

# 2021 AUDIENCE

High engagement from a dedicated audience with trust in MLO editorial expertise.



## 161,139

Average Monthly Audience

MAGAZINE  
45,912

ENEWSLETTER  
38,309

WEBSITE  
72,589

SOCIAL  
4,329

## DECISION MAKERS

**39%** LAB DIRECTOR  
Lab Manager | Administrator | Supervisor | Section Manager  
Dept. Head | POL Group Practice Manager | Administrator  
MA | Nurse

**14%** Chief | Asst. Chief Medical Technologist | MLT | MLS

**17%** Pathologist | Physician

**12%** Director | Manager Radiologist | Imaging

**10%** POCC/POCT Coordinator | Compliance | QA Coordinator | Manager  
Educator | Dept. Chair | Faculty | Phlebotomist | Nurse | Other

**5%** Clinical Chemist | Microbiologist | Hematologist

**2%** Hospital Admin. | Owner | Officer | Purchasing

**1%** LIS | EMR | EHR Manager

## PURCHASING STRENGTH

**88%** of the audience are involved in the purchasing process

## DIAGNOSTIC LAB FACILITIES



- 81%** Hospital Lab | Independent Lab  
Group Purchasing Organization
- 7% Group Practice Lab | Physician's Office Laboratory
- 3% Government and Public Health Lab  
Biomedical Industrial Lab
- 3% Medical School | Med Tech | CLS Ed Programs
- 2% Home Health Care Agency | Long Term Care Facilities
- 2% HMO/PPO | ACO-Accountable Care Organization  
Other
- 1% Blood Bank
- 1% Free Standing Emergency Center/Amb Care Center  
Urgent Care/Minute Clinic

## PRODUCTS THEY RECOMMEND, SPECIFY, OR BUY

- Barcode/Patient ID Systems
- Blood Bank Supplies Blood | Collection Devices
- Centrifuges
- Certification and Education Programs
- Chemistry Analyzers/Instruments
- Chemistry, Reagents and Test Kits
- Coagulation Analyzers
- Coagulation, Reagents and Test Kits
- Cytology/Histology, Tests and Instruments
- Diagnostic Equipment and Instruments
- Diagnostic Testing Services
- Disinfectants and Sterilants
- Employment | Staffing Services
- Flow Cytometry Instruments and Test Kits
- Genetic Testing, Reagents, Test Kits, and  
Instruments
- Hematology Analyzers
- Hematology, Reagents, Test Kits, and Controls
- Imaging Systems
- Infectious Disease, Test Kits
- Lab Automation Systems
- Lab Furniture and Lighting
- LIS Software
- Microbiology, Media, Reagents, Test Kits |  
Instruments
- Microscopes/Digital Cameras
- Molecular Biology, Reagents, Test Kits/  
Instruments
- Point-of-Care Testing
- Protective Apparel | Gloves
- Rapid Tests
- Reference Lab Testing Services
- Refrigerators | Chillers | Temperature Monitors
- Safety Products
- Slide Makers and Stainers
- Specimen Collection Needles | Tubes |  
Containers | Identification Products
- Specimen Transport
- Urinalysis, Reagents, Test Kits, and  
Instruments
- Waste Management and Disposal Products
- Water Purification Systems
- Product Oncology Testing Products
- Product Mass Spectrometry