

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
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 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.



Pan Global Media
Rue Royale 326
Brussels, 1030, Belgium
Tel. No.: 32-2-240-26-11
FAX No.: 32-2-240-26-18
www.cli-online.com

Official Publication of: None
Established: 1977
Issues Per Year: 7

FIELD SERVED

CLINICAL LABORATORY INTERNATIONAL serves medical centres/hospital laboratories, independent, reference, blood bank, public health department, group practice, doctor's laboratories, medical, cancer research laboratories, government authorities, health agencies, planners/procurement agencies, distributors of laboratory products and other fields as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in the specialties of Pathology/Clinical Chemistry/Biochemistry, Occupational Medicine/Hygiene, Research, Laboratory Administration/Management, Hospital Administration/Purchasing, Non Laboratory/Hospital, Other Clinical Biology Disciplines and others allied to the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	3,483
TOTAL	3,483

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,986	100.0	21,986	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,986	100.0	21,986	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
February/March _____	144	1,029	14,293	7,859	22,152
April/May _____	553	301	13,879	8,021	21,900
June _____	220	225	13,878	8,027	21,905
TOTAL	917	1,555			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011

This issue is 0.6% or 129 copies below the average of the other 2 issues reported in Paragraph two.

TYPE OF LABORATORY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Pathology/Clinical Chemistry/Biochemistry	Other Clinical Biology Disciplines (See Note 1)	Occupational Medicine/Hygiene	Research	Laboratory Administration Management	Hospital Administration/Purchasing	Non Laboratory/Hospital & Other Related to the Field (See Note 2)
Medical Centre/Hospital Laboratory _	13,724	62.7	9,628	4,096	5,534	5,150	86	391	1,149	1,293	121
Independent Laboratory _____	2,771	12.6	1,551	1,220	845	1,026	52	554	234	13	47
Reference Laboratory _____	520	2.4	264	256	114	272	9	74	46	3	2
Blood Bank Laboratory _____	275	1.3	143	132	18	230	4	11	9	1	2
Public Health Dept. Laboratory _____	423	1.9	231	192	96	187	19	85	23	8	5
Group Practice/Doctor's Laboratory_	248	1.1	158	90	69	84	37	29	20	4	5
Medical/Cancer Research Laboratory _____	1,112	5.1	586	526	176	539	13	351	28	1	4
Government Authorities/Health Agencies _____	751	3.4	404	347	108	315	18	216	53	24	17
Planners/Procurement Agencies ____	129	0.6	71	58	16	38	5	29	18	11	12
Distributors of Laboratory Products _	1,070	4.9	476	594	196	314	6	50	51	17	436
Other Allied Fields _____	877	4.0	367	510	104	291	7	230	29	8	208
TOTAL QUALIFIED CIRCULATION	21,900	100.0	13,879	8,021	7,276	8,446	256	2,020	1,660	1,383	859

Note 1: Other clinical biology disciplines include: Molecular Diagnostics, Hematology/ Hemostasis, Microbiology/ Parasitology Virology, Blood Bank/Tissue Typing, Histopathology/ Cytology, Cytogenetics, Endocrinology /Allergy, Oncology, Forensic Pathology/Toxicology/Drug Testing, Immunology/Allergy and other clinical Biology Specialties.

