

AUDIENCE ENGAGEMENT REPORT



Medical Laboratory Observer – Audience Engagement Report

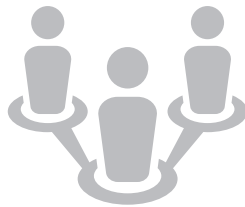


JULY-DECEMBER 2023

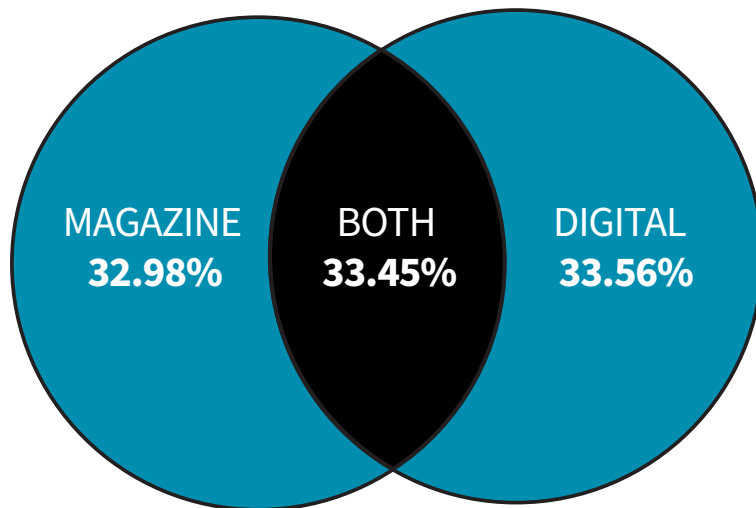
MLO-Medical Laboratory Observer is the premier magazine for the clinical lab professional since 1969. MLO publishes peer-reviewed articles, CE courses, lab management tips, regulatory updates, industry trends, and new product reviews for medical lab directors and managers. MLO is a multimedia resource delivering a monthly magazine and digital edition, daily e-newsletters, product spotlights, a comprehensive website, lab events and the August annual buyers guide: CLR-Clinical Laboratory Reference.

AVERAGE MONTHLY REACH

160,886



MAGAZINE/DIGITAL OVERLAP



COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Medical Laboratory Observer community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

JULY-DECEMBER 2023

AVERAGE UNIQUE
MONTHLY SESSIONS



55,055

AVERAGE UNIQUE
MONTHLY VISITORS



40,815

AVERAGE MONTHLY
PAGE VIEWS



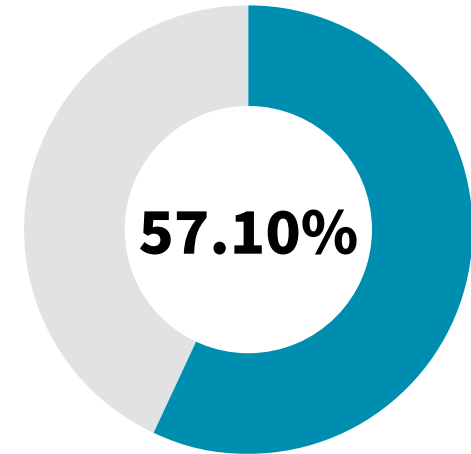
85,221

COMBINED SOCIAL REACH

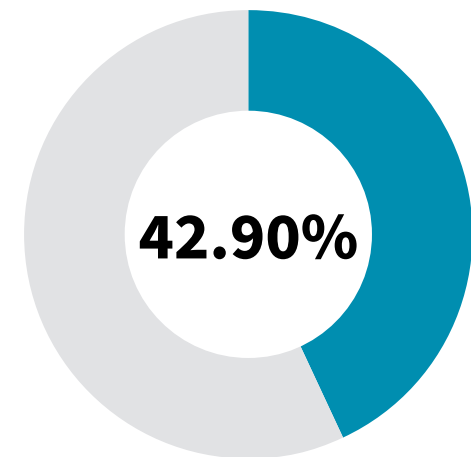


27,229

AVERAGE MONTHLY DESKTOP VISITORS



AVERAGE MONTHLY MOBILE VISITORS



Medical Laboratory Observer – eNewsletter Engagement & Insights



JULY-DECEMBER 2023

ENEWSLETTER REACH



38,602

AVERAGE TOTAL OPEN RATE



39.27%

	Monthly Average	Average Total Open Rate*
MLO Daily Newsletter	22,864	41.41%
MLO eProduct Insider	31,475	37.12%

**Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.*

JULY-DECEMBER 2023

TOP TOPICS



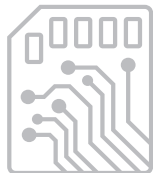
Diagnostics



Molecular



Disease



Information Technology



Management

TOP VIEWED ARTICLES

- The role of point-of-care ketone testing in the hospital
- Study: Individuals feel sex-specific symptoms before impending cardiac arrest
- Prioritizing safety in phlebotomy: An overview of best practices
- Understanding sepsis: The importance of biomarkers in early diagnosis
- New red blood cell transfusion guidelines recommend an individualized approach
- Drug of abuse testing and therapeutic drug monitoring
- Diet has a major impact on risk of Alzheimer's disease
- Laboratory quality — a comprehensive look
- Recent MDx advances make congenital CMV testing more feasible

