IN 1969, MLO-MEDICAL LABORATORY OBSERVER DEBUTED AS THE ORIGINAL CLINICAL LABORATORY MAGAZINE

Clinical lab decision-makers rely upon MLO for peer-reviewed editorial and new product information. MLO is a multimedia resource, that delivers a monthly magazine, digital edition, daily eNewsletters, website, the annual CLR buyers guide, and trade show marketing opportunities.

EDITORIAL COVERAGE

If interested in contributing please email Lisa Moynihan, MLO editor, at lmoynihan@mlo-online.com for:

- ARTICLE CONTRIBUTIONS The editorial calendar is on page 3. Email editor at least two months prior.
- FREE PRODUCT FOCUS CONTRIBUTIONS Monthly categories are located in the last column of the editorial calendar. Email editor at least two months prior.
- PRESS RELEASES & NEW PRODUCTS Email editor for possible inclusion in MLO's daily eNewsletter (LABline) or print magazine.

MULTIMEDIA ADDED VALUE FOR PRINT ADVERTISERS

- FREE LINK on www.MLO-online.com home page
- FREE DIGITAL EDITION LINK within your ad
- FREE BONUS FOR FULL-PAGE ADS:
  - AD COMPARISON STUDIES Third-party Signet Research provides metrics and verbatims for February and September issues. Valued at $4500 net.
  - CLINICAL SPOTLIGHTS Receive additional print space in specific issues (see calendar). Submit 35 words, image, and URL. Valued at $1,964 net.
  - DISCOUNTED eLIST RENTAL Rent 3,000 emails, get 1,000 free in January and August. Valued at $450 net.

QUALIFIED LEADS

- LABline and ePRODUCT INSIDER Two eNewsletter options with ads, emailed up to 34,000 subscribers. (See page 6).
- SPECIAL REPORT Includes your exclusive ad on the email blast up to 34,000 and on the web page for 12 months with leads! (See page 7).
- WHITE PAPER PROGRAM (See page 8).
- WEBINAR PROGRAMS Advertise your prepared webinar OR let us produce and promote a custom webinar for you. (See page 8).

ADDITIONAL REACH

- www.MLO-ONLINE.com Responsive media options include videos, wallpaper, leaderboards, and roll-overs. (See page 9-10).
- CLR - Clinical Laboratory Reference The annual buyers guide is mailed in August and searchable at www.CLR-online.com (See page 4).
- EMAIL AND POSTAL LIST RENTALS Target lab professionals by job function, facility, and/or types of products purchased by renting our audited database. Email $450/M net. Postal $200/M net plus $15-$25/M for selects.

EDITORIAL ADVISORY BOARD

2019

MLO MEDICAL LABORATORY OBSERVER

The Peer-Reviewed Management Source for Lab Professionals since 1969

45,338 PRINT SUBSCRIBERS [1]

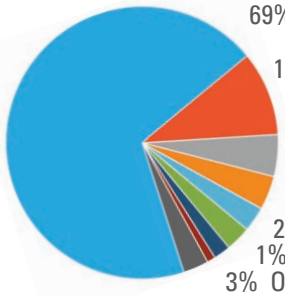
117,392 print readers with pass-along [2]

DECISION MAKERS [1]

- 43% LAB DIRECTOR Lab Manager/Administrator/Supervisor/Section Manager/Dept. Head/POL Group Practice Manager/Administrator/MA/Nurse
- 20% Chief/Asst. Chief Medical Technologist/MLT/MLS
- 17% Pathologist/Physician
- 11% POCC/POCT Coordinator/Compliance/QA Coordinator/Manager/Educator/Dept. Chair/ Faculty/Phlebotomist/Nurse/Other
- 7% Clinical Chemist/Microbiologist/Hematologist
- 2% Hospital Admin./Owner/Officer/Purchasing
- >1% LIS/EMR/EHR Manager

65% of MLO subscribers are involved with their lab's purchasing process [2]

DIAGNOSTIC LAB FACILITIES [1]



- 69% Hospital Lab
- 10% Independent Lab
- 5% Physcician's Office Lab
- 4% Group Practice Lab
- 3% Government/Public Health Lab
- 3% Med School/Med Tech/CLS Ed Programs
- 2% ACOs
- 1% Blood Banks
- 3% Other

84% report their budgets for 2019 will be increasing or remaining the same [2]

55% report that PRINT media is where they first discover products for their lab; 45% state electronic media [2]

EXCLUSIVE READERSHIP [2]

- 16,738 MLO subscribers *do not read* CAP Today
- 26,758 MLO subscribers *do not read* Clinical Lab News
- 29,946 MLO subscribers *do not read* Clinical Lab Products
- 35,297 MLO subscribers *do not read* Lab Manager
- 36,664 MLO subscribers *do not read* Medical Lab Mgt.

AD IMPACT

70%

are influenced by a company's ad in MLO... being more likely to inquire or consider the company during product evaluations [2]

75%

have shared MLO articles or ads with their lab peers [2]

LOYAL READERSHIP

88%

have received MLO for more than 3 years. 61% of respondents for 10 years or more...a highly engaged and experienced audience! [2]

86%

read at least 3 out of 4 issues of MLO [2]

42 minutes

is the average time spent with each issue of MLO [2]

ONLINE INFLUENCE

46,386

average monthly users at www.MLO-online.com with 83,504 page views [4]

34,995

subscribers are delivered the daily LABline eNewsletter [1]

9.5%

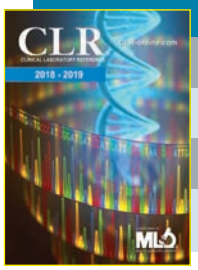
average daily open rate for LABline eNewsletter. 6.78% CTR [3]

8%

average daily open rate for eProduct Insider. 9.38% CTR [3]

CLR: ANNUAL BUYERS GUIDE

In print (August) and online all year



85%

access CLR in print or online [2]

62%

save their print CLR issue for use in the year [2]

VERIFIED AUDIT CIRCULATION

SOURCE
[1] MLO VAC Statement, 9/17
[2] MLO Subscriber Profile Study, 9/18
[3] Critical Impact, 1/18-9/18
[4] Google Analytics,7/18-3/19