

2021



The Peer-Reviewed Management Source
for Lab Professionals since 1969

#1 in PRINT AUDIENCE REACH

Our VAC (Verified Audit Circulation) is here.
MLO has the largest print audience of the top 5 clinical lab journals.



Ask our competition for their audited numbers.
Your message deserves to reach the most qualified audience possible

MARCH EDITORIAL PREVIEW

All print ads appear in the March digital edition with
company web links in the issue announcement email.

- **Continuing Education Feature:** Blood Disorders
- Rapid Testing
- **Salary Survey Results**
- Emerging Diseases
- LIS/EHR
- PPE
- COVID-19 Update
- **FREE PRODUCT FOCUS:** Chemistry Analyzers
Submit content to Linda Wilson at lwilson@mlo-online.com

FULL PAGE BONUS: Receive space in the Clinical Spotlight section of the magazine and digital edition. Send us your image, 35 words and URL and we'll do the rest.

BONUS DISTRIBUTION: Virtual **CLMA KnowledgeLab / ASCP**
March 29-31

RESERVE BY **February 2** MATERIALS BY **February 8**

SUBMIT YOUR ARTICLES TO MLO EDITOR:

Linda Wilson, Managing Editor lwilson@mlo-online.com



2021 PLANNER

Media Kit

Calendar

CONTACT US TO GET STARTED

EAST / MIDWEST (except IL): Carol Vovcsko 941-321-2873 CVovcsko@MLO-online.com
WEST / SOUTH / IL: Lora Harrell 941-328-3707 LHarrell@MLO-online.com

