

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

LabX Media Group  
1000 N West Street  
Suite 1200  
Wilmington, DE 19801  
Tel: (800) 258-6008  
www.labmanager.com

**LAB MANAGER** is a B2B brand focusing on scientific leaders who are responsible for the key business decisions facing their laboratory operations. Editorial coverage includes leadership and staffing, lab safety and design as well as timely information on new technologies and laboratory products. We provide coverage across a broad range of scientific disciplines including: analytical chemistry, life science, clinical diagnostics, pharmaceutical, environmental, forensic, food and beverage laboratories and others in allied fields. Content is available to subscribers globally on the website.

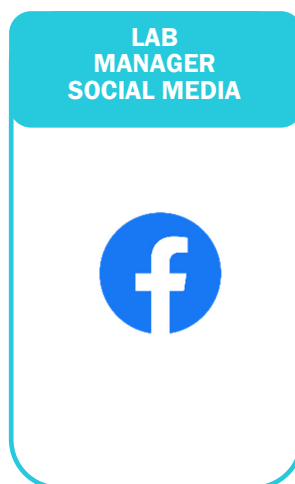
## MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**LAB MANAGER** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

## BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>LAB MANAGER PRINT AND DIGITAL MAGAZINE</b> (5 issues in the period)	40,000	-	40,000
a. Print	21,996	-	21,996
b. Digital	18,004	-	18,004
(See Paragraph 3b for Source)			
<b>LAB MANAGER WEBSITE</b> (Monthly Users with 256,997 average Pageviews)	137,611	-	137,611
<b>LAB MANAGER SOCIAL MEDIA*</b>			
Facebook likes	57,545	-	57,545

\*Social Media claims are cumulative figures, not averages.

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.**

No attempt has been made to identify or eliminate duplication that may exist across media channels.

**FIELD SERVED**

**LAB MANAGER MAGAZINE** serves the fields of research and development, including industrial research, environmental, and forensic labs, academic institutions (universities and colleges), government, health/clinical/medical labs, private research institutions, non-profit research organizations, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are lab, project, and QA/QC directors/manager/supervisors, corporate officers/managers, chemists/physicists/biologists/scientists, investigators, engineers, technicians, academic professors/assistant or associate professors, and university/college students, and other titled and non-titled personnel within the field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	627
*Allocated for Trade Shows and Conventions	130
All Other	366
<b>TOTAL</b>	<b>1,124</b>

\*See Additional Data

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2023 Issues	Print	Digital	Total Qualified
January/February	21,982	18,018	40,000
March	22,000	18,000	40,000
April	22,000	18,000	40,000
May	22,000	18,000	40,000
June	22,000	18,000	40,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023**

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Print	Digital	Laboratory Directors/ Mgrs/Supervisors, Corporate Officers/ Managers, R&D Directors/ Mgrs/Supervisors, Project Director/Mgrs/ Supervisors, QA Directors/Mgrs/ Supervisors, Safety/ Risk Mgrs/Supervisor/ Directors	Chemists/ Physicists/ Biologists/ Scientists/ Investigators, Engineers and Technicians	Academic Professors & Students	Other
Industrial Research Lab, Environmental Labs, Forensic Labs	10,573	26.4	5,980	4,593	7,428	2,614	98	433
Academic	10,239	25.6	5,714	4,525	3,885	2,237	3,925	192
Government	3,456	8.6	1,919	1,537	1,999	1,266	93	98
Health/Clinical/ Medical Labs	8,829	22.1	5,158	3,671	6,741	1,298	552	238
Private Research Institutions/Non-Profit Research Institutions	3,019	7.6	1,585	1,434	2,079	730	104	106
Others Allied to the Field	3,884	9.7	1,644	2,240	2,255	664	80	885
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>22,000</b>	<b>18,000</b>	<b>24,387</b>	<b>8,809</b>	<b>4,852</b>	<b>1,952</b>
<b>PERCENT</b>	<b>100.0</b>		<b>55.0</b>	<b>45.0</b>	<b>61.0</b>	<b>22.0</b>	<b>12.1</b>	<b>4.9</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,107	9,320	5,867	14,335	16,959	31,294	78.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	8,295	411	-	7,665	1,041	8,706	21.8
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,402</b>	<b>9,731</b>	<b>5,867</b>	<b>22,000</b>	<b>18,000</b>	<b>40,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>61.0</b>	<b>24.3</b>	<b>14.7</b>	<b>55.0</b>	<b>45.0</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,907	17,927	39,834	99.6
Individuals by name only	93	73	166	0.4
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,000</b>	<b>18,000</b>	<b>40,000</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data July – December 2020	Audited Data January – June 2021	Audited Data July – December 2021	Audited Data January – June 2022	Audited Data July – December 2022	Circulation Claim January – June 2023*
Total Audit Average Qualified:	43,481	41,700	40,500	40,500	40,000	40,000
Qualified Non-Paid:	43,481	41,700	40,500	40,500	40,000	40,000
Print:	26,431	24,466	23,502	23,468	21,992	21,996
Digital:	17,050	17,234	16,998	17,032	18,008	18,004
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023\*

