



**Established 1969**  
**Issues Per Year: 12**  
**Issues This Report: 12**



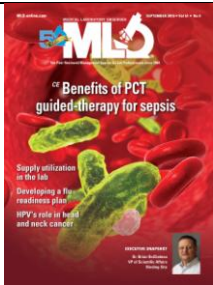


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PUBLICATION DESCRIPTION
<b>MLO-MEDICAL LABORATORY OBSERVER</b> publishes peer-reviewed articles, CE courses, lab management tips, regulatory updates, industry trends, and new product reviews for medical lab directors and managers. MLO is a multimedia resource delivering a monthly magazine and digital edition, weekly e-newsletters, product e-spotlights, a comprehensive website, and the annual buyers guide: CLR-Clinical Laboratory Reference. Annual free subscriptions are available to qualified clinical lab professionals at: <a href="http://www.mlo-online.com/subscribe">http://www.mlo-online.com/subscribe</a> .

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION
<b>MLO-MEDICAL LABORATORY OBSERVER</b> serves labs in hospitals (including Private/VA/Military/Public Health/State/County/City/University/Teaching/Other), biomedical industrial labs; group practice & physician's office labs, independent labs, government/public health labs (non-hospital), blood banks, medical schools/schools of medical technology, freestanding emergency center/ambulatory care centers, group purchasing organizations, health maintenance organizations/preferred provider organizations, ACO/accountable care organizations, home health care agencies and urgent care/minute clinics.  Qualified recipients are lab directors/supervisors; pathologists; physicians; chief medical techs, medical techs, assistant chief techs; scientists, MLS/MLT's, clinical chemists, microbiologists, hematologists, phlebotomists, nurses: directors/mgrs. radiology-imaging; LIS managers, educational coordinators in Medical Schools/Schools of Medical Technology and owners, POL directors, officers/purchasing managers in clinical lab/group medical practices. Clinical lab personnel emergency/ambulatory care centers; Compliance/QA Coordinators, POCC/POCT Coordinators, Hospital Administrators, Section/Department heads, officers/managers in Group Purchasing Organizations and/or HMOs/PPOs.



**AUDIENCE REACH: OCTOBER 1, 2018 – SEPTEMBER 30, 2019**

			
Magazine	E-Newsletter: LABline	Website	Social Media
<b>12 Issues per year</b> Average Monthly Qualified Print Distribution: 45,638	<b>MLO LABline</b> Average Newsletter Recipient: 36,225	<b>www.mlo-online.com</b> Average Monthly Visitors: 57,918 Average Monthly Page Views: 109,921	<b>LinkedIn</b> Average Monthly Members: 4,347

Average audience reach calculated by combining average total monthly qualified unduplicated magazine distribution, total average newsletter recipients, total average monthly visitors, and total average monthly members. Please see the following pages for Annual Audit Report: Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Supplemental Data, Geographical Distribution, Additions and Removals, Qualified Circulation by Issue; Digital Activity Report; Explanation, Audit of Internal Records and Affidavit.