Note 2: Non Laboratory/Hospital & Other Related to the Field include: Non Laboratory and Non Laboratory/Hospital (e.g. distributors) and Others Related to the Field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 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: _____	6,801	4,433	5,351	8,583	8,002	16,585	75.7
II. Request from recipient's company: _____	78	-	-	59	19	78	0.4
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,280	2,957	-	5,237	-	5,237	23.9
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	-	875	-	875	-	875	4.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	2,280	2,082	-	4,362	-	4,362	19.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,159	7,390	5,351	13,879	8,021	21,900	100.0
PERCENT	41.8	33.8	24.4	63.4	36.6	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
Afghanistan _____	-	3	3	
Armenia _____	3	-	3	
Azerbaijan _____	1	1	2	
Bangladesh _____	8	15	23	
Brunei Darussalam _____	3	3	6	
Cambodia _____	2	3	5	
China _____	63	59	122	
Georgia _____	1	4	5	
Hong Kong - SAR _____	27	47	74	
India _____	1,290	1,509	2,799	
Indonesia _____	177	73	250	
Japan _____	36	35	71	
Kazakhstan _____	2	3	5	
Korea, Republic Of _____	21	25	46	
Macao _____	-	1	1	
Malaysia _____	118	80	198	
Mongolia _____	-	5	5	
Myanmar _____	3	2	5	
Nepal _____	10	15	25	
Pakistan _____	154	152	306	
Philippines _____	73	39	112	
Singapore _____	40	25	65	
Sri Lanka _____	40	65	105	
Taiwan _____	26	56	82	
Thailand _____	53	42	95	
Uzbekistan _____	4	1	5	
Vietnam _____	3	14	17	
Subtotal	2,158	2,277	4,435	20.3
MIDDLE EAST				
Bahrain _____	34	5	39	
Iran _____	159	130	289	
Iraq _____	8	16	24	
Israel _____	119	61	180	
Jordan _____	44	16	60	
Kuwait _____	27	13	40	
Lebanon _____	146	18	164	
Oman _____	94	10	104	
Qatar _____	14	18	32	
Saudi Arabia _____	168	102	270	
Syrian Arab Republic _____	15	45	60	
United Arab Emirates _____	534	74	608	
Yemen _____	11	10	21	
Subtotal	1,373	518	1,891	8.6
EUROPE				
Albania _____	10	2	12	
Austria _____	156	65	221	
Belarus _____	13	4	17	
Belgium _____	1,166	235	1,401	
Bosnia and Herzegovina _____	20	-	20	
Bulgaria _____	64	25	89	
Croatia _____	73	28	101	
Cyprus _____	17	10	27	
Czech Republic _____	247	176	423	
Denmark _____	85	38	123	
Estonia _____	30	13	43	
Finland _____	93	43	136	
France _____	1,436	190	1,626	
Germany _____	1,364	352	1,716	
Greece _____	76	53	129	
Hungary _____	76	125	201	
Iceland _____	7	9	16	
Italy _____	1,503	268	1,771	
Latvia _____	20	5	25	
Lithuania _____	19	7	26	
Luxembourg _____	8	4	12	
Macedonia _____	11	4	15	
Malta _____	12	3	15	
Moldova _____	2	1	3	
Monaco _____	2	-	2	
Netherlands _____	143	93	236	
Norway _____	50	43	93	
Poland _____	433	271	704	
Portugal _____	78	49	127	
Ireland _____	149	46	195	
Romania _____	107	97	204	
Russian Federation _____	231	101	332	
Serbia _____	21	9	30	
Slovakia _____	62	24	86	
Slovenia _____	42	20	62	
Spain _____	352	167	519	
Sweden _____	70	43	113	
Switzerland _____	157	79	236	
Turkey _____	159	334	493	
Ukraine _____	58	11	69	
United Kingdom _____	1,034	508	1,542	
Subtotal	9,656	3,555	13,211	60.3
AFRICA				
Algeria _____	17	12	29	
Botswana _____	2	-	2	
Cameroon _____	-	1	1	
Chad _____	-	1	1	
Cote D'Ivoire _____	-	1	1	
Egypt _____	131	89	220	
Ethiopia _____	-	5	5	
Ghana _____	-	11	11	
Kenya _____	-	6	6	
Libyan Arab Jamahiriya _____	5	24	29	
Mauritius _____	3	11	14	
Morocco _____	3	9	12	
Namibia _____	1	2	3	
Nigeria _____	1	44	45	
Rwanda _____	-	1	1	
South Africa _____	83	135	218	
Sudan _____	-	5	5	
Tanzania _____	-	1	1	
Tunisia _____	8	12	20	
Uganda _____	-	1	1	
Zambia _____	-	6	6	
Subtotal	254	377	631	2.9
NORTH AMERICA				
Canada _____	-	56	56	
United States _____	-	80	80	
Mexico _____	40	114	154	
Subtotal	40	250	290	1.3
CARIBBEAN				
Aruba _____	-	2	2	
Bermuda _____	1	-	1	
Cayman Islands _____	-	1	1	
Cuba _____	4	16	20	
Dominican Republic _____	2	1	3	
Guadeloupe _____	1	1	2	
Jamaica _____	2	3	5	
Puerto Rico _____	1	2	3	
Saint Kitts and Nevis _____	-	1	1	
Saint Lucia _____	1	-	1	
Bahamas _____	2	-	2	
Trinidad and Tobago _____	2	11	13	
Virgin Islands, U.S. _____	-	2	2	
Subtotal	16	40	56	0.3
CENTRAL AMERICA				
Costa Rica _____	2	7	9	
El Salvador _____	2	-	2	
Guatemala _____	-	5	5	
Honduras _____	2	5	7	
Nicaragua _____	-	3	3	
Panama _____	1	3	4	
Subtotal	7	23	30	0.1
SOUTH AMERICA				
Argentina _____	95	247	342	
Bolivia _____	4	10	14	
Brazil _____	109	227	336	
Chile _____	32	63	95	
Colombia _____	12	44	56	
Ecuador _____	8	23	31	
Guyana _____	2	1	3	
Paraguay _____	3	2	5	
Peru _____	24	46	70	
Suriname _____	-	3	3	
Uruguay _____	5	22	27	
Venezuela _____	10	14	24	
Subtotal	304	702	1,006	4.6
ASIA PACIFIC				
American Samoa _____	1	2	3	
Australia _____	55	200	255	
Fiji _____	3	-	3	
French Polynesia _____	-	2	2	
Guam _____	1	1	2	
New Zealand _____	10	74	84	
Papua New Guinea _____	1	-	1	
Subtotal	71	279	350	1.6
TOTAL QUALIFIED CIRCULATION	13,879	8,021	21,900	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified	21,579	21,479	21,558	21,778	21,885	21,986
Qualified Non-Paid Total	21,579	21,479	21,558	21,778	21,885	21,986
Print Version Only	20,259	17,916	16,686	15,995	15,056	14,017
Digital Version Only	1,320	3,563	4,872	5,783	6,829	7,969
Qualified Paid Total	-	-	-	-	-	-
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: January – 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 a 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.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 875 copies or 4.0%.

Other Sources include 2 sources of circulation for quantities of 2,082 copies or 9.5% to 2,280 copies or 10.4%, including Worldwide Decision Makers - Pathologists/Clinical lab managers.

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	14,017	100.0	14,017	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,017	100.0	14,017	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	7,969	100.0	7,969	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,969	100.0	7,969	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 14, 2011
Astrid Wydouw, Circulation Manager	Country	Belgium
Bernard Leger, Managing Director	City	Brussels
(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	July 14, 2011
IMPORTANT NOTE:	Type	PD
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	C063P0J1