

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.

American Laboratory/Labcompare  
395 Oyster Point Blvd, Suite 321  
South San Francisco, CA 94080  
Tel. No.: (650) 243-5600  
Fax No.: (650) 873-9038  
www.americanlaboratory.com

**AMERICAN LABORATORY** covers the latest scientific methods, technologies and news for scientists in basic research, clinical diagnostics, pharmaceutical, analytical chemistry, life science, environmental, food, forensics and other sectors.

**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, research scientists, research technicians, laboratory 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  
45,979 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>AMERICAN LABORATORY MAGAZINE</b> (4 issues in the period)	45,979	-	45,979
a. Print	34,143	-	34,143
b. Digital	11,836	-	11,836
1. Requested	11,836	-	11,836
2. Non-Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		27
Advertiser and Agency		911
Allocated for Trade Shows and Conventions		162
All Other		436
<b>TOTAL</b>		<b>1,536</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,979	100.0	45,979	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,979</b>	<b>100.0</b>	<b>45,979</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2015 Issue	Print	Digital	Total Qualified
August	32,956	13,044	46,000
September	32,941	13,059	46,000
October	32,882	13,034	45,916
November/December	37,794	8,206	46,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015**

This issue is -% or 11 copies below the average of the other 4 issues reported in Paragraph 2.

Job Location	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Laboratory Director/Manager	Laboratory Purchaser	Research Scientist	Research Technician	Other*
Academia	8,720	18.9	6,541	2,179	3,334	231	3,441	381	1,333
Government	4,198	9.1	3,297	901	1,777	96	1,482	287	556
Industrial	25,152	54.7	21,433	3,719	11,838	456	9,755	861	2,242
Research Institution	5,737	12.5	4,814	923	2,278	95	2,444	338	582
Other	2,193	4.8	1,709	484	936	35	131	57	1,034
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,000</b>	<b>100.0</b>	<b>37,794</b>	<b>8,206</b>	<b>20,163</b>	<b>913</b>	<b>17,253</b>	<b>1,924</b>	<b>5,747</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.2</b>	<b>17.8</b>	<b>43.8</b>	<b>2.0</b>	<b>37.5</b>	<b>4.2</b>	<b>12.5</b>

\*Other Titles include Supervisors, Sr. Chemists, Sr. Scientists, Company Executive Titles, Academic Group Leaders, Professors, Associate Professors, and Other Titled and Non-Titled Individuals.

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER/DECEMBER 2015**

This is an analysis of 26,446 respondents or 57.5% 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
BIOPROCESSING	3,057
CHEMICALS	9,487
DIAGNOSTICS	5,626
DRUG DISCOVERY/CLINICAL TRIALS/H-T SCREENING	3,807
ENVIRONMENTAL RESEARCH & ANALYSIS	6,287
FOOD	3,110
FORENSICS	2,067
GENETIC TECHNOLOGY	3,010
GENOMICS	2,513
HOSPITAL LAB/MEDICAL LAB, PRIVATE	3,865
MATERIALS TESTING & RESEARCH	6,563
NEUROSCIENCE	1,576
NUCLEAR	857
PHARM/MEDICINAL - CHEMISTRY	5,615
PROTEOMICS	1,972
PHOTONICS	1,130
QA/QC	6,706
UNIVERSITY	5,651
OTHER	1,691

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER/DECEMBER 2015**

This is an analysis of 26,298 respondents or 57.2% 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	7,308
BIOINFORMATICS	2,271
BIOLOGY	6,312
BIOPHYSICS	1,881
BIOTECHNOLOGY	5,314
BOTANY	1,171
CELL - BIOLOGY	3,894
CHEMISTRY - ANALYTICAL	11,803
CHEMISTRY - BIOANALYTICAL	4,501
CHEMISTRY - CLINICAL	3,196
CHEMISTRY - INORGANIC	5,152
CHEMISTRY - ORGANIC	6,652
CHEMISTRY - PHYSICAL	3,878
CHEMISTRY - POLYMER	3,250
CLINICAL - DIAGNOSTICS/HEMATOLOGY	2,542
ENGINEERING - CHEMICAL	2,846
ENGINEERING - OTHER THAN CHEMICAL	2,222
GENETICS	2,639
IMMUNOLOGY	3,081
METALLURGY	1,642
MICROBIOLOGY	5,423
MOLECULAR BIOLOGY	4,243
PATHOLOGY	2,074
PHARMACOLOGY	163
PHYSICS	1,938
TOXICOLOGY	2,641
VIROLOGY	1,714
OTHER	1,134

