

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 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, 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**



5 Issues in the period  
45,993 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> (5 issues in the period)	45,993	-	45,993
a. Print	37,232	-	37,232
b. Digital	8,761	-	8,761
1. Requested	8,761	-	8,761
2. Non-Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	29
Advertiser and Agency	903
Allocated for Trade Shows and Conventions	240
All Other	404
<b>TOTAL</b>	<b>1,576</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	45,993	100.0	45,993	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,993</b>	<b>100.0</b>	<b>45,993</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2016 Issue	Print	Digital	Total Qualified
January/February	37,707	8,293	46,000
March	37,404	8,596	46,000
April	37,189	8,811	46,000
May	37,067	8,933	46,000
June/July	36,792	9,174	45,966

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

This issue is -% or 8 copies above the average of the other 4 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	8,778	19.1	6,392	2,386	3,063	3,612	38	1,575	234	256
Government	4,247	9.2	3,223	1,024	1,778	2,150	23	33	88	175
Industrial	24,839	54.0	20,952	3,887	11,836	10,718	694	29	665	897
Research Institution	5,560	12.1	4,646	914	2,281	2,777	124	72	114	192
Other	2,576	5.6	1,854	722	1,112	520	204	67	146	527
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,000</b>	<b>100.0</b>	<b>37,067</b>	<b>8,933</b>	<b>20,070</b>	<b>19,777</b>	<b>1,083</b>	<b>1,776</b>	<b>1,247</b>	<b>2,047</b>
<b>PERCENT</b>	<b>100.0</b>		<b>80.6</b>	<b>19.4</b>	<b>43.6</b>	<b>43.0</b>	<b>2.3</b>	<b>3.9</b>	<b>2.7</b>	<b>4.5</b>

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

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016**

This is an analysis of 26,198 respondents or 57.0% 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	2,007
BIOPROCESSING	3,054
CHEMICALS	9,417
DIAGNOSTICS	5,596
DRUG DISCOVERY/CLINICAL TRIALS/H-T SCREENING	3,787
ENVIRONMENTAL RESEARCH & ANALYSIS	6,286
FOOD	3,201
FORENSICS	2,155
GENETIC TECHNOLOGY	3,069
GENOMICS	2,541
HOSPITAL LAB/MEDICAL LAB, PRIVATE	4,027
MATERIALS TESTING & RESEARCH	6,473
NEUROSCIENCE	1,628
NUCLEAR	884
PHARM/MEDICINAL-CHEMISTRY	5,654
PROTEOMICS	2,015
PHOTONICS	1,146
QA/QC	6,793
UNIVERSITY	5,639
OTHER	1,733

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016**

This is an analysis of 25,156 respondents or 54.7% 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	7,317
BIOINFORMATICS	2,213
BIOLOGY	6,295
BIOPHYSICS	1,838
BIOTECHNOLOGY	5,198
BOTANY	1,166
CELL- BIOLOGY	3,830
CHEMISTRY- ANALYTICAL	12,040
CHEMISTRY- BIOANALYTICAL	4,396
CHEMISTRY- CLINICAL	3,308
CHEMISTRY- INORGANIC	5,166
CHEMISTRY- ORGANIC	6,642
CHEMISTRY- PHYSICAL	3,876
CHEMISTRY- POLYMER	3,254
CLINICAL-DIAGNOSTICS/HEMATOLOGY	2,546
ENGINEERING - CHEMICAL	2,833
ENGINEERING- OTHER THAN CHEMICAL	2,227
GENETICS	2,681
IMMUNOLOGY	3,234
METALLURGY	1,605
MICROBIOLOGY	5,580
MOLECULAR BIOLOGY	4,314
PATHOLOGY	2,128
PETROCHEMICAL	230
PHARMACOLOGY	2,553
PHYSICS	1,961
TOXICOLOGY	2,736
VIROLOGY	1,757
OTHER	1,190

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	<b>22,370</b>	<b>9,876</b>	-		<b>23,313</b>	<b>8,933</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>37,067</b>	<b>8,933</b>	<b>46,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.5</b>	<b>21.5</b>	-		<b>80.6</b>	<b>19.4</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	204	22	226		Kentucky	443	51	494	
New Hampshire	148	33	181		Tennessee	667	122	789	
Vermont	85	10	95		Alabama	475	82	557	
Massachusetts	2,047	294	2,341		Mississippi	296	28	324	
Rhode Island	117	20	137		<b>EAST SO. CENTRAL</b>	<b>1,881</b>	<b>283</b>	<b>2,164</b>	<b>4.8</b>
Connecticut	626	89	715		Arkansas	299	37	336	
<b>NEW ENGLAND</b>	<b>3,227</b>	<b>468</b>	<b>3,695</b>	<b>8.0</b>	Louisiana	546	81	627	
New York	2,243	391	2,634		Oklahoma	341	44	385	
New Jersey	1,649	273	1,922		Texas	2,305	471	2,776	
Pennsylvania	1,986	375	2,361		<b>WEST SO. CENTRAL</b>	<b>3,491</b>	<b>633</b>	<b>4,124</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>	<b>5,878</b>	<b>1,039</b>	<b>6,917</b>	<b>15.0</b>	Montana	129	19	148	
Ohio	1,465	260	1,725		Idaho	165	27	192	
Indiana	698	143	841		Wyoming	83	7	90	
Illinois	1,646	310	1,956		Colorado	518	90	608	
Michigan	948	171	1,119		New Mexico	167	31	198	
Wisconsin	877	141	1,018		Arizona	355	78	433	
<b>EAST NO. CENTRAL</b>	<b>5,634</b>	<b>1,025</b>	<b>6,659</b>	<b>14.5</b>	Utah	353	61	414	
Minnesota	732	134	866		Nevada	130	21	151	
Iowa	487	79	566		<b>MOUNTAIN</b>	<b>1,900</b>	<b>334</b>	<b>2,234</b>	<b>4.9</b>
Missouri	846	143	989		Alaska	48	5	53	
North Dakota	156	19	175		Washington	785	113	898	
South Dakota	115	23	138		Oregon	366	64	430	
Nebraska	293	63	356		California	4,695	677	5,372	
Kansas	408	62	470		Hawaii	64	17	81	
<b>WEST NO. CENTRAL</b>	<b>3,037</b>	<b>523</b>	<b>3,560</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>5,958</b>	<b>876</b>	<b>6,834</b>	<b>14.9</b>
Delaware	221	56	277		<b>UNITED STATES</b>	<b>37,023</b>	<b>6,282</b>	<b>43,305</b>	<b>94.1</b>
Maryland	1,089	212	1,301		U.S. Territories	42	34	76	
Washington, DC	136	22	158		Canada	-	592	592	
Virginia	648	133	781		Mexico	-	96	96	
West Virginia	186	27	213		Other International	-	1,928	1,928	
North Carolina	1,235	186	1,421		APO/FPO	2	1	3	
South Carolina	422	90	512						
Georgia	822	161	983						
Florida	1,258	214	1,472						
<b>SOUTH ATLANTIC</b>	<b>6,017</b>	<b>1,101</b>	<b>7,118</b>	<b>15.5</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,067</b>	<b>8,933</b>	<b>46,000</b>	<b>100.0</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 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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