## RECIPIENT CLASSIFICATION

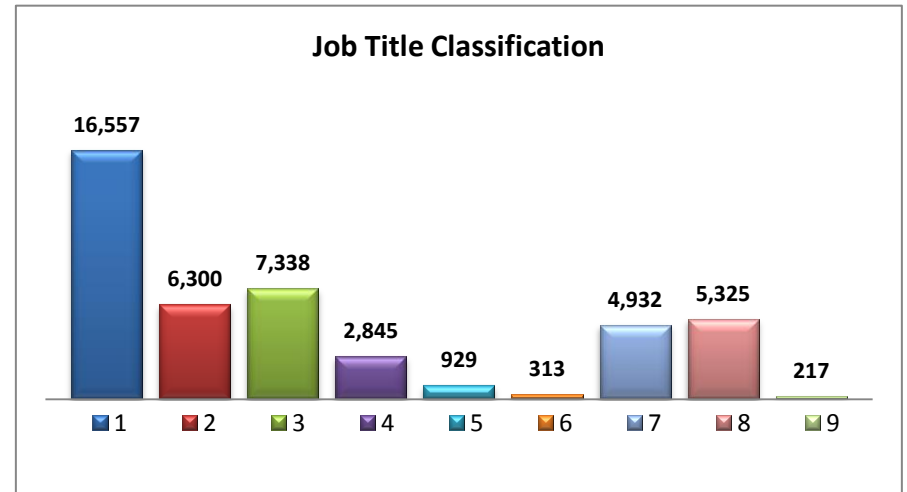
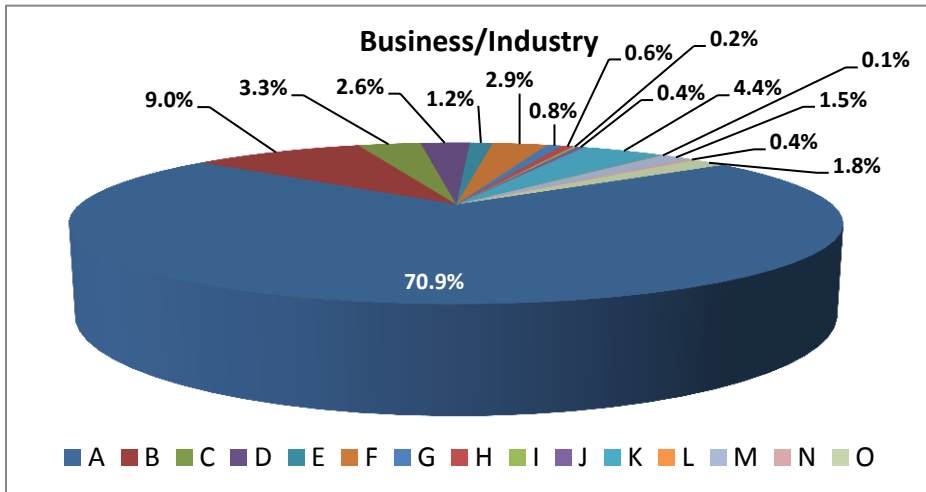
RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	44,611	145	44,756	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>44,611</b>	<b>145</b>	<b>44,756</b>	<b>100.0%</b>

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within				Total Qualified	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	26,642	138	6,947	9,992	7,316	2,525	26,780	59.8%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	17,969	7	5,493	6,696	2,159	3,628	17,976	40.2%
<b>Total Qualified Circulation</b>	<b>44,611</b>	<b>145</b>	<b>12,440</b>	<b>16,688</b>	<b>9,475</b>	<b>6,153</b>	<b>44,756</b>	<b>100.0%</b>

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

Business/Industry	(1) Lab Director; Lab Manager/ Administrator/Supervisor/ Section Manager/ Dept. Head/ POL Group Practice Manager/Administrator/ MA/Nurse	(2) Pathologist/ Physician	(3) Chief/Asst. Chief Medical Technologist/ MLT-Medical Laboratory Technician/ MLS- Medical Laboratory Scientist	(4) Clinical Chemist/ Microbiologist/ Hematologist	(5) Hospital Administrator/ Owner/Officer/ Purchasing	(6) LIS/ EMR/ EHR Manager	(7) POCC/POCT Coordinator/Compliance / QA Coordinator/ Manager/Educator/ Dept. Chair/Faculty/ Phlebotomist/	(8) Director/ Manager Radiology- Imaging	(9) Other	Total Qualified	Percent
A. Hospital Lab	11,203	4,897	5,111	2,140	300	224	2,531	5,318	29	31,753	70.9%
B. Independent Lab	1,815	742	604	276	197	26	336	3	13	4,012	9.0%
C. Group Practice Lab	744	190	350	30	27	10	126	-	4	1,481	3.3%
D. Government and Public Health Lab	596	51	193	135	26	8	157	-	4	1,170	2.6%
E. Blood Bank	289	20	98	17	24	7	70	-	2	527	1.2%
F. Medical School/Med Tech/CLS Ed Programs	234	68	192	76	31	5	670	1	11	1,288	2.9%
G. Biomedical Industrial Lab	132	16	54	51	28	7	35	-	26	349	0.8%
H. Free Standing Emergency Center/Amb Care Center	105	12	47	2	17	-	82	1	1	267	0.6%
I. Group Purchasing Organization	22	5	3	4	17	1	14	-	3	69	0.2%
J. HMO/PPO	71	18	14	10	16	2	44	1	-	176	0.4%
K. Physician's Office Laboratory	823	242	513	43	71	5	272	1	1	1,971	4.4%
L. ACO/Accountable Care Organization	11	3	4	3	2	1	11	-	1	36	0.1%
M. Home Health Care Agency	236	6	10	7	63	1	352	-	1	676	1.5%
N. Urgent Care/Minute Clinic	57	4	23	7	10	2	79	-	-	182	0.4%
O. Other	219	26	122	44	100	14	153	-	121	799	1.8%
<b>Total Qualified Circulation</b>	<b>16,557</b>	<b>6,300</b>	<b>7,338</b>	<b>2,845</b>	<b>929</b>	<b>313</b>	<b>4,932</b>	<b>5,325</b>	<b>217</b>	<b>44,756</b>	<b>100.0%</b>



