360Dx Readership Profile as at August 2020

Average Monthly Visitors - 93,216

Organization Type	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Hospital/Medical Center	11,000						
CLIA Lab: Hospital	3,530						
CLIA Lab: Independent	7,136						
CLIA Lab: Physician/Group Practice	2,103						
Private/Group Medical Practice	5,792						
Diagnostic Developer		21,545					
Genomic Services Provider			4,578				
Contract Research Organization			3,378				
Academic/University/Nonprofit Research Institute				10,036			
Core Lab				5,580			
Government Agency				2,938			
Pharmaceutical/Biopharmaceutical Company					15,039		
Ag-Bio Company					1,936		
Instrument Manufacturer/Vendor						15,297	
Management Consultant/Venture Capital/Law Firm							9,710
Public Relations/Advertising Firm							4,206

Interest Area	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Allergy	4,818	2,794	1,223	2,809	2,947		
Autoimmune disease	7,172	4,752	2,085	4,323	3,783		
Biomarker Discovery	7,199	8,252	3,169	5,422	5,595		
Cancer Research	6,636	5,147	3,235	4,893	4,973		
Cancer Diagnostics	9,754	9,687	4,302	6,081	6,478		
Cancer Therapeutics	5,709	4,115	2,800	3,883	4,870		
Cardiovascular disease	5,909	4,562	1,847	3,615	2,947		
Clinical Trials	6,799	5,041	2,939	4,681	4,263		
Diagnostics/Companion Diagnostics Development	11,208	15,221	4,442	8,003	8,416		
Drug Discovery/Development	5,018	3,378	2,159	3,916	4,382		
Drugs of Abuse/Toxicology	5,027	2,642	1,248	2,882	1,789		
Gastrointestinal disease	5,118	3,522	1,355	2,817	2,207		
Inherited disease	5,145	2,627	2,077	3,110	2,025		
Metabolic disorders	5,609	3,128	1,535	3,403	2,246		
Microbiology	6,945	5,845	1,831	4,982	3,444		
Musculoskeletal disease	3,491	1,533	895	1,986	1,363		
Neurological/Psychological disease	4,709	2,528	1,363	2,980	2,222		
Patient Care	7,827	3,469	1,486	3,623	2,530		
Infectious Disease	10,935	10,727	2,726	7,856	5,430		
Translational Research	3,627	2,703	1,617	3,550	2,317		
Women's health	6,527	4,198	1,782	3,688	2,892		

Diagnostic Specialty	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Blood Banking	2,900	2,482	928	1,710	2,514		
Clinical Chemistry	6,172	5,792	1,544	3,737	3,239		
Coagulation	2,836	1,890	599	1,612	1,332		
Cytology	2,327	1,632	755	1,563	1,434		
Hematology	4,718	3,196	1,182	2,589	2,372		
Histotechnology	2,091	1,488	879	1,408	1,348		
Laboratory Administration	6,263	2,725	1,322	3,427	1,939		
Microbiology	5,327	5,193	1,560	4,144	3,097		
Molecular Diagnostics	9,190	10,605	4,253	6,464	6,336		
Pathology	5,190	3,500	1,691	2,988	2,640		
Point-of-Care Testing	7,290	9,026	2,085	4,844	4,791		
QA/QC	3,882	2,627	952	2,255	1,797		
Toxicology	3,318	1,670	837	1,913	1,411		

Job Function	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Department Head/Principal Investigator/Professor	2,191	1,571	837	2,630	1,190		
Executive/Corporate Management	6,181	7,349	2,857	3,370	6,076		
Finance/Operations/Legal	1,273	827	378	879	662		
Genetic Counselor	473	190	296	285	221		
Grad Student/Postdoc	682	167	230	1,433	315		
Hospital Administrator	673	114	123	236	173		
Lab Manager/Director	5,627	2,019	1,117	2,621	1,355		
Lab Technician/Technologist	3,291	1,055	575	2,100	993		
Non-physician healthcare provider	2,945	357	312	1,034	544		
Physician / Pathologist	7,245	706	632	1,889	938		
R&D	1,718	4,934	1,503	2,043	2,530		
Sales/Marketing/Business Development	3,227	6,878	2,258	2,532	4,941		
Scientist/Researcher	2,945	3,560	1,732	4,453	2,143		