



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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Official Publication of: None
Established: 1989
Issues Per Year: 22
(See Additional Data)

FIELD SERVED

ADVANCE FOR MEDICAL LABORATORY PROFESSIONALS serves the medical laboratory profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are medical laboratory technologists, medical laboratory technicians, bench technologists, generalists, chief technologists, cytology specialists (cytotechnologists), histology specialists (histotechnologists), genetic technologists, laboratory directors, laboratory managers, laboratory section heads, chemistry supervisors, microbiologists, blood specialists (phlebotomists) (hematologists), MT students, educators, program directors, members of affiliated organizations and other titled personnel allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	210
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	88
Digital _____	-
All Other _____	857
TOTAL	1,155

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,620	100.0	41,620	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,620	100.0	41,620	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD				
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
January 17 _____	24,215	1,487	15,798	41,500
January 31 _____	24,213	1,588	15,819	41,620
February 14 _____	24,131	1,629	15,908	41,668
February 28 _____	24,064	1,661	15,971	41,696
March 14 _____	24,004	1,719	16,032	41,755
March 28 _____	22,770	1,768	17,278	41,816
April 11 _____	23,835	1,779	16,179	41,793
April 25 _____	23,794	1,760	16,221	41,775
May 9 _____	23,709	1,829	16,294	41,832
*May 23 _____	23,978	1,870	16,027	41,875
June 6 _____	39,976	122	32	40,130
June 20 _____	23,971	1,969	16,037	41,977

*Analyzed Issue

ADVANCE FOR MEDICAL LABORATORY PROFESSIONALS / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011**This issue is 0.7% or 278 copies above the average of the other 11 issues reported in Paragraph two.**

TITLES	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)
Medical Technologist/Medical Lab Technician (Note 1) _____	21,572	51.5	12,453	757	8,362
Laboratory Director, Manager, Section Supervisor and Chief Technologist _____	10,560	25.2	5,823	550	4,187
Histology Specialist (includes NSH Members) (Note 2) _____	5,131	12.3	4,012	73	1,046
Cytology Specialist (includes ASCT Members) (Note 3) _____	1,461	3.5	908	58	495
Blood Bank Specialist (Note 4) _____	932	2.2	288	64	580
Genetic Technologist _____	114	0.3	20	14	80
Microbiologist _____	530	1.3	97	70	363
MT Student _____	558	1.3	89	218	251
Educator/Facilities and Program Director _____	955	2.3	237	63	655
Other Titled Personnel Allied to Field _____	62	0.1	51	3	8
TOTAL QUALIFIED CIRCULATION	41,875	100.0	23,978	1,870	16,027
PERCENT	100.0		57.2	4.5	38.3

