

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, 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



5 Issues in the period
46,006 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AMERICAN LABORATORY MAGAZINE (5 issues in the period)	46,006	-	46,006
a. Print	32,903	-	32,903
b. Digital	13,103	-	13,103
1. Requested	12,771	-	12,771
2. Non-Requested	332	-	332

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	28
Advertiser and Agency	951
Allocated for Trade Shows and Conventions	175
All Other	401
TOTAL	1,555

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,006	100.0	46,006	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,006	100.0	46,006	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Total Qualified
January/February	32,657	13,373	46,030
March	32,704	13,298	46,002
April	32,917	13,083	46,000
May	33,030	12,970	46,000
June/July	33,209	12,791	46,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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	9,482	20.6	5,703	3,779	3,578	283	3,968	546	1,107
Government	5,806	12.6	4,232	1,574	2,270	141	2,248	622	525
Industrial	21,690	47.2	16,596	5,094	9,633	647	7,819	1,641	1,950
Research Institution	6,723	14.6	5,164	1,559	2,729	128	2,920	624	322
Other	2,299	5.0	1,335	964	818	47	207	81	1,146
TOTAL QUALIFIED CIRCULATION	46,000	100.0	33,030	12,970	19,028	1,246	17,162	3,514	5,050
PERCENT	100.0		71.8	28.2	41.4	2.7	37.3	7.6	11.0

*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 MAY 2015

This is an analysis of 26,105 respondents or 56.8 % 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	2,912
CHEMICALS	8,906
DIAGNOSTICS	5,048
DRUG DISCOVERY/CLINICAL TRIALS/H-T SCREENING	3,924
ENVIRONMENTAL RESEARCH & ANALYSIS	6,547
FOOD	3,111
FORENSICS	2,240
GENETIC TECHNOLOGY	3,007
GENOMICS	2,534
HOSPITAL LAB/MEDICAL LAB, PRIVATE	3,504
MATERIALS TESTING & RESEARCH	6,331
NEUROSCIENCE	1,715
NUCLEAR	974
PHARM/MEDICINAL - CHEMISTRY	6,117
PROTEOMICS	2,220
PHOTONICS	1,229
QA/QC	6,177
UNIVERSITY	6,027
OTHER	1,869

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015

This is an analysis of 25,667 respondents or 55.8% 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	7,164
BIOINFORMATICS	2,116
BIOLOGY	6,022
BIOPHYSICS	1,836
BIOTECHNOLOGY	5,137
BOTANY	1,154
CELL - BIOLOGY	3,841
CHEMISTRY - ANALYTICAL	11,853
CHEMISTRY - BIOANALYTICAL	4,161
CHEMISTRY - CLINICAL	2,978
CHEMISTRY - INORGANIC	5,114
CHEMISTRY - ORGANIC	6,737
CHEMISTRY - PHYSICAL	3,773
CHEMISTRY - POLYMER	3,210
CLINICAL - DIAGNOSTICS/HEMATOLOGY	2,380
ENGINEERING - CHEMICAL	2,843
ENGINEERING - OTHER THAN CHEMICAL	2,138
GENETICS	2,678
IMMUNOLOGY	3,184
METALLURGY	1,600
MICROBIOLOGY	5,594
MOLECULAR BIOLOGY	4,484
PATHOLOGY	2,134
PHARMACOLOGY	239
PHYSICS	1,987
TOXICOLOGY	2,755
VIROLOGY	1,727
OTHER	1,237

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	26,402	9,706	-	23,464	12,644	36,108	78.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	14	4	-	16	2	18	-
V. TOTAL - Sources other than above (listed alphabetically):	9,874	-	-	9,550	324	9,874	21.5
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	9,874	-	-	9,550	324	9,874	21.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,290	9,710	-	33,030	12,970	46,000	100.0
PERCENT	78.9	21.1	-	71.8	28.2	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	120	43	163		Kentucky	370	75	445	
New Hampshire	148	35	183		Tennessee	676	209	885	
Vermont	52	16	68		Alabama	485	114	599	
Massachusetts	1,483	443	1,926		Mississippi	472	49	521	
Rhode Island	102	32	134		EAST SO. CENTRAL	2,003	447	2,450	5.3
Connecticut	522	158	680		Arkansas	258	64	322	
NEW ENGLAND	2,427	727	3,154	6.8	Louisiana	534	136	670	
New York	1,809	655	2,464		Oklahoma	311	85	396	
New Jersey	1,377	408	1,785		Texas	2,112	754	2,866	
Pennsylvania	2,037	568	2,605		WEST SO. CENTRAL	3,215	1,039	4,254	9.2
MIDDLE ATLANTIC	5,223	1,631	6,854	14.9	Montana	101	40	141	
Ohio	1,280	415	1,695		Idaho	120	47	167	
Indiana	690	224	914		Wyoming	43	11	54	
Illinois	1,433	470	1,903		Colorado	448	152	600	
Michigan	915	252	1,167		New Mexico	150	64	214	
Wisconsin	911	203	1,114		Arizona	366	102	468	
EAST NO. CENTRAL	5,229	1,564	6,793	14.8	Utah	300	95	395	
Minnesota	603	200	803		Nevada	129	35	164	
Iowa	450	118	568		MOUNTAIN	1,657	546	2,203	4.8
Missouri	690	232	922		Alaska	57	11	68	
North Dakota	129	27	156		Washington	764	155	919	
South Dakota	82	31	113		Oregon	333	90	423	
Nebraska	250	115	365		California	3,748	1,026	4,774	
Kansas	319	95	414		Hawaii	79	21	100	
WEST NO. CENTRAL	2,523	818	3,341	7.3	PACIFIC	4,981	1,303	6,284	13.7
Delaware	264	101	365		UNITED STATES	32,928	9,851	42,779	93.0
Maryland	1,303	381	1,684		U.S. Territories	27	47	74	
Washington, DC	117	53	170		Canada	72	593	665	
Virginia	668	203	871		Mexico	-	110	110	
West Virginia	183	55	238		Other International	-	2,368	2,368	
North Carolina	893	309	1,202		APO/FPO	3	1	4	
South Carolina	324	121	445						
Georgia	646	199	845						
Florida	1,272	354	1,626						
SOUTH ATLANTIC	5,670	1,776	7,446	16.2					
					TOTAL QUALIFIED CIRCULATION	33,030	12,970	46,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA	-	867	867	1.9	CARIBBEAN	-	18	18	-
MIDDLE EAST	-	169	169	0.4	CENTRAL AMERICA	-	17	17	-
EUROPE	-	856	856	1.9	SOUTH AMERICA	-	179	179	0.4
AFRICA	-	197	197	0.4	ASIA PACIFIC	-	65	65	0.1
NORTH AMERICA									
Canada	72	593	665						
Mexico	-	110	110						
United States	32,958	9,899	42,857						
Subtotal	33,030	10,602	43,632	94.9	TOTAL QUALIFIED CIRCULATION	33,030	12,970	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 1 source of circulation for a quantity of 9,874 copies or 21.5%, including PinPoint Technology.

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.

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