**SUPPLEMENTAL ANALYSIS: PRODUCTS RECOMMEND, SPECIFY OR BUY**

<b>Parts/Products/Services</b>	<b>Total</b>
Barcode/Patient ID Systems	5,921
Blood Bank Supplies	6,536
Blood Collection Devices	7,948
Centrifuges	9,309
Certification and Education Programs	8,000
Chemistry Analyzers/Instruments	8,214
Chemistry, Reagents and Test Kits	8,736
Coagulation Analyzers	7,136
Coagulation, Reagents and Test Kits	7,191
Cytology/Histology, Tests and Instruments	4,091
Diagnostic Equipment and Instruments	7,338
Diagnostic Testing Services	7,883
Disinfectants and Sterilants	6,368
Employment/Staffing Services	5,435
Flow Cytometry Instruments and Test Kits	3,611
Genetic Testing, Reagents, Test Kits, and Instruments	3,359
Hematology Analyzers	7,889
Hematology, Reagents, Test Kits, and Controls	7,874
Imaging Systems	3,472
Infectious Disease, Test Kits	6,577
Lab Automation Systems (Software)	5,822
Lab Furniture and Lighting	5,254
Laboratory Info Systems	5,995
Microbiology, Media, Reagents, Test Kits/Instruments	6,551
Microscopes/Digital Cameras	7,025
Molecular Biology, Reagents, Test Kits/Instruments	4,745
Point-of-Care Testing	7,859
Protective Apparel/Gloves	7,552
Rapid Tests	8,326
Reference Lab Testing Services	6,560
Refrigerators/Chillers	7,547
Safety Products	7,854
Slide Makers and Stainers	6,023
Specimen Collection Needles/Tubes/Containers/Identification Products	7,477
Specimen Transport	6,590
Urinalysis, Reagents, Test Kits, and Instruments	7,889
Waste Management and Disposal Products	5,349
Water Purification Systems	4,588
None of the Above	21,018
No Answer	5,386

