

2021



The Peer-Reviewed Management Source
for Lab Professionals since 1969

Connect with the largest clinical lab audience!

45,912*

Average monthly qualified print distribution as reported by
*Verified Audit Circulation annual report, September 2020

Make sure your message gets the visibility and action it deserves with an ad in MLO.
See your many marketing options in the [2021 Media Kit](#).

MAY EDITORIAL PREVIEW

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

- ▶ **Continuing Education Feature:** Antimicrobial Resistance
 - ▶ Next-Generation Sequencing (NGS)
 - ▶ Lab Supply Forecasting
 - ▶ Virology
 - ▶ **Just added:** Informatics
 - ▶ Developing QC Practices
 - ▶ MDx: Companion Diagnostics
 - ▶ **FREE PRODUCT FOCUS:** Centrifuges
- Submit content to Marisa Williams at mwilliams@mlo-online.com

FULL PAGE BONUS:

Free Clinical Spotlight listing (35 words, image, link)

SHOW COVERAGE: **APHL** May 17-20 Cleveland

RESERVE BY **April 1** MATERIALS BY **April 7**



2021 PLANNER

[Media Kit](#)

[Calendar](#)

SUBMIT YOUR ARTICLES TO MLO SENIOR EDITOR:

Linda Wilson at lwilson@mlo-online.com



RESERVE YOUR POSITION IN THE NEXT MLO FORUM



Tuesday, May 18
Clinical Analytics and Data Management

MLO editors present findings from our Special Report research on **Informatics in the Laboratory** with focus on the creation of valuable clinical analytics usage and data management, followed by valuable related solutions for healthcare laboratories.
[View 2021 MLO Forums information here.](#)

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

Publisher/Executive Editor: Kristine Russell 941-259-0854 krussell@mlo-online.com