Medical Laboratory Observer – Magazine Circulation



JULY-DECEMBER 2023

PRIMARY BUSINESS BY JOB TITLE

	Grand Total	% of Total	Lab Director, Lab Manager/ Administrator/Supervisor, Section Manager/Dept Head, POL/Group Practice Manager/Administrator/ MA/Nurse	Pathologist/ Physician	Chief/Asst Chief Medical Technologist, MLS- Medical Lab Scientist, MLT-Medical Lab Technician	Clinical Chemist, Microbiologist, Hematologist	Hospital Administrator, Owner/Officer/ Purchasing	LIS/ EMR/ EHR Manager	POCC/POCT Coordinator, Compliance/QA Coordinator/Mgr, Educator/Dept Chair/Faculty, Phlebotomist/Nurse	Director/Mgr Radiology- Imaging	Other
Hospital Lab	29,001	75.45%	11,724	3,807	6,225	1,655	1,798	221	1,639	1,780	152
Independent Lab	2,451	6.38%	1,226	295	314	119	172	22	228	20	55
Group Practice Lab	1,015	2.64%	474	160	225	34	33	6	72	5	6
Gov't/Public Health Lab (non-hospital)	830	2.16%	401	29	169	72	14	8	115	9	13
Blood Bank	343	0.89%	157	16	76	14	13	9	48	0	10
Medical School/Med Tech/CLS Ed Programs	1,091	2.84%	169	73	158	67	30	10	558	4	22
Biomedical Industrial Lab	345	0.90%	126	16	55	45	31	4	37	2	29
Free Standing Emergency Center/Ambulatory Care Center	195	0.51%	72	13	41	2	13	5	45	3	1
Group Purchasing Organization	70	0.18%	17	2	4	1	23	0	15	1	7
HMO/PPO	121	0.31%	42	11	16	6	11	5	21	4	5
Physician's Office Laboratory	1,173	3.05%	500	184	217	31	65	5	156	4	11
ACO (Accountable Care Organization)	36	0.09%	12	3	4	2	2	1	10	0	2
Home Health Care Agency	456	1.19%	196	8	9	9	72	3	143	3	13
Urgent Care/Minute Clinic	189	0.49%	68	28	28	3	12	2	38	4	6
Long-Term Care	235	0.61%	93	10	9	0	22	3	82	1	15
Other	889	2.31%	126	38	89	38	112	13	146	4	323
Total	38,440	100.00%	15,403	4,693	7,639	2,098	2,423	317	3,353	1,844	670
% of Total			40.07%	12.21%	19.87%	5.46%	6.30%	0.82%	8.72%	4.80%	1.74%

Medical Laboratory Observer – Magazine Subscribers by State

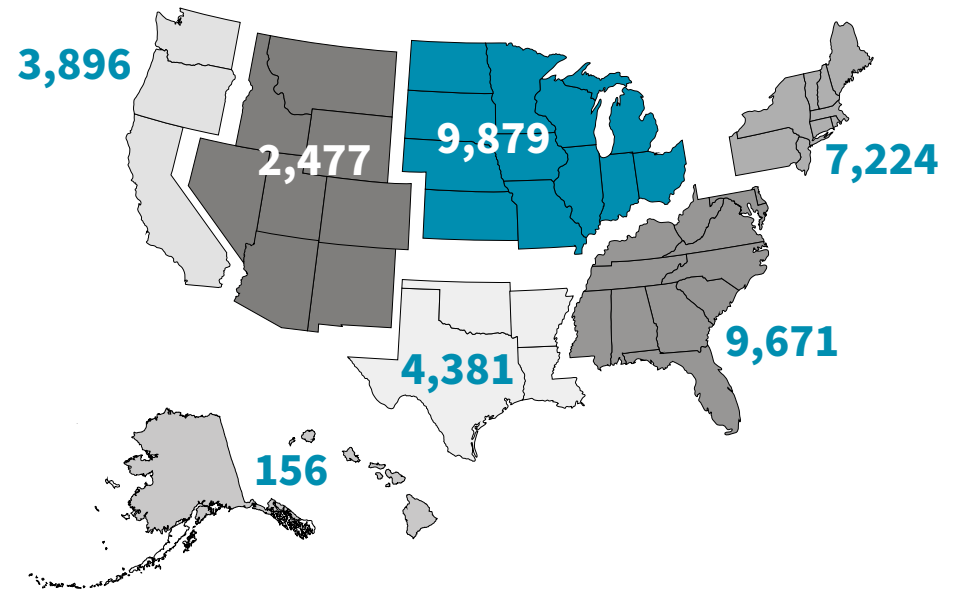


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State	Total
Alabama	635
Arizona	556
Arkansas	437
California	2,908
Colorado	536
Connecticut	406
D. C.	113
Delaware	138
Florida	1,939
Georgia	1,064
Idaho	250
Illinois	1,471
Indiana	892
Iowa	607
Kansas	697
Kentucky	731
Louisiana	496
Maine	292
Maryland	615
Massachusetts	1,012
Michigan	1,085
Minnesota	849
Mississippi	536
Missouri	878
Montana	235
Nebraska	483
Nevada	212

State	Total
New Hampshire	257
New Jersey	790
New Mexico	266
New York	2,330
North Carolina	1,207
North Dakota	242
Ohio	1,487
Oklahoma	567
Oregon	385
Pennsylvania	1,765
Rhode Island	127
South Carolina	576
South Dakota	247
Tennessee	1,094
Texas	2,881
Utah	301
Vermont	107
Virginia	815
Washington	603
West Virginia	346
Wisconsin	941
Wyoming	121
Total 48 Contiguous States	37,528
Alaska	69
Hawaii	87
Possessions & Other Areas	168
Total U.S. Territories	37,852

Circulation Outside the U.S.	Total
Total Canada	100
Total Mexico	13
Other outside U.S.	475
Grand Total	38,440



We hereby make oath and say that all data set forth in this statement are true. Signed: February 2024 | Chris Driscoll, Publisher, Medical Laboratory Observer | Laura Moulton, Audience Development Manager | Alden Metzger, Digital Audience Development Manager