



SUBSCRIBER PROFILE: MORE DECISION MAKERS = MORE BUYERS

48,043 AUDITED, PRE-QUALIFIED SUBSCRIBERS¹

Much higher circulation (63% higher) than Advance for Administrators of the Lab.'s 30,707¹



MLO PROVIDES AN EXCEPTIONAL AUDIENCE¹

- 66%** LAB DIRECTOR
Lab Manager/Administrator/Supervisor
POL Director
Chief Medical Technologist
Assistant Chief Medical Technologist
- 14%** Pathologist, Pathology Resident, Physician
- 8%** Clinical Chemist, Clinical Researcher, Microbiologist
- 7%** LIS Manager, Nurse Laboratorian, Education Coordinator, Other
- 5%** Hospital Administrator, Group Practice Manager/Administrator, Owner/Officer/Purchasing

76% OF MLO SUBSCRIBERS HAVE A DIRECT SAY in the purchasing process for their organization.²

REACH THE RIGHT FACILITIES WITH MLO¹

- 74%** HOSPITAL LAB
- 8%** Physician Office Lab and Group Practice Lab
- 8%** Independent Lab
- 8%** Other
- 2%** Med School/CLS Ed Programs

MLO REACHES LUCRATIVE DECISION MAKERS WHO DON'T READ OTHER LAB PUBLICATIONS²

- 30,748 MLO subscribers**
do not receive Advance for Administrators of the Lab.
- 27,961 MLO subscribers**
do not receive Clinical Lab Products
- 15,470 MLO subscribers**
do not receive CAP Today

88% OF SUBSCRIBERS HAVE BEEN READING MLO FOR SIX OR MORE YEARS²

- 68%** have read MLO for 10 years or more
- 20%** have read MLO for 6 - 9 years
- 10%** have read MLO for 3 - 5 years
- 2%** have read MLO for 2 or less years

92% OF MLO SUBSCRIBERS SAVE THEIR ISSUES for future reference.²

LIST RENTALS: POSTAL OR EMAIL

MLO provides a BPA-audited list of prospective buyers, categorized by the products or services they specify or buy. Here are just a few of the **38 categories**¹ available. Call your MLO Account Executive for more ways to connect directly with your key prospects.

- Centrifuges 14,975
- Chemistry Reagents, Test Kits 13,728
- Blood Bank Supplies 13,061
- Hematology Analyzers 12,212
- Safety Products 13,832

SOURCE

¹ BPA Statement, June 2011

² MLO Subscriber Profile Study, June 2011