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>22,370</b>	<b>9,876</b>	-	<b>24,040</b>	<b>8,206</b>	<b>32,246</b>	<b>70.1</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>13,754</b>	-	-	<b>13,754</b>	-	<b>13,754</b>	<b>29.9</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	13,754	-	-	13,754	-	13,754	29.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,124</b>	<b>9,876</b>	-	<b>37,794</b>	<b>8,206</b>	<b>46,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.5</b>	<b>21.5</b>	-	<b>82.2</b>	<b>17.8</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	204	20	224		Kentucky	453	38	491	
New Hampshire	152	26	178		Tennessee	674	113	787	
Vermont	89	7	96		Alabama	499	66	565	
Massachusetts	2,141	265	2,406		Mississippi	308	22	330	
Rhode Island	130	13	143		<b>EAST SO. CENTRAL</b>	<b>1,934</b>	<b>239</b>	<b>2,173</b>	<b>4.7</b>
Connecticut	627	87	714		Arkansas	300	36	336	
<b>NEW ENGLAND</b>	<b>3,343</b>	<b>418</b>	<b>3,761</b>	<b>8.2</b>	Louisiana	553	77	630	
New York	2,266	356	2,622		Oklahoma	343	44	387	
New Jersey	1,701	236	1,937		Texas	2,325	456	2,781	
Pennsylvania	2,026	327	2,353		<b>WEST SO. CENTRAL</b>	<b>3,521</b>	<b>613</b>	<b>4,134</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>	<b>5,993</b>	<b>919</b>	<b>6,912</b>	<b>15.0</b>	Montana	132	16	148	
Ohio	1,461	246	1,707		Idaho	160	27	187	
Indiana	700	131	831		Wyoming	80	7	87	
Illinois	1,670	281	1,951		Colorado	499	92	591	
Michigan	971	148	1,119		New Mexico	170	31	201	
Wisconsin	882	128	1,010		Arizona	372	67	439	
<b>EAST NO. CENTRAL</b>	<b>5,684</b>	<b>934</b>	<b>6,618</b>	<b>14.4</b>	Utah	359	59	418	
Minnesota	741	132	873		Nevada	128	24	152	
Iowa	491	70	561		<b>MOUNTAIN</b>	<b>1,900</b>	<b>323</b>	<b>2,223</b>	<b>4.8</b>
Missouri	881	123	1,004		Alaska	48	5	53	
North Dakota	160	18	178		Washington	810	106	916	
South Dakota	117	21	138		Oregon	374	50	424	
Nebraska	291	62	353		California	4,910	626	5,536	
Kansas	409	56	465		Hawaii	71	15	86	
<b>WEST NO. CENTRAL</b>	<b>3,090</b>	<b>482</b>	<b>3,572</b>	<b>7.8</b>	<b>PACIFIC</b>	<b>6,213</b>	<b>802</b>	<b>7,015</b>	<b>15.3</b>
Delaware	218	58	276		<b>UNITED STATES</b>	<b>37,754</b>	<b>5,661</b>	<b>43,415</b>	<b>94.4</b>
Maryland	1,113	185	1,298		U.S. Territories	38	37	75	
Washington, DC	135	19	154		Canada	-	589	589	
Virginia	655	125	780		Mexico	-	90	90	
West Virginia	181	28	209		Other International	-	1,828	1,828	
North Carolina	1,242	166	1,408		APO/FPO	2	1	3	
South Carolina	427	71	498		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,794</b>	<b>8,206</b>	<b>46,000</b>	<b>100.0</b>
Georgia	822	95	917						
Florida	1,283	184	1,467						
<b>SOUTH ATLANTIC</b>	<b>6,076</b>	<b>931</b>	<b>7,007</b>	<b>15.2</b>					

**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 1 source of circulation for a quantity of 13,754 copies or 29.9%, 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 Technology 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.

Date signed	January 29, 2016
State	California
County	San Mateo
Received by BPA Worldwide	January 29, 2016
Type	BD
ID Number	A063B0D5

**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.