

## IN 1969, MLO DEBUTED AS THE ORIGINAL CLINICAL LABORATORY MAGAZINE

Clinical lab decision-makers rely upon MLO for peer-reviewed editorial and new product information. MLO delivers a monthly magazine, digital edition, daily e-newsletters, website, the annual CLR buyers guide, and trade show marketing opportunities.

### EDITORIAL COVERAGE

To contribute to the following, please email our editors: Linda Wilson at [lwilson@mlo-online.com](mailto:lwilson@mlo-online.com) or Brenda Silva at [bsilva@mlo-online.com](mailto:bsilva@mlo-online.com)

- ▶ **ARTICLE CONTRIBUTIONS** The editorial calendar is on page 3. Email editor at least two months in advance.
- ▶ **FREE PRODUCT FOCUS CONTRIBUTIONS** Monthly categories are located in the last column of the editorial calendar. Email editor at least two months in advance.
- ▶ **PRESS RELEASES & NEW PRODUCTS** Email editor for possible inclusion in LABline, MLO's daily e-newsletter or monthly print magazine.

### MULTIMEDIA ADDED-VALUE FOR PRINT ADVERTISERS

- ▶ **DIGITAL EDITION WITH FREE LINK** within your ad
- ▶ **FREE BONUS FOR FULL-PAGE ADS:**
  - AD COMPARISON STUDIES** Third-party Signet Research provides metrics and verbatims for February and September issues. Valued at \$4500 net.
  - CLINICAL SPOTLIGHT** Receive additional print space in specific issues (see calendar). Submit 35 words, image, and URL. Valued at \$1,964 net.
  - DISCOUNTED eLIST RENTAL** Rent 3,000 emails, get 1,000 free in January and August. Valued at \$450 net.

### QUALIFIED LEADS

- ▶ **CUSTOM CONTENT** Choose from multiple options, all generating leads. From webinars to whitepapers, to our exclusive Executive Brief, Industry Insight, Article Sponsorship, Digital eBook, Custom Podcast and Lead Focus, we have a program to fit your needs. (See pages 7-11).

### ADDITIONAL REACH

- ▶ **BONUS PRINT DISTRIBUTION** at leading trade shows. See calendar.
- ▶ **MLO-ONLINE.com** Responsive media options include videos, wallpaper, leaderboards, and more. (See page 12).
- ▶ **CLR - Clinical Laboratory Reference** The annual print buyers guide is mailed in August and searchable at [www.CLR-online.com](http://www.CLR-online.com) (See page 4).
- ▶ **EMAIL AND POSTAL LIST RENTALS** Target lab professionals by job function, facility, and/or types of products purchased by renting from our audited database. (See page 13).

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2020

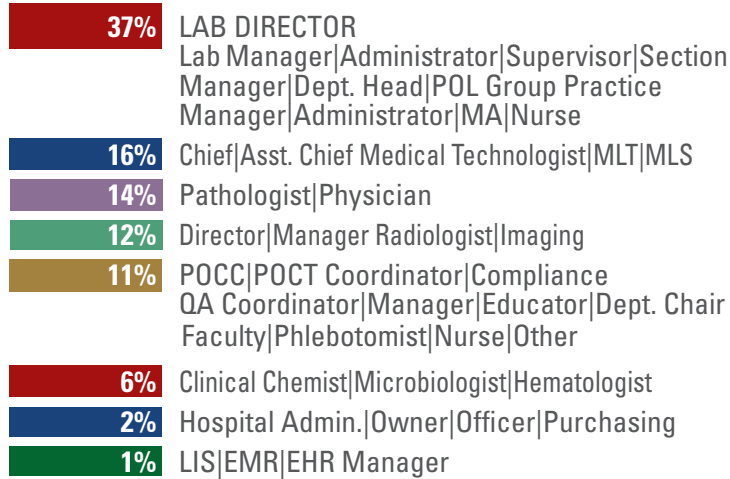


The Peer-Reviewed Management Source for Lab Professionals since 1969

### 45,638 PRINT SUBSCRIBERS <sup>1</sup>

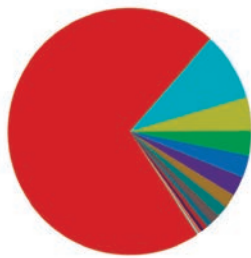
108,796 print readers with pass-along <sup>2</sup>

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



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

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



- 80% Hospital Lab
- 9% Independent Lab
- 4% Physician's Office Laboratory
- 3% Group Practice Lab
- 3% Government and Public Health Lab
- 3% Medical School/Med Tech/CLS Ed Programs
- 2% Home Health Care Agency
- 2% Other
- 1% Blood Bank
- 1% Biomedical Industrial Lab
- 1% Free Standing Emergency Center/Amb Care Center
- <1% Group Purchasing Organization | HMO/PPO ACO/Accountable Care Organization | Urgent Care/Minute Clinic

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>

- 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 <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>

#### DIGITAL INFLUENCE

55,671

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

42,584

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, 9/19
- <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