

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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AMERICAN LABORATORY covers the latest scientific methods, technologies and news for scientists working in analytical chemistry, basic research, clinical diagnostics, environmental, food, forensic, industrial, life science, materials, pharmaceutical and other laboratories.

FIELD SERVED

AMERICAN LABORATORY serves scientists working in industry, academia, government, research institutes and others in allied fields.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are laboratory directors/managers, R&D/QA/QC directors/managers, scientists, researchers, analysts, engineers, technicians, chemists, biologists, clinicians, pathologists, corporate management, CSOs, executives, academics (see Note1 in 3A) consultants, purchasers and other titled and non-titled individuals.

PURPOSE

Included herein are supplementary analyses of work area and discipline including: chemistry, biochemistry, microbiology, cell biology, physics, engineering (chemical & non-chemical), metallurgy, pharmacology, biotechnology, environmental research/analysis and others allied to the field.

CHANNELS

AMERICAN LABORATORY MAGAZINE



4 Issues in the period
46,000 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
AMERICAN LABORATORY MAGAZINE (4 issues in the period)	46,000	-	46,000
a. Print	36,265	-	36,265
b. Digital	9,735	-	9,735
1. Requested	9,735	-	9,735
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	33
Advertiser and Agency	882
Allocated for Trade Shows and Conventions	175
All Other	258
TOTAL	1,349

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,000	100.0	46,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,000	100.0	46,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
August	36,904	9,096	46,000
September	36,371	9,629	46,000
October	35,711	10,289	46,000
November/December	36,075	9,925	46,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

This issue is equal to the average of the other 3 issues reported in Paragraph 2.

Job Location	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Laboratory Director/ Manager, R&D/QA/ QC Director/ Manager	Scientist/ Researcher/ Analyst/ Chemist/ Biologist/ Clinician/ Pathologist/ Engineer/ Technician	Corporate Management, CSO, Executive	Academics*	Consultant/ Purchasing	Other Titled and Non-Titled Individuals
Academia	8,393	18.3	5,631	2,762	2,819	2,849	55	2,095	168	407
Government	4,057	8.8	2,818	1,239	1,638	1,923	62	81	94	259
Industrial	26,885	58.4	22,700	4,185	12,078	11,871	1,324	82	609	921
Research Institution	5,010	10.9	3,844	1,166	2,610	1,557	235	166	119	323
Other	1,655	3.6	1,082	573	608	334	204	41	136	332
TOTAL QUALIFIED CIRCULATION	46,000	100.0	36,075	9,925	19,753	18,534	1,880	2,465	1,126	2,242
PERCENT	100.0		78.4	21.6	42.9	40.3	4.1	5.4	2.4	4.9

*Academic Titles include Professor, Associate, Adjunct Professor/Dept. Head/Chair/Post Doc/PhD/MS Cand/MD

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER/DECEMBER 2016

This is an analysis of 16,598 respondents or 36.1% who indicated their work area. Since any one recipient may indicate more than one work area, the number of respondents for each analysis should not be added together, as the total may exceed the total circulation. The data is presented for statistical and marketing purposes only.

WORK AREA	# OF RESPONDENTS
ANALYTICAL CHEMISTRY	2,900
BIOPROCESSING	1,870
CHEMICALS	5,787
DIAGNOSTICS	3,363
DRUG DISCOVERY/CLINICAL TRIALS/H-T SCREENING	2,347
ENVIRONMENTAL RESEARCH & ANALYSIS	3,866
FOOD	2,144
FORENSICS	1,458
GENETIC TECHNOLOGY	1,993
GENOMICS	1,665
HOSPITAL LAB/MEDICAL LAB, PRIVATE	2,502
MATERIALS TESTING & RESEARCH	4,029
NEUROSCIENCE	1,076
NUCLEAR	593
PHARM/MEDICINAL-CHEMISTRY	3,769
PROTEOMICS	1,353
PHOTONICS	735
QA/QC	4,323
UNIVERSITY	3,501
OTHER	1,133

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER/DECEMBER 2016

This is an analysis of 15,877 respondents or 34.5% who indicated their discipline. Since any one recipient may indicate more than one discipline, the number of respondents for each analysis should not be added together, as the total may exceed the total circulation. The data is presented for statistical and marketing purposes only.