Source – *Medical Laboratory Observer*

This is a supplementary analysis of the September 2019 issue and 39,370 or 88.0% of recipients who responded to the question: "Which of the following parts/products/services do you recommend, specify, or buy" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these processing responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
Maine	334	-	334	0.7%	Kentucky	858	-	858	1.9%
New Hampshire	257	-	257	0.6%	Tennessee	1227	-	1227	2.7%
Vermont	140	-	140	0.3%	Alabama	831	-	831	1.9%
Massachusetts	1196	-	1196	2.7%	Mississippi	607	-	607	1.4%
Rhode Island	187	-	187	0.4%	<b>E. S. Central</b>	<b>3,523</b>	-	<b>3,523</b>	<b>7.9%</b>
Connecticut	489	-	489	1.1%	Arkansas	509	-	509	1.1%
<b>New England</b>	<b>2,603</b>	-	<b>2,603</b>	<b>5.8%</b>	Louisiana	757	-	757	1.7%
New York	2,713	-	2,713	6.1%	Oklahoma	714	-	714	1.6%
New Jersey	900	-	900	2.0%	Texas	3250	-	3250	7.3%
Pennsylvania	2,132	-	2,132	4.8%	<b>W. S. Central</b>	<b>5,230</b>	-	<b>5,230</b>	<b>11.7%</b>
<b>Mid Atlantic</b>	<b>5,745</b>	-	<b>5,745</b>	<b>12.8%</b>	Montana	262	-	262	0.6%
Delaware	142	-	142	0.3%	Idaho	276	-	276	0.6%
Maryland	731	-	731	1.6%	Wyoming	137	-	137	0.3%
D.C.	135	-	135	0.3%	Colorado	583	-	583	1.3%
Virginia	1,011	1	1012	2.3%	New Mexico	280	-	280	0.6%
West Virginia	427	-	427	1.0%	Arizona	616	-	616	1.4%
North Carolina	1544	-	1544	3.4%	Utah	329	-	329	0.7%
South Carolina	719	-	719	1.6%	Nevada	212	-	212	0.5%
Georgia	1310	-	1310	2.9%	<b>Mountain</b>	<b>2,695</b>	-	<b>2,695</b>	<b>6.0%</b>
Florida	2,256	1	2257	5.0%	Alaska	113	-	113	0.3%
<b>S. Atlantic</b>	<b>8,275</b>	<b>2</b>	<b>8,277</b>	<b>18.5%</b>	Washington	777	-	777	1.7%
Ohio	1,835	-	1,835	4.1%	Oregon	431	-	431	1.0%
Indiana	967	-	967	2.2%	California	3140	-	3140	7.0%
Illinois	1,850	-	1,850	4.1%	Hawaii	124	-	124	0.3%
Michigan	1,347	-	1,347	3.0%	<b>Pacific</b>	<b>4,585</b>	-	<b>4,585</b>	<b>10.2%</b>
Wisconsin	1,202	-	1,202	2.7%	U.S. Territories	177	-	177	0.4%
<b>E. N. Central</b>	<b>7,201</b>	-	<b>7,201</b>	<b>16.1%</b>	<b>U.S. Total</b>	<b>44,515</b>	<b>2</b>	<b>44,517</b>	<b>99.5%</b>
Minnesota	1,068	-	1,068	2.4%	Canada	92	13	105	0.2%
Iowa	656	-	656	1.5%	Foreign	4	130	134	0.3%
Missouri	983	-	983	2.2%	<b>Foreign Total</b>	<b>96</b>	<b>143</b>	<b>239</b>	<b>0.5%</b>
North Dakota	244	-	244	0.5%					
South Dakota	302	-	302	0.7%					
Nebraska	499	-	499	1.1%					
Kansas	729	-	729	1.6%					
<b>W. N. Central</b>	<b>4,481</b>	-	<b>4,481</b>	<b>10.0%</b>	<b>Total Qualified</b>	<b>44,611</b>	<b>145</b>	<b>44,756</b>	<b>100.0%</b>

**E-NEWSLETTER ACTIVITY****LABLINE E-NEWS: OCTOBER 1, 2018 – SEPTEMBER 30, 2019**

<b>MONTHLY AVERAGE</b>	<b>Sent</b>	<b>Net Delivered</b>
October 2018	42,851	36,847
November 2018	44,405	38,011
December 2018	44,123	37,645
January 2019	43,614	37,168
February 2019	43,349	36,724
March 2019	42,897	36,668
April 2019	42,414	36,014
May 2019	42,001	35,528
June 2019	41,751	35,305
July 2019	41,466	35,249
August 2019	41,187	35,031
September 2019	40,951	34,505
<b>12 Month Average</b>	<b>42,584</b>	<b>36,225</b>

Information obtained by a review of publisher's SMTP reports for the period October 1, 2018 – September 30, 2019.

Definitions: Average Net Delivery calculated by subtracting undelivered messages from sent messages. Monthly Averages calculated by combining the total newsletters sent/ delivered during a single month and dividing by the number of issues for that month. Average calculated by combining Monthly Averages for the audit period October 1, 2018 – September 30, 2019 and dividing by 12.

**WEB VISITOR ACTIVITY****www.mlo-online.com: OCTOBER 1, 2018 – SEPTEMBER 30, 2019**

<b>VISITOR ACTIVITY</b>	<b>Page Views</b>	<b>Total Visitors</b>	<b>Unique Browsers</b>	<b>Unique Browser Frequency</b>	<b>Visitor Duration</b>
October 2018	90,122	50,440	48,284	1.87	0:01:06
November 2018	78,133	43,120	41,067	1.90	0:01:01
December 2018	69,583	38,872	36,888	1.89	0:47:00
January 2019	81,557	46,640	43,987	1.85	0:01:04
February 2019	79,115	44,381	42,035	1.88	0:55:00
March 2019	109,731	55,392	53,124	2.07	0:01:06
April 2019	122,997	48,659	45,041	2.73	0:02:34
May 2019	116,932	47,955	45,073	2.59	0:02:16
June 2019	109,390	50,686	47,662	2.30	0:01:53
July 2019	129,742	62,026	59,105	2.20	0:01:40
August 2019	172,468	110,080	105,465	1.64	0:01:03
September 2019	159,281	96,763	93,940	1.70	0:01:12
<b>12 Month Average</b>	<b>109,921</b>	<b>57,918</b>	<b>55,139</b>	<b>2.05</b>	<b>0:01:23</b>

