	250	63	163	110	47	59	20
OTHER _____	244	0.3	181	63	162	1	5	3	21	-	18	34
TOTAL QUALIFIED CIRCULATION	73,010	100.0	55,564	17,446	38,917	8,618	4,828	6,423	9,257	1,627	2,174	1,165
PERCENT	100.0	-	76.1	23.9	53.3	11.8	6.6	8.8	12.7	2.2	3.0	1.6

Note 1: Project Mgmt includes Project Dir/Mgr/Spvsr, Group/Team Leader, Section Head, Spvsr; Corporate/Executive Mgmt includes Pres, CEO, Owner, Partner, VP, GM.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL – Personal direct request from the recipient: _____	51,224	21,786	-	55,564	17,446			73,010	100.0
a. Written _____	2,087	469	-	2,331	225			2,556	3.5
b. Telecommunication _____	40,876	18,950	-	47,173	12,653			59,826	81.9
c. Electronic _____	8,261	2,367	-	6,060	4,568			10,628	14.6
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): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	51,224	21,786	-	55,564	17,446			73,010	100.0
PERCENT	70.2	29.8	-	76.1	23.9			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	55,564	17,446			73,010	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	55,564	17,446			73,010	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	232	50	282		400-427 Kentucky _____	566	175	741	
030-038 New Hampshire _____	396	75	471		370-385 Tennessee _____	925	317	1,242	
050-059 Vermont _____	131	38	169		350-369 Alabama _____	612	189	801	
010-027 Massachusetts _____	2,418	483	2,901		386-397 Mississippi _____	299	70	369	
028-029 Rhode Island _____	280	56	336		EAST SO. CENTRAL	2,402	751	3,153	4.3
060-069 Connecticut _____	1,186	410	1,596		716-729 Arkansas _____	386	104	490	
NEW ENGLAND	4,643	1,112	5,755	7.9	700-714 Louisiana _____	407	125	532	
100-149 New York _____	3,670	1,089	4,759		730-749 Oklahoma _____	516	160	676	
070-089 New Jersey _____	3,075	1,077	4,152		750-799 Texas _____	3,373	1,087	4,460	
150-196 Pennsylvania _____	3,276	973	4,249		WEST SO. CENTRAL	4,682	1,476	6,158	8.4
MIDDLE ATLANTIC	10,021	3,139	13,160	18.0	590-599 Montana _____	114	26	140	
430-459 Ohio _____	2,840	858	3,698		832-838 Idaho _____	240	80	320	
460-479 Indiana _____	1,273	407	1,680		820-831 Wyoming _____	78	30	108	
600-629 Illinois _____	3,305	938	4,243		800-816 Colorado _____	713	244	957	
480-499 Michigan _____	2,046	629	2,675		870-884 New Mexico _____	272	88	360	
530-549 Wisconsin _____	1,603	446	2,049		850-865 Arizona _____	654	223	877	
EAST NO. CENTRAL	11,067	3,278	14,345	19.6	840-847 Utah _____	510	162	672	
550-567 Minnesota _____	1,311	386	1,697		889-898 Nevada _____	194	36	230	
500-528 Iowa _____	654	205	859		MOUNTAIN	2,775	889	3,664	5.0
630-658 Missouri _____	1,121	319	1,440		995-999 Alaska _____	33	6	39	
580-588 North Dakota _____	133	38	171		980-994 Washington _____	762	262	1,024	
570-577 South Dakota _____	123	49	172		970-979 Oregon _____	484	170	654	
680-693 Nebraska _____	415	125	540		900-961 California _____	6,380	1,988	8,368	
660-679 Kansas _____	559	167	726		967-968 Hawaii _____	78	17	95	
WEST NO. CENTRAL	4,316	1,289	5,605	7.7	PACIFIC	7,737	2,443	10,180	13.9
197-199 Delaware _____	261	91	352		UNITED STATES	55,367	16,723	72,090	98.7
206-219 Maryland _____	1,095	352	1,447		969 & 004-009 U.S. Territories _____	197	29	226	
200-205 Washington, DC _____	105	43	148		Canada _____	-	133	133	
220-246 Virginia _____	967	337	1,304		Mexico _____	-	21	21	
247-268 West Virginia _____	260	59	319		Other International _____	-	540	540	
270-289 North Carolina _____	1,458	384	1,842		APO/FPO _____	-	-	-	
290-299 South Carolina _____	693	183	876		TOTAL QUALIFIED CIRCULATION	55,564	17,446	73,010	100.0
300-319 Georgia _____	1,155	355	1,510						
320-349 Florida _____	1,730	542	2,272						
SOUTH ATLANTIC	7,724	2,346	10,070	13.8					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified _____	92,098	85,044	82,775	80,541	73,010
Qualified Non-Paid Total _____	92,098	85,044	82,775	80,541	73,010
Print Only _____	85,325	72,209	67,190	63,943	55,861
Digital Only _____	6,773	12,835	15,585	16,598	17,149
Qualified Paid Total _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Digital Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

*NOTE: July-December 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

PARAGRAPHS 5 THROUGH 8 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 _____	55,861	100.0	55,861	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	55,861	100.0	55,861	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,149	100.0	17,149	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,149	100.0	17,149	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 9, 2009
Elizabeth Vickers, Publisher	State	New Jersey
Gail Kirberger, Associate Director, Audience Development	County	Morris
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 9, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	L006Y0D8