

2020



The Peer-Reviewed Management Source for Lab Professionals since 1969

45,644 PRINT SUBSCRIBERS ¹

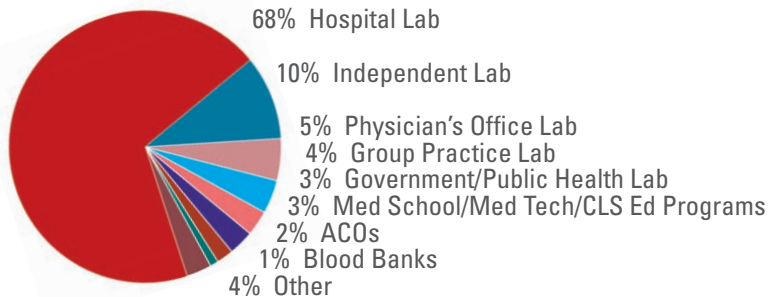
108,796 print readers with pass-along ²

DECISION MAKERS ¹

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

68% of MLO subscribers are involved with their lab's purchasing process ²

DIAGNOSTIC LAB FACILITIES ¹



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

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. ²

EXCLUSIVE READERSHIP ²

- 18,054** MLO subscribers *do not read* CAP Today
- 29,384** MLO subscribers *do not read* Clinical Lab News
- 31,649** MLO subscribers *do not read* Clinical Lab Products
- 35,642** MLO subscribers *do not read* Lab Manager
- 38,231** MLO subscribers *do not read* 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 ²

71%

have shared MLO articles or ads with their lab peers ²

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! ²

85%

read at least 3 out of 4 issues of MLO ²

42 minutes

is the average time spent with each issue of MLO ²

ONLINE INFLUENCE

55,671

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

34,995

subscribers are delivered the daily LABline eNewsletter ¹

8%

average daily open rate for LABline eNewsletter. 12.1% CTR ³

7%

average daily open rate for eProduct Insider. 10.6% CTR ³

CLR: ANNUAL BUYERS GUIDE

In print (August) and online all year

84%

access CLR in print or online ²

60%

save their print CLR issue for use in the year ²



SOURCE
¹ MLO VAC Statement, 9/18
² MLO Subscriber Profile Study, 9/19
³ Critical Impact, 10/18-9/19
⁴ Google Analytics, 10/18-9/19