Information for web visitor activity was obtained by a review of publisher's Google analytics for the period October 1, 2018 – September 30, 2019. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

## SOCIAL MEDIA ACTIVITY



## LINKEDIN GROUP MEMBERSHIP

## MLO – MEDICAL LABORATORY OBSERVER: OCTOBER 1, 2018 – SEPTEMBER 30, 2019

DATE	Members
October 2018	4,353
November 2018	4,350
December 2018	4,348
January 2019	4,348
February 2019	4,347
March 2019	4,344
April 2019	4,342
May 2019	4,340
June 2019	4,340
July 2019	4,353
August 2019	4,352
September 2019	4,351
<b>12 Month Average</b>	<b>4,347</b>

Information obtained by a review of publisher's LinkedIn group account for the period October 1, 2018 – September 30, 2019.

Definitions: Group Member – Group membership requires approval from the group manager. Membership amounts shown reflect the total number of members at the end of each month. Monthly Average – Calculated by dividing the total members within the audit period October 1, 2018 – September 30, 2019 by 12.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Total Qualified
October 2018	45,268	395	45,663
November 2018	45,099	394	45,493
December 2018	45,422	392	45,814
January 2019	45,257	393	45,650
February 2019	45,397	392	45,789
March 2019	45,257	388	45,645
April 2019	45,352	553	45,905
May 2019	45,055	552	45,607
June 2019	45,158	598	45,756
July 2019	45,639	128	45,767
August 2019	45,673	137	45,810
September 2019	44,611	145	44,756
<b>6 Month Average</b>	<b>45,283</b>	<b>392</b>	<b>45,676</b>
<b>12 Month Average</b>	<b>45,248</b>	<b>372</b>	<b>45,638</b>



**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables. Digital Activity report features data that has not been audited.

**Trade Show/Special Event Distribution Locations:**

Trade Show/Event	Date(s) Attended	Location	# of Copies
American Association of Blood Banks	10/13/18 – 10/16/18	Boston, MA	150
Medica Trade Fair – World Forum for Medicine	11/12/18 – 11/15/18	Dusseldorf, Germany	250
Healthcare Information and Management Systems Society	02/11/19 – 02/15/19	Orland, FL	25
Clinical Laboratory Management Association	03/31/19 – 04/03/19	Grapevine, TX	75
American Association for Clinical Chemistry	08/03/19 – 08/08/19	Anaheim, CA	275
<b>TOTAL</b>			<b>775</b>

## SUBSCRIBE!

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2016



**MLO**  
MEDICAL LABORATORY OBSERVER

Please answer all questions. Incomplete forms cannot be processed!

**1** Do you wish to receive/continue to receive a FREE subscription to MLO-Medical Laboratory Observer?  Yes  No

Signature (Required) \_\_\_\_\_ Date \_\_\_\_\_

Email \_\_\_\_\_  
Please provide email address to renew your next subscription.

Yes, I also want to receive MLO's monthly email newsletter: LABLINE  
 Please update me by email.  
 Please send me information related to my areas of interest.

**2** Check one  
 New Subscription  Change of Address  Renewal

Name \_\_\_\_\_  
Title \_\_\_\_\_ M.S./Dept.# \_\_\_\_\_  
Company \_\_\_\_\_ Bldg.# \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Business Phone (\_\_\_\_) \_\_\_\_\_  
Fax (\_\_\_\_) \_\_\_\_\_

**3** Fill in below only if your company requires home delivery:  
(company address must be filled in above)

Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_





**4** Please indicate the type of laboratory and facility:  
 01 Hospital Lab  
 02 Independent Lab  
 03 Group Practice Lab  
 04 Govt/Public Health Lab (non-hospital)  
 05 Blood Bank  
 06 Medical School/Med Tech/CLS Ed Programs  
 07 Biomedical Industrial Lab  
 08 Free Standing Emergency Center/Ambulatory Care Center  
 09 Group Purchasing Organization  
 10 HMO/PPD  
 11 Physician's Office Laboratory  
 13 ACO/Accountable Care Organization  
 14 Home Health Care Agency  
 15 Urgent Care/Walk-In Clinic  
 12 Other (please describe) \_\_\_\_\_