DISCIPLINE	# OF RESPONDENTS
BIOCHEMISTRY	4,485
BIOINFORMATICS	1,312
BIOLOGY	3,702
BIOPHYSICS	1,090
BIOTECHNOLOGY	3,219
BOTANY	699
CELL- BIOLOGY	2,322
CHEMISTRY- ANALYTICAL	7,513
CHEMISTRY- BIOANALYTICAL	2,635
CHEMISTRY- CLINICAL	2,051
CHEMISTRY- INORGANIC	3,243
CHEMISTRY- ORGANIC	4,107
CHEMISTRY- PHYSICAL	2,442
CHEMISTRY- POLYMER	2,023
CLINICAL-DIAGNOSTICS/HEMATOLOGY	1,492
ENGINEERING - CHEMICAL	1,771
ENGINEERING- OTHER THAN CHEMICAL	1,359
GENETICS	1,683
IMMUNOLOGY	2,150
METALLURGY	958
MICROBIOLOGY	3,564
MOLECULAR BIOLOGY	2,819
PATHOLOGY	1,385
PETROCHEMICAL	321
PHARMACOLOGY	1,755
PHYSICS	1,262
TOXICOLOGY	1,819
VIROLOGY	1,141
OTHER	778

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	24,201	8,150	-		22,426	9,925	32,351	70.3
II. Request from recipient's company:	-	-	-		-	-	-	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-		-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	13,649	-	-		13,649	-	13,649	29.7
Association rosters and directories	-	-	-		-	-	-	-
Business directories	-	-	-		-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
*Other sources	13,649	-	-		13,649	-	13,649	29.7
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,850	8,150	-		36,075	9,925	46,000	100.0
PERCENT	82.3	17.7	-		78.4	21.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	147	33	180		Kentucky	395	67	462	
New Hampshire	168	32	200		Tennessee	646	136	782	
Vermont	77	13	90		Alabama	405	89	494	
Massachusetts	2,256	345	2,601		Mississippi	231	51	282	
Rhode Island	126	27	153		EAST SO. CENTRAL	1,677	343	2,020	4.4
Connecticut	654	123	777		Arkansas	253	45	298	
NEW ENGLAND	3,428	573	4,001	8.7	Louisiana	416	107	523	
New York	2,219	471	2,690		Oklahoma	284	63	347	
New Jersey	1,950	314	2,264		Texas	2,049	560	2,609	
Pennsylvania	2,059	438	2,497		WEST SO. CENTRAL	3,002	775	3,777	8.2
MIDDLE ATLANTIC	6,228	1,223	7,451	16.2	Montana	107	31	138	
Ohio	1,424	337	1,761		Idaho	147	37	184	
Indiana	742	165	907		Wyoming	48	11	59	
Illinois	1,595	374	1,969		Colorado	542	115	657	
Michigan	922	224	1,146		New Mexico	115	38	153	
Wisconsin	850	156	1,006		Arizona	305	93	398	
EAST NO. CENTRAL	5,533	1,256	6,789	14.7	Utah	324	76	400	
Minnesota	749	142	891		Nevada	104	25	129	
Iowa	442	82	524		MOUNTAIN	1,692	426	2,118	4.6
Missouri	801	184	985		Alaska	35	6	41	
North Dakota	116	32	148		Washington	554	126	680	
South Dakota	85	27	112		Oregon	312	75	387	
Nebraska	264	76	340		California	5,071	821	5,892	
Kansas	348	87	435		Hawaii	64	18	82	
WEST NO. CENTRAL	2,805	630	3,435	7.5	PACIFIC	6,036	1,046	7,082	15.4
Delaware	210	67	277		UNITED STATES	36,015	7,611	43,626	94.8
Maryland	1,079	240	1,319		U.S. Territories	58	40	98	
Washington, DC	103	29	132		Canada	-	519	519	
Virginia	627	143	770		Mexico	-	80	80	
West Virginia	165	40	205		Other International	-	1,674	1,674	
North Carolina	1,218	248	1,466		APO/FPO	2	1	3	
South Carolina	382	97	479						
Georgia	778	191	969						
Florida	1,052	284	1,336						
SOUTH ATLANTIC	5,614	1,339	6,953	15.1					
					TOTAL QUALIFIED CIRCULATION	36,075	9,925	46,000	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 1,596 copies or 3.5% to 12,053 copies or 26.2% including PinPoint Technologies.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Steve Ernst, Editor and General Manager

Andy Miller, Chief Operating Officer

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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