

## 360Dx Readership Profile as at July 2025

### Average Monthly Visitors - 52,396

Organization Type	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Hospital/Medical Center	4,109						
CLIA Lab: Hospital	1,556						
CLIA Lab: Independent	3,501						
CLIA Lab: Physician/Group Practice	827						
Private/Group Medical Practice	2,585						
Diagnostic Developer		12,041					
Genomic Services Provider			1,821				
Contract Research Organization			1,783				
Academic/University/Nonprofit Research Institute				6,254			
Core Lab				2,459			
Government Agency				1,308			
Pharmaceutical/Biopharmaceutical Company					6,487		
Ag-Bio Company					1,378		
Instrument Manufacturer/Vendor						8,481	
Management Consultant/Venture Capital/Law Firm							6,087
Public Relations/Advertising Firm							2,910

Interest Area	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Allergy	1,596	1,054	469	1,201	963		
Autoimmune disease	2,333	1,770	701	1,593	1,265		
Biomarker Discovery	2,498	3,045	1,144	2,178	1,951		
Cancer Research	2,220	1,772	1,092	1,843	1,643		
Cancer Diagnostics	3,276	3,482	1,469	2,348	2,239		
Cancer Therapeutics	1,927	1,435	927	1,479	1,620		
Cardiovascular disease	1,905	1,559	611	1,269	963		
Clinical Trials	2,273	1,894	965	1,783	1,534		
Diagnostics/Companion Diagnostics Development	3,782	5,719	1,593	3,200	2,997		
Drug Discovery/Development	1,718	1,297	771	1,528	1,531		
Drugs of Abuse/Toxicology	1,689	1,002	446	1,045	688		
Gastrointestinal disease	1,652	1,294	443	954	772		
Human Disease (Non-Cancer)	281	438	151	312	157		
Immunoassays	1,996	2,885	669	1,559	1,327		
Inherited disease	1,605	1,037	672	1,116	700		
Metabolic disorders	1,749	1,170	507	1,195	733		
Metabolomics	190	208	116	207	106		
Microbiology	2,333	2,172	678	1,874	1,209		
Musculoskeletal disease	1,143	643	336	727	487		
Neurological/Psychological disease	1,505	956	472	1,122	750		
Patient Care	2,704	1,494	521	1,386	907		
Infectious Disease	3,801	4,131	1,020	2,996	1,984		
Translational Research	1,118	994	524	1,190	708		
Women's health	2,055	1,613	603	1,281	904		

Diagnostic Specialty	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Blood Banking	1,034	970	356	838	907		
Clinical Chemistry	2,167	2,067	571	1,437	1,212		
Coagulation	1,021	762	267	659	523		
Cytology	887	627	272	630	543		
Hematology	1,686	1,137	435	1,042	831		
Histotechnology	743	513	284	534	473		
Laboratory Administration	2,239	1,083	530	1,457	789		
Microbiology	1,971	1,864	620	1,726	1,215		
Molecular Diagnostics	3,398	4,182	1,524	2,746	2,401		
Pathology	1,892	1,294	579	1,255	974		
Point-of-Care Testing	2,764	3,680	776	2,161	1,842		
QA/QC	1,440	997	371	946	728		
Toxicology	1,243	654	327	778	543		

Job Function	Clinical Labs / Hospitals	IVD Developers	Service Providers	Non-profit Research	Pharma/Bio	Vendors	Prof Services
Department Head/Principal Investigator/Professor	924	773	327	1,567	537		
Executive/Corporate Management	2,498	3,401	1,023	1,445	2,295		
Finance/Operations/Legal	681	489	226	531	389		
Genetic Counselor	206	89	142	159	120		
Grad Student/Postdoc	281	95	116	1,014	146		
Hospital Administrator	309	62	55	153	76		
Lab Manager/Director	2,195	759	391	1,070	501		
Lab Technician/Technologist	1,165	421	220	772	381		
Non-physician healthcare provider	1,043	168	145	417	221		
Physician / Pathologist	2,654	346	275	900	383		
R&D	687	2,429	597	1,019	1,108		
Sales/Marketing/Business Development	1,661	3,834	1,017	1,329	2,469		
Scientist/Researcher	1,040	1,648	701	2,110	848		