

360Dx Readership Profile as at July 2023

Average Monthly Visitors - 45,186

Organization Type	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Hospital/Medical Center	3,951						
CLIA Lab: Hospital	1,338						
CLIA Lab: Independent	3,100						
CLIA Lab: Physician/Group Practice	806						
Private/Group Medical Practice	2,372						
Diagnostic Developer		10,326					
Genomic Services Provider			1,690				
Contract Research Organization			1,533				
Academic/University/Nonprofit Research Institute				5,115			
Core Lab				2,330			
Government Agency				1,331			
Pharmaceutical/Biopharmaceutical Company					6,028		
Ag-Bio Company					1,124		
Instrument Manufacturer/Vendor						7,578	
Management Consultant/Venture Capital/Law Firm							5,458
Public Relations/Advertising Firm							2,636

Interest Area	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Allergy	1,670	1,084	471	1,201	992		
Autoimmune disease	2,466	1,837	720	1,617	1,346		
Biomarker Discovery	2,538	3,197	1,127	2,211	2,086		
Cancer Research	2,293	1,799	1,114	1,851	1,739		
Cancer Diagnostics	3,368	3,658	1,522	2,387	2,370		
Cancer Therapeutics	1,980	1,438	933	1,501	1,700		
Cardiovascular disease	1,977	1,571	615	1,297	1,009		
Clinical Trials	2,340	1,992	976	1,813	1,623		
Diagnostics/Companion Diagnostics Development	4,019	6,111	1,652	3,344	3,226		
Drug Discovery/Development	1,751	1,317	794	1,556	1,623		
Drugs of Abuse/Toxicology	1,720	1,053	459	1,053	693		
Gastrointestinal disease	1,695	1,315	448	975	794		
Human Disease (Non-Cancer)	324	454	177	332	186		
Immunoassays	2,195	3,095	712	1,715	1,497		
Inherited disease	1,698	1,058	689	1,138	705		
Metabolic disorders	1,840	1,234	533	1,216	762		
Metabolomics	204	219	118	191	129		
Microbiology	2,404	2,280	692	1,934	1,272		
Musculoskeletal disease	1,201	644	338	723	485		
Neurological/Psychological disease	1,547	986	484	1,133	774		
Patient Care	2,801	1,536	530	1,440	965		
Infectious Disease	4,044	4,417	1,091	3,175	2,138		
Translational Research	1,153	996	505	1,194	760		
Women's health	2,206	1,709	630	1,365	972		

Diagnostic Specialty	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Blood Banking	1,097	1,003	359	937	1,005		
Clinical Chemistry	2,309	2,220	602	1,521	1,311		
Coagulation	1,086	784	269	677	557		
Cytology	919	675	305	642	576		
Hematology	1,748	1,229	456	1,093	938		
Histotechnology	743	556	305	562	492		
Laboratory Administration	2,379	1,167	564	1,561	861		
Microbiology	2,086	2,016	617	1,848	1,274		
Molecular Diagnostics	3,644	4,657	1,655	2,926	2,685		
Pathology	2,016	1,372	602	1,294	1,032		
Point-of-Care Testing	3,072	4,153	856	2,400	2,068		
QA/QC	1,536	1,065	402	1,027	769		
Toxicology	1,268	661	333	801	572		

Job Function	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Department Head/Principal Investigator/Professor	815	677	295	1,186	460		
Executive/Corporate Management	2,360	2,971	948	1,158	2,162		
Finance/Operations/Legal	640	425	202	365	346		
Genetic Counselor	165	81	133	126	101		
Grad Student/Postdoc	265	86	90	766	139		
Hospital Administrator	293	55	51	131	87		
Lab Manager/Director	1,994	723	387	922	475		
Lab Technician/Technologist	1,184	390	213	728	351		
Non-physician healthcare provider	1,070	145	138	272	228		
Physician / Pathologist	2,544	311	256	708	354		
R&D	656	2,073	569	816	1,027		
Sales/Marketing/Business Development	1,505	3,140	920	1,088	2,130		
Scientist/Researcher	1,036	1,353	648	1,700	747		