



Precision Medicine Online Reader Profile as at July 2025

Average Monthly Visitors = 39,641

ORGANIZATION TYPE	Pharma / Bio	Non-profit Research	Service Providers	IVD Developers	Clinical Labs / Hospitals	Vendors	Prof Services
Pharmaceutical/Biopharmaceutical Company	10,677						
Ag-Bio Company	872						
Core Lab		605					
Academic/University/Nonprofit Research Institute		7,288					
Government Agency		2,187					
Contract Research Organization			1,408				
Genomic Services Provider			1,848				
Diagnostic Developer				2,001			
CLIA Lab: Hospital					368		
CLIA Lab: Independent					929		
CLIA Lab: Physician/Group Practice					225		
Hospital/Medical Center					3,778		
Private/Group Medical Practice					2,289		
Instrument Manufacturer/Vendor						1,195	
Management Consultant/Venture Capital/Law Firm							3,460
Public Relations/Advertising Firm							3,661

JOB FUNCTION	Pharma / Bio	Non-profit Research	Service Providers	IVD Developers	Clinical Labs / Hospitals	Vendors	Prof Services
Department Head/Principal Investigator/Professor	668	2,325	234	129	994		
Executive/Corporate Management	2,592	1,052	658	515	1,333		
Finance/Operations/Legal	394	324	83	84	379		
Genetic Counselor	81	324	203	63	902		
Grad Student/Postdoc	150	1,618	62	57	563		
Hospital Administrator	33	112	40	27	328		
Lab Manager/Director	400	537	243	207	787		
Lab Technician	120	483	71	93	534		
Non-physician healthcare provider	388	674	157	60	1,959		
Physician	536	1,697	298	174	4,976		
R&D	2,041	1,027	455	431	712		
Sales/Marketing/Business Development	3,823	824	1,067	584	1,448		
Scientist/Researcher	1,704	5,021	673	380	1,689		