



360Dx Readership Profile as at July 2022

Average Monthly Visitors - 55,582

Organization Type	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Hospital/Medical Center	5,298						
CLIA Lab: Hospital	1,754						
CLIA Lab: Independent	4,028						
CLIA Lab: Physician/Group Practice	1,132						
Private/Group Medical Practice	3,251						
Diagnostic Developer		12,891					
Genomic Services Provider			2,364				
Contract Research Organization			2,025				
Academic/University/Nonprofit Research Institute				6,371			
Core Lab				3,167			
Government Agency				1,745			
Pharmaceutical/Biopharmaceutical Company					8,066		
Ag-Bio Company					1,415		
Instrument Manufacturer/Vendor						9,565	
Management Consultant/Venture Capital/Law Firm							6,875
Public Relations/Advertising Firm							2,986

Interest Area	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Allergy	2,455	1,670	701	1,698	1,422		
Autoimmune disease	3,627	2,808	1,064	2,298	1,958		
Biomarker Discovery	3,797	4,796	1,755	3,143	3,120		
Cancer Research	3,345	2,709	1,691	2,626	2,607		
Cancer Diagnostics	4,954	5,533	2,297	3,418	3,533		
Cancer Therapeutics	2,911	2,214	1,438	2,122	2,520		
Cardiovascular disease	2,929	2,432	933	1,857	1,507		
Clinical Trials	3,586	3,110	1,526	2,662	2,426		
Diagnostics/Companion Diagnostics Development	5,967	9,162	2,486	4,804	4,809		
Drug Discovery/Development	2,611	1,981	1,186	2,221	2,413		
Drugs of Abuse/Toxicology	2,514	1,608	660	1,485	1,010		
Gastrointestinal disease	2,577	2,003	714	1,429	1,211		
Inherited disease	2,525	1,611	1,034	1,644	1,075		
Metabolic disorders	2,770	1,900	795	1,724	1,140		
Microbiology	3,575	3,468	1,017	2,765	1,857		
Musculoskeletal disease	1,776	977	512	1,031	714		
Neurological/Psychological disease	2,370	1,524	728	1,628	1,166		
Patient Care	4,172	2,320	808	2,112	1,429		
Infectious Disease	6,059	6,699	1,657	4,562	3,189		
Translational Research	1,721	1,471	765	1,701	1,140		
Women's health	3,334	2,594	947	1,989	1,455		

Diagnostic Specialty	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Blood Banking	1,580	1,477	529	1,263	1,386		
Clinical Chemistry	3,352	3,343	849	2,138	1,851		
Coagulation	1,561	1,148	384	971	763		
Cytology	1,342	998	458	928	851		
Hematology	2,533	1,841	657	1,548	1,331		
Histotechnology	1,124	840	465	822	724		
Laboratory Administration	3,434	1,754	802	2,168	1,214		
Microbiology	3,067	3,054	916	2,623	1,825		
Molecular Diagnostics	5,362	6,851	2,422	4,111	3,835		
Pathology	2,896	2,040	923	1,847	1,490		
Point-of-Care Testing	4,487	6,139	1,320	3,342	2,997		
QA/QC	2,206	1,636	627	1,409	1,159		
Toxicology	1,850	998	468	1,111	825		

Job Function	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Department Head/Principal Investigator/Professor	1,083	855	394	1,688	591		
Executive/Corporate Management	3,126	3,685	1,327	1,724	2,877		
Finance/Operations/Legal	756	460	263	517	393		
Genetic Counselor	222	103	158	166	117		
Grad Student/Postdoc	356	106	111	1,051	182		
Hospital Administrator	382	62	64	176	107		
Lab Manager/Director	2,551	964	509	1,349	630		
Lab Technician/Technologist	1,543	488	290	1,011	442		
Non-physician healthcare provider	1,487	168	185	527	295		
Physician / Pathologist	3,597	392	364	1,097	474		
R&D	883	2,525	771	1,174	1,289		
Sales/Marketing/Business Development	1,873	3,576	1,216	1,373	2,591		
Scientist/Researcher	1,431	1,745	896	2,450	951		