

VISITS TO OUR WEBSITE

**65% ≥ 4**   
times per month.

ONLINE ACTIVITY

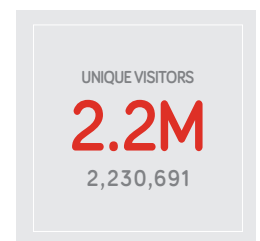
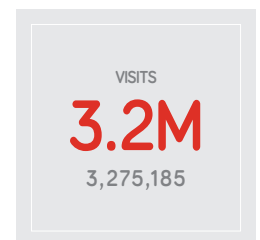
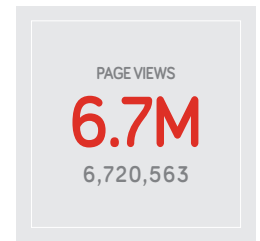
**63%**   
readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

**78% > 10 MIN**   
per visit to the website.

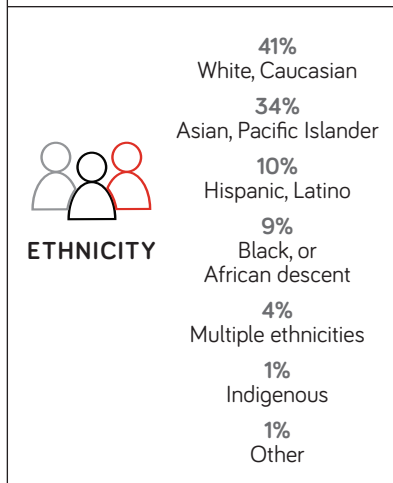
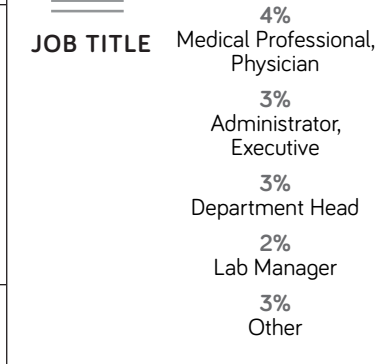
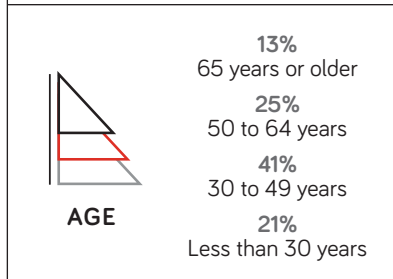
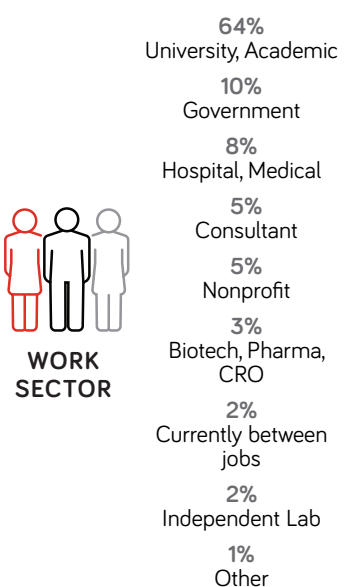
