

## #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 also appear in the March digital edition and include company web links in two issue announcement emails.

- ▶ **Continuing Education Feature:** Long-Haul COVID-19 Testing
- ▶ Gastroenterology
- ▶ Salary Survey
- ▶ HAIs / Sepsis
- ▶ Certification Ready
- ▶ State of the Industry Report: Clinical Data
- ▶ Infectious Disease Tracking
- ▶ **FREE PRODUCT FOCUS:** Vitamin D  
Submit content to Linda Wilson at [lwilson@mlo-online.com](mailto:lwilson@mlo-online.com)

**FULL PAGE BONUS:** 60% off eProduct Insider ad PLUS Clinical Spotlight: 35 words & image

**BONUS DISTRIBUTION:** HIMSS'22: Mar 14-18, Orlando

RESERVE BY **February 2** | MATERIALS BY **February 4**



2022 Media Kit

SUBMIT YOUR ARTICLES TO MLO SENIOR EDITOR:

Linda Wilson at [lwilson@mlo-online.com](mailto:lwilson@mlo-online.com)



## STATE OF THE INDUSTRY

The March issue debuts the first in our 2022 exclusive series of MLO articles featuring survey results on the **State of the Industry: "Clinical Data"**

Sponsor the March **State of the Industry** section to receive these benefits:  
Your full page ad appears within the special section in **print**, the **digital edition**, and the **"Clinical Data" eBook**, emailed to our audience and posted on *MLO's* White Papers tab along with your sponsorship logo. *Contact your sales rep to reserve your spot.*

## CONTACT US TO GET STARTED

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