State	Print	Digital	Total Qualified	Percent
Maine	101	56	157	
New Hampshire	115	41	156	
Vermont	46	34	80	
Massachusetts	1,123	565	1,688	
Rhode Island	97	35	132	
Connecticut	319	163	482	
<b>NEW ENGLAND</b>	<b>1,801</b>	<b>894</b>	<b>2,695</b>	<b>6.8</b>
New York	1,412	675	2,087	
New Jersey	698	399	1,097	
Pennsylvania	1,080	684	1,764	
<b>MIDDLE ATLANTIC</b>	<b>3,190</b>	<b>1,758</b>	<b>4,948</b>	<b>12.4</b>
Ohio	802	452	1,254	
Indiana	430	225	655	
Illinois	837	466	1,303	
Michigan	627	347	974	
Wisconsin	492	251	743	
<b>EAST NO. CENTRAL</b>	<b>3,188</b>	<b>1,741</b>	<b>4,929</b>	<b>12.3</b>
Minnesota	449	265	714	
Iowa	250	148	398	
Missouri	450	234	684	
North Dakota	73	37	110	
South Dakota	88	21	109	
Nebraska	182	82	264	
Kansas	226	97	323	
<b>WEST NO. CENTRAL</b>	<b>1,718</b>	<b>884</b>	<b>2,602</b>	<b>6.5</b>
Delaware	114	65	179	
Maryland	959	483	1,442	
Washington, DC	76	63	139	
Virginia	497	267	764	
West Virginia	90	48	138	
North Carolina	774	395	1,169	
South Carolina	248	152	400	
Georgia	511	289	800	
Florida	906	515	1,421	
<b>SOUTH ATLANTIC</b>	<b>4,175</b>	<b>2,277</b>	<b>6,452</b>	<b>16.1</b>
Kentucky	233	116	349	
Tennessee	451	204	655	
Alabama	262	140	402	
Mississippi	143	61	204	
<b>EAST SO. CENTRAL</b>	<b>1,089</b>	<b>521</b>	<b>1,610</b>	<b>4.0</b>
Arkansas	153	64	217	
Louisiana	220	124	344	
Oklahoma	188	112	300	
Texas	1,269	722	1,991	
<b>WEST SO. CENTRAL</b>	<b>1,830</b>	<b>1,022</b>	<b>2,852</b>	<b>7.1</b>
Montana	79	46	125	
Idaho	92	45	137	
Wyoming	36	16	52	
Colorado	330	179	509	
New Mexico	108	69	177	
Arizona	302	178	480	
Utah	149	99	248	
Nevada	106	65	171	
<b>MOUNTAIN</b>	<b>1,202</b>	<b>697</b>	<b>1,899</b>	<b>4.8</b>
Alaska	46	14	60	
Washington	471	221	692	
Oregon	257	124	381	
California	2,269	1,211	3,480	
Hawaii	65	41	106	
<b>PACIFIC</b>	<b>3,108</b>	<b>1,611</b>	<b>4,719</b>	<b>11.8</b>
<b>UNITED STATES</b>	<b>21,301</b>	<b>11,405</b>	<b>32,706</b>	<b>81.8</b>
U.S. Territories	75	68	143	
Canada	620	355	975	
Mexico	-	163	163	
Other International	1	6,008	6,009	
AP0/FPO	3	1	4	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,000</b>	<b>18,000</b>	<b>40,000</b>	<b>100.0</b>

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023\*

Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>	-	1,531	1,531	3.8
<b>MIDDLE EAST</b>	-	393	393	1.0
<b>EUROPE</b>	1	1,934	1,935	4.8
<b>AFRICA</b>	-	1,234	1,234	3.1
<b>NORTH AMERICA</b>	21,999	11,992	33,991	85.0
<b>CARIBBEAN</b>	-	106	106	0.3
<b>CENTRAL AMERICA</b>	-	47	47	0.1
<b>SOUTH AMERICA</b>	-	448	448	1.1
<b>ASIA PACIFIC</b>	-	315	315	0.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,000</b>	<b>18,000</b>	<b>40,000</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

WWW.LABMANAGER.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	293,984	190,720	161,719	1:41
February	287,583	190,544	162,068	1:43
March	287,945	181,337	148,598	1:54
April	220,836	136,081	112,766	1:59
May	240,794	148,846	126,116	1:48
June	210,845	135,177	114,402	1:36
<b>AVERAGE:</b>	<b>256,997</b>	<b>163,784</b>	<b>137,611</b>	<b>1:46</b>

January – June 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## SOCIAL MEDIA CHANNEL

### Lab Manager Social Media



Facebook likes

<http://www.facebook.com/labmanager>

2023

Beginning Balance	57,236
January	57,266
February	57,339
March	57,408
April	57,454
May	57,523
June	57,545

## ADDITIONAL DATA

### MAGAZINE:

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

#### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

#### AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions includes:

2023 Issue	Copies	Show	Date	Location
January/February	200	SLAS23	February 25-March 1, 2023	San Diego, CA
March	300	Pittcon 2023	March 18-22, 2023	Philadelphia, PA
May	150	Lab Design Conference	May 16-17, 2023	San Diego, CA.

### PARAGRAPH 3b:

Communication (other than request) includes 1 source of circulation for a quantity of 8,706 copies or 21.8%, including E-Newsletter database.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Ken Piech, Executive Vice President

Matthew Gale, Circulation Specialist

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed	July 12, 2023
State	Delaware
County	Wilmington
Received by BPA Worldwide	July 12, 2023
Type	BD
ID Number	L205BRJ23

#### About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

**MAGAZINE CHANNEL FORMAT:** This magazine is produced in print and digital formats.

Copyright © 2023 BPA Worldwide. All rights reserved.