

2020



The Peer-Reviewed Management Source  
for Lab Professionals since 1969

**45,644 PRINT SUBSCRIBERS <sup>1</sup>**

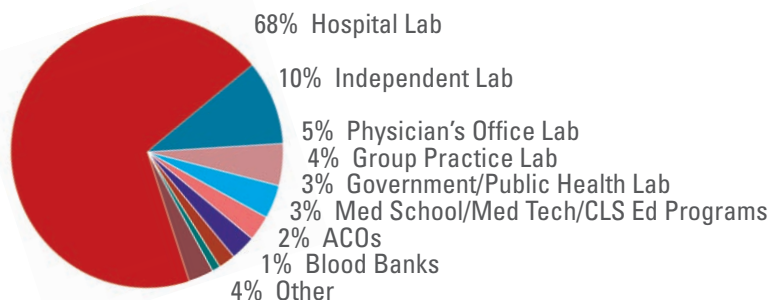
**108,796** print readers with pass-along <sup>2</sup>

### DECISION MAKERS <sup>1</sup>

<b>43%</b>	LAB DIRECTOR Lab Manager/Administrator/Supervisor/Section Manager/Dept. Head/POL Group Practice Manager/Administrator/MA/Nurse
<b>19%</b>	Chief/Asst. Chief Medical Technologist/MLT/MLS
<b>16%</b>	Pathologist/Physician
<b>12%</b>	POCC/POCT Coordinator/Compliance/QA Coordinator/Manager/Educator/Dept. Chair/Faculty/Phlebotomist/Nurse/Other
<b>7%</b>	Clinical Chemist/Microbiologist/Hematologist
<b>2%</b>	Hospital Admin./Owner/Officer/Purchasing
<b>&gt;1%</b>	LIS/EMR/EHR Manager

**68%** of MLO subscribers are involved with their lab's purchasing process <sup>2</sup>

### DIAGNOSTIC LAB FACILITIES <sup>1</sup>



**85%** report their budgets for 2020 will be increasing or remaining the same, **68%** are involved in purchasing decisions. <sup>2</sup>

**58%** report that PRINT media is where they first discover products for their lab; **63%** say they're more likely to click on a digital ad after seeing the company's ad in MLO. <sup>2</sup>

### EXCLUSIVE READERSHIP <sup>2</sup>

<b>18,054</b>	MLO subscribers <i>do not read</i> CAP Today
<b>29,384</b>	MLO subscribers <i>do not read</i> Clinical Lab News
<b>31,649</b>	MLO subscribers <i>do not read</i> Clinical Lab Products
<b>35,642</b>	MLO subscribers <i>do not read</i> Lab Manager
<b>38,231</b>	MLO subscribers <i>do not read</i> Medical Lab Mgt.

### AD IMPACT

**76%**

are influenced by a company's ad in MLO... being more likely to inquire or consider the company during product evaluations <sup>2</sup>

**71%**

have shared MLO articles or ads with their lab peers <sup>2</sup>

### LOYAL READERSHIP

**89%**

have received MLO for more than 3 years. 62% of respondents for 10 years or more...a highly engaged and experienced audience! <sup>2</sup>

**85%**

read at least 3 out of 4 issues of MLO <sup>2</sup>

**42 minutes**

is the average time spent with each issue of MLO <sup>2</sup>

### ONLINE INFLUENCE

**55,671**

average monthly users at www.MLO-online.com with 109,921 page views <sup>4</sup>

**34,995**

subscribers are delivered the daily LABline eNewsletter <sup>1</sup>

**8%**

average daily open rate for LABline eNewsletter. 12.1% CTR <sup>3</sup>

**7%**

average daily open rate for eProduct Insider. 10.6% CTR <sup>3</sup>

### CLR: ANNUAL BUYERS GUIDE

In print (August) and online all year

**84%**

access CLR in print or online <sup>2</sup>

**60%**

save their print CLR issue for use in the year <sup>2</sup>



SOURCE

<sup>1</sup> MLO VAC Statement, 9/18

<sup>2</sup> MLO Subscriber Profile Study, 9/19

<sup>3</sup> Critical Impact, 10/18-9/19

<sup>4</sup> Google Analytics, 10/18-9/19