**5** Which best describes your primary job function?  
(check only one)

<input type="checkbox"/> 01 Pathologist/Physician	<input type="checkbox"/> 11 Owner/Officer/Purchasing
<input type="checkbox"/> 02 Lab Director	<input type="checkbox"/> 12 Educator/Dept Chair/Faculty
<input type="checkbox"/> 03 Lab Manager/Administrator/Supervisor	<input type="checkbox"/> 13 Clinical Chemist
<input type="checkbox"/> 04 Chief/Asst Chief Medical Tech	<input type="checkbox"/> 14 Microbiologist
<input type="checkbox"/> 05 Section Manager/Dept Head	<input type="checkbox"/> 15 Hematologist
<input type="checkbox"/> 06 Hospital Administrator	<input type="checkbox"/> 16 M.S.-Med Lab Scientist
<input type="checkbox"/> 07 LIS/EMR/IT/HR Manager	<input type="checkbox"/> 17 M.T./Med Lab Technician
<input type="checkbox"/> 08 POCC/POCT Coordinator	<input type="checkbox"/> 18 Phlebotomist/Nurse
<input type="checkbox"/> 09 Compliance/QA Coordinator/Mgr	<input type="checkbox"/> 19 Other (please describe)
<input type="checkbox"/> 10 PDU/Group Practice/Manager/Administrator/MA/Reuse	

**6** Which of the following products/services do you recommend, specify or buy?  
(check all that apply)

<input type="checkbox"/> 01 Barcode/Patient ID Systems	<input type="checkbox"/> 22 Lab Furniture and Lighting
<input type="checkbox"/> 02 Blood Bank Supplies	<input type="checkbox"/> 23 Laboratory Info Systems
<input type="checkbox"/> 03 Blood Collection Devices	<input type="checkbox"/> 24 Microbiology, Media, Reagents, Test Kits/Instruments
<input type="checkbox"/> 04 Centrifuges	<input type="checkbox"/> 25 Microscopes/Digital Cameras
<input type="checkbox"/> 05 Certification and Education Programs	<input type="checkbox"/> 26 Molecular Biology, Reagents, Test Kits/Instruments
<input type="checkbox"/> 06 Chemistry Analyzers/Instruments	<input type="checkbox"/> 27 Point-of-Care Testing
<input type="checkbox"/> 07 Chemistry, Reagents and Test Kits	<input type="checkbox"/> 28 Protective Apparel/Gloves
<input type="checkbox"/> 08 Coagulation Analyzers	<input type="checkbox"/> 29 Rapid Tests
<input type="checkbox"/> 09 Coagulation, Reagents and Test Kits	<input type="checkbox"/> 30 Reference Lab Testing Services
<input type="checkbox"/> 10 Cytology/Histology, Tests and Instruments	<input type="checkbox"/> 31 Refrigerators/Chillers
<input type="checkbox"/> 11 Diagnostic Equipment and Instruments	<input type="checkbox"/> 32 Safety Products
<input type="checkbox"/> 12 Diagnostic Testing Services	<input type="checkbox"/> 33 Slide Makers and Stainers
<input type="checkbox"/> 13 Disinfectants and Sterilants	<input type="checkbox"/> 34 Specimen Collection Needles/ Tubes/Containers/Identification Products
<input type="checkbox"/> 14 Employment/Staffing Services	<input type="checkbox"/> 35 Specimen Transport and Instruments
<input type="checkbox"/> 15 Flow Cytometry Instruments and Test Kits	<input type="checkbox"/> 36 Urinals, Reagents, Test Kits, and Instruments
<input type="checkbox"/> 16 Genetic Testing, Reagents, Test Kits, and Instruments	<input type="checkbox"/> 37 Waste Management and Disposal Products
<input type="checkbox"/> 17 Hematology Analyzers	<input type="checkbox"/> 38 Water Purification Systems
<input type="checkbox"/> 18 Hematology, Reagents, Test Kits, and Controls	<input type="checkbox"/> 39 None of the Above
<input type="checkbox"/> 19 Imaging Systems	
<input type="checkbox"/> 20 Infectious Disease, Test Kits	
<input type="checkbox"/> 21 Lab Automation Systems (Software)	

**Audit of Records and Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report to as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.