

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



5 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 (5 issues in the period)	46,000	-	46,000
a. Print	36,333	-	36,333
b. Digital	9,667	-	9,667
1. Requested	9,667	-	9,667
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	29
Advertiser and Agency	867
Allocated for Trade Shows and Conventions	220
All Other	379
TOTAL	1,495

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

2017 Issue	Print	Digital	Total Qualified
January/February	36,208	9,792	46,000
March	36,227	9,773	46,000
April	36,251	9,749	46,000
May	36,467	9,533	46,000
June/July	36,511	9,489	46,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is equal to 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	8,354	18.2	5,653	2,701	2,826	2,769	65	2,203	165	326
Government	4,022	8.7	2,836	1,186	1,628	1,930	69	83	90	222
Industrial	26,684	58.0	22,624	4,060	11,966	11,783	1,351	82	619	883
Research Institution	5,614	12.2	4,533	1,081	2,673	2,078	246	181	138	298
Other	1,326	2.9	821	505	518	319	198	43	140	108
TOTAL QUALIFIED CIRCULATION	46,000	100.0	36,467	9,533	19,611	18,879	1,929	2,592	1,152	1,837
PERCENT	100.0		79.3	20.7	42.6	41.1	4.2	5.6	2.5	4.0

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

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2017

This is an analysis of 16,946 respondents or 36.8% 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
ANALYTICAL CHEMISTRY	4,434
BIOPROCESSING	1,909
CHEMICALS	5,766
DIAGNOSTICS	3,396
DRUG DISCOVERY/CLINICAL TRIALS/H-T SCREENING	2,407
ENVIRONMENTAL RESEARCH & ANALYSIS	3,950
FOOD	2,148
FORENSICS	1,453
GENETIC TECHNOLOGY	1,976
GENOMICS	1,677
HOSPITAL LAB/MEDICAL LAB, PRIVATE	2,568
MATERIALS TESTING & RESEARCH	4,051
NEUROSCIENCE	1,072
NUCLEAR	601
PHARM/MEDICINAL-CHEMISTRY	3,838
PROTEOMICS	1,369
PHOTONICS	758
QA/QC	4,553
UNIVERSITY	3,564
OTHER	1,066

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2017

This is an analysis of 16,253 respondents or 35.3% 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	4,598
BIOINFORMATICS	1,315
BIOLOGY	3,744
BIOPHYSICS	1,100
BIOTECHNOLOGY	3,275
BOTANY	695
CELL- BIOLOGY	2,361
CHEMISTRY- ANALYTICAL	7,720
CHEMISTRY- BIOANALYTICAL	2,673
CHEMISTRY- CLINICAL	2,094
CHEMISTRY- INORGANIC	3,368
CHEMISTRY- ORGANIC	4,149
CHEMISTRY- PHYSICAL	2,481
CHEMISTRY- POLYMER	2,101
CLINICAL-DIAGNOSTICS/HEMATOLOGY	1,511
ENGINEERING - CHEMICAL	1,813
ENGINEERING- OTHER THAN CHEMICAL	1,395
GENETICS	1,673
IMMUNOLOGY	2,230
METALLURGY	991
MICROBIOLOGY	3,714
MOLECULAR BIOLOGY	2,904
PATHOLOGY	1,372
PETROCHEMICAL	481
PHARMACOLOGY	1,768
PHYSICS	1,285
TOXICOLOGY	1,845
VIROLOGY	1,137
OTHER	785

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	24,201	8,150	-	22,818	9,533	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	-	36,467	9,533	46,000	100.0
PERCENT	82.3	17.7	-	79.3	20.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	153	32	185		Kentucky	402	63	465	
New Hampshire	170	28	198		Tennessee	640	136	776	
Vermont	77	11	88		Alabama	414	87	501	
Massachusetts	2,327	320	2,647		Mississippi	237	45	282	
Rhode Island	128	23	151		EAST SO. CENTRAL	1,693	331	2,024	4.4
Connecticut	653	119	772		Arkansas	256	43	299	
NEW ENGLAND	3,508	533	4,041	8.8	Louisiana	436	107	543	
New York	2,193	461	2,654		Oklahoma	283	62	345	
New Jersey	1,917	297	2,214		Texas	2,092	530	2,622	
Pennsylvania	2,107	403	2,510		WEST SO. CENTRAL	3,067	742	3,809	8.2
MIDDLE ATLANTIC	6,217	1,161	7,378	16.0	Montana	109	30	139	
Ohio	1,436	333	1,769		Idaho	145	38	183	
Indiana	741	160	901		Wyoming	50	10	60	
Illinois	1,615	351	1,966		Colorado	538	114	652	
Michigan	899	217	1,116		New Mexico	121	38	159	
Wisconsin	854	154	1,008		Arizona	314	90	404	
EAST NO. CENTRAL	5,545	1,215	6,760	14.7	Utah	331	74	405	
Minnesota	744	139	883		Nevada	103	26	129	
Iowa	446	73	519		MOUNTAIN	1,711	420	2,131	4.6
Missouri	823	166	989		Alaska	34	7	41	
North Dakota	110	31	141		Washington	634	117	751	
South Dakota	87	25	112		Oregon	316	71	387	
Nebraska	278	69	347		California	5,150	804	5,954	
Kansas	357	79	436		Hawaii	60	18	78	
WEST NO. CENTRAL	2,845	582	3,427	7.5	PACIFIC	6,194	1,017	7,211	15.7
Delaware	203	63	266		UNITED STATES	36,408	7,309	43,717	95.0
Maryland	1,099	233	1,332		U.S. Territories	57	41	98	
Washington, DC	107	31	138		Canada	-	483	483	
Virginia	607	150	757		Mexico	-	78	78	
West Virginia	164	39	203		Other International	-	1,621	1,621	
North Carolina	1,210	251	1,461		APO/FPO	2	1	3	
South Carolina	380	93	473		TOTAL QUALIFIED CIRCULATION	36,467	9,533	46,000	100.0
Georgia	795	178	973						
Florida	1,063	270	1,333						
SOUTH ATLANTIC	5,628	1,308	6,936	15.1					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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.

Robert Stevenson, Ph.D, Editor Emeritus

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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