Note 1: Includes Bench Technologists, Generalists, AMT and ASCLS Members

Note 2: Includes Histotechnologist

Note 3: Includes Cytotechnologist

Note 4: Includes Phlebotomist, Blood Bank Specialist and Hematologist

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	12,413	7,032	6,071	7,619	1,870	16,027	25,516	60.9
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): _____	14,901	197	1,261	16,359	-	-	16,359	39.1
*Association rosters and directories _____	10,773	197	1,261	12,231	-	-	12,231	29.2
*Business directories _____	2,281	-	-	2,281	-	-	2,281	5.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	1,847	-	-	1,847	-	-	1,847	4.4
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,314	7,229	7,332	23,978	1,870	16,027	41,875	100.0
PERCENT	65.2	17.3	17.5	57.2	4.5	38.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	23,978	1,870	16,027	41,875	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,978	1,870	16,027	41,875	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	161	12	113	286		Kentucky _____	336	15	188	539	
New Hampshire _____	121	11	111	243		Tennessee _____	500	39	378	917	
Vermont _____	74	7	42	123		Alabama _____	335	17	194	546	
Massachusetts _____	615	38	447	1,100		Mississippi _____	403	10	137	550	
Rhode Island _____	162	8	78	248		EAST SO. CENTRAL	1,574	81	897	2,552	6.1
Connecticut _____	312	16	260	588		Arkansas _____	222	10	122	354	
NEW ENGLAND	1,445	92	1,051	2,588	6.2	Louisiana _____	421	8	187	616	
New York _____	1,260	118	1,312	2,690		Oklahoma _____	301	16	141	458	
New Jersey _____	803	47	759	1,609		Texas _____	2,245	98	939	3,282	
Pennsylvania _____	986	71	980	2,037		WEST SO. CENTRAL	3,189	132	1,389	4,710	11.2
MIDDLE ATLANTIC	3,049	236	3,051	6,336	15.1	Montana _____	130	6	57	193	
Ohio _____	745	58	576	1,379		Idaho _____	151	4	90	245	
Indiana _____	437	29	291	757		Wyoming _____	111	3	40	154	
Illinois _____	856	60	532	1,448		Colorado _____	372	31	221	624	
Michigan _____	631	43	432	1,106		New Mexico _____	170	12	114	296	
Wisconsin _____	596	39	350	985		Arizona _____	441	32	321	794	
EAST NO. CENTRAL	3,265	229	2,181	5,675	13.6	Utah _____	150	2	78	230	
Minnesota _____	629	46	335	1,010		Nevada _____	145	9	103	257	
Iowa _____	380	24	194	598		MOUNTAIN	1,670	99	1,024	2,793	6.7
Missouri _____	403	33	247	683		Alaska _____	109	5	51	165	
North Dakota _____	127	8	57	192		Washington _____	663	38	279	980	
South Dakota _____	152	11	104	267		Oregon _____	301	19	147	467	
Nebraska _____	231	15	130	376		California _____	1,327	73	837	2,237	
Kansas _____	330	13	178	521		Hawaii _____	107	2	52	161	
WEST NO. CENTRAL	2,252	150	1,245	3,647	8.7	PACIFIC	2,507	137	1,366	4,010	9.6
Delaware _____	65	7	85	157		UNITED STATES	23,928	1,479	15,961	41,368	98.8
Maryland _____	531	32	422	985		U.S. Territories _____	33	5	52	90	
Washington, DC _____	38	1	27	66		Canada _____	-	54	-	54	
Virginia _____	445	45	458	948		Mexico _____	-	-	-	-	
West Virginia _____	145	13	101	259		Other International _____	-	329	-	329	
North Carolina _____	617	64	650	1,331		APO/FPO _____	17	3	14	34	
South Carolina _____	286	25	289	600		TOTAL QUALIFIED CIRCULATION	23,978	1,870	16,027	41,875	100.0
Georgia _____	1,014	45	504	1,563							
Florida _____	1,836	91	1,221	3,148							
SOUTH ATLANTIC	4,977	323	3,757	9,057	21.6						

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.

AVERAGE NON-QUALIFIED CIRCULATION:

TRADE SHOWS AND CONVENTIONS:

Event	Date 2011	Location
SLAS LabAuto, Society for Laboratory Automation and Screening	1/30-2/1/2011	Palm Springs, CA
MSCLS, MSCLS Annual Meeting	3/30-4/1/2011	Kalamazoo, MI
ASCT, American Society for Cytotechnology	4/15-4/17/2011	San Francisco, CA
CLMA, Clinical Laboratory Management Association	5/22-5/25/2011	Baltimore, MD

CHANGE IN FREQUENCY:

Effective January 2011, ADVANCE FOR Medical Laboratory Professionals changed its frequency from 24 to 22 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 624 copies or 1.5% to 4,111 copies or 9.8%. Business directories include 1 source of circulation for a quantity of 2,281 copies or 5.5%. Other Sources include 3 sources of circulation for quantities of 43 copies or 0.1% to 1,352 copies or 3.2%.

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_____	25,222	100.0	25,222	100.0	-	-
Sponsored Individually Addressed____	-	-	-	-	-	-
Membership Benefit_____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,222	100.0	25,222	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_____	1,598	100.0	1,598	100.0	-	-
Sponsored Individually Addressed____	-	-	-	-	-	-
Membership Benefit_____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,598	100.0	1,598	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT AND DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual_____	14,800	100.0	14,800	100.0	-	-
Sponsored Individually Addressed____	-	-	-	-	-	-
Membership Benefit_____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,800	100.0	14,800	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 11, 2011
Ann Wiest Kielinski, Publisher	State	PA
W.M "Woody" Kielinski, General Manager	County	Montgomery
(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	August 11, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	A230P0J1
It will be included in the annual audit made by BPA Worldwide.		