

$$\Phi_{12} = -\pi R_1^2 B_1$$

and

$$\Delta\Phi_{12} = -\underbrace{2\pi R_1 \Delta R_1}_{\text{sign minus}} B_1$$

where the sign minus is because  
outside the small loop

$$\vec{B}_1 = -B_1 \hat{z}$$

By reciprocity

$$\Delta\Phi_{21} = \Delta\Phi_{12}$$

$$\cancel{\frac{2\pi R_2^2}{c}} \cancel{I} \cancel{\Delta R_1} = \cancel{2\pi R_1 \Delta R_1} B_1$$

$$B_1 = \frac{(\pi R_2^2) I}{c R_1^3} = \frac{m_2}{R_1^3}$$

$$m_2 \equiv \frac{I \pi R_2^2}{c}$$

Does it look familiar?