

2020



The Peer-Reviewed Management Source
for Lab Professionals since 1969

Print + Digital Edition + eNewsletter = A Highly Engaged Lab Audience

With so many focused on the lab's response to COVID-19, MLO's audience engagement is soaring.

Print & Digital Edition

- ▶ All print ads appear in the digital edition with live links!
- ▶ 63% say they're more likely to click on a digital ad after seeing the print ad in MLO (MLO Subscriber Profile 9/19)
- ▶ Time spent on the MLO digital edition is up 40% from February to March, 2020

LABline daily e-newsletter

- ▶ LABline ad impressions are up from 50,000 in January to 91,000 in March
- ▶ LABline unique click count is up 86% since January

Now's the time to get your message out with an MLO multimedia approach.

JUNE EDITORIAL PREVIEW

- ▶ CONTINUING ED FEATURE: Cardiac Biomarkers
- ▶ **Just added** COVID-19 MDx Testing
- ▶ Chemistry
- ▶ Lab Redesign
- ▶ Pathology
- ▶ Hematology
- ▶ Air/Water QC
- ▶ FREE PRODUCT FOCUS: Immunoassay Analyzers
To submit content, contact Brenda at bsilva@mlo-online.com
- ▶ FULL PAGE BONUS: Clinical Spotlight in print. Send us your headline, 35 words, and image

RESERVE BY **May 1** MATERIALS BY **May 5**



CLICK TO VIEW
OUR CURRENT
**DIGITAL
EDITION**

2020 PLANNER

Media Kit

Calendar

Lead Gen



Announcing SHOW & TELL

A virtual meeting place

Engage the MLO audience with your latest products and services in our new custom platform, SHOW & TELL, where you can communicate virtually 24/7 with potential buyers.

Receive a dedicated web page for all your sales materials.

Send us your whitepapers, videos, PowerPoint presentations, collateral PDFs, new product releases, webinars, podcasts, and any or all sales materials that will make your case with our audience of professional lab managers. We'll do the rest!

Your SHOW & TELL page remains live for 90 days and is promoted by MLO through the daily LABline eNewsletter, spotlight blasts to a targeted audience, web ads reaching 55,000 average monthly users, and ads in the monthly MLO magazine with a pass-along readership of 108,000 to get the branding and exposure you need now!

[View SHOW & TELL sample platform](#)

SUBMIT YOUR ARTICLES TO MLO EDITORS

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