

360Dx Readership Profile as at July 2024

Average Monthly Visitors - 51,562

Organization Type	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Hospital/Medical Center	4,383						
CLIA Lab: Hospital	1,499						
CLIA Lab: Independent	3,430						
CLIA Lab: Physician/Group Practice	842						
Private/Group Medical Practice	2,552						
Diagnostic Developer		11,680					
Genomic Services Provider			1,873				
Contract Research Organization			1,731				
Academic/University/Nonprofit Research Institute				5,793			
Core Lab				2,523			
Government Agency				1,402			
Pharmaceutical/Biopharmaceutical Company					6,427		
Ag-Bio Company					1,255		
Instrument Manufacturer/Vendor						8,949	
Management Consultant/Venture Capital/Law Firm							6,169
Public Relations/Advertising Firm							1,381

Interest Area	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Allergy	1,743	1,129	502	1,272	1,036		
Autoimmune disease	2,561	1,902	759	1,702	1,367		
Biomarker Discovery	2,662	3,286	1,216	2,327	2,127		
Cancer Research	2,380	1,870	1,180	1,957	1,786		
Cancer Diagnostics	3,501	3,767	1,595	2,507	2,404		
Cancer Therapeutics	2,046	1,494	982	1,569	1,736		
Cardiovascular disease	2,037	1,660	646	1,377	1,045		
Clinical Trials	2,463	2,047	1,030	1,916	1,671		
Diagnostics/Companion Diagnostics Development	4,108	6,258	1,722	3,465	3,273		
Drug Discovery/Development	1,847	1,381	835	1,644	1,671		
Drugs of Abuse/Toxicology	1,783	1,081	483	1,116	711		
Gastrointestinal disease	1,761	1,376	474	1,019	807		
Human Disease (Non-Cancer)	315	466	178	325	170		
Immunoassays	2,181	3,083	714	1,682	1,422		
Inherited disease	1,734	1,102	720	1,186	741		
Metabolic disorders	1,890	1,281	545	1,283	777		
Metabolomics	202	216	121	214	115		
Microbiology	2,496	2,346	722	2,016	1,282		
Musculoskeletal disease	1,234	687	367	755	509		
Neurological/Psychological disease	1,617	1,044	522	1,205	796		
Patient Care	2,833	1,523	505	1,427	930		
Infectious Disease	4,166	4,527	1,123	3,307	2,147		
Translational Research	1,170	1,039	536	1,238	757		
Women's health	2,043	1,610	556	1,305	870		

Diagnostic Specialty	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Blood Banking	1,103	1,034	367	908	987		
Clinical Chemistry	2,343	2,239	612	1,549	1,313		
Coagulation	1,118	813	282	714	572		
Cytology	940	673	299	672	585		
Hematology	1,810	1,257	463	1,130	938		
Histotechnology	784	571	313	583	492		
Laboratory Administration	2,420	1,197	567	1,585	850		
Microbiology	2,110	2,026	629	1,880	1,285		
Molecular Diagnostics	3,660	4,638	1,642	2,946	2,617		
Pathology	2,031	1,394	624	1,333	1,034		
Point-of-Care Testing	3,023	4,104	847	2,385	2,013		
QA/QC	1,535	1,089	398	1,049	771		
Toxicology	1,286	700	344	822	563		

Job Function	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Department Head/Principal Investigator/Professor	904	705	325	1,413	487		
Executive/Corporate Management	2,591	3,207	1,041	1,477	2,289		
Finance/Operations/Legal	705	424	229	489	358		
Genetic Counselor	187	87	144	158	115		
Grad Student/Postdoc	276	84	96	861	139		
Hospital Administrator	315	58	54	144	79		
Lab Manager/Director	2,178	755	401	1,091	498		
Lab Technician/Technologist	1,173	397	212	808	375		
Non-physician healthcare provider	1,097	158	141	425	232		
Physician / Pathologist	2,637	310	279	822	369		
R&D	689	2,365	627	1,008	1,124		
Sales/Marketing/Business Development	1,682	3,512	1,010	1,349	2,319		
Scientist/Researcher	754	1,173	579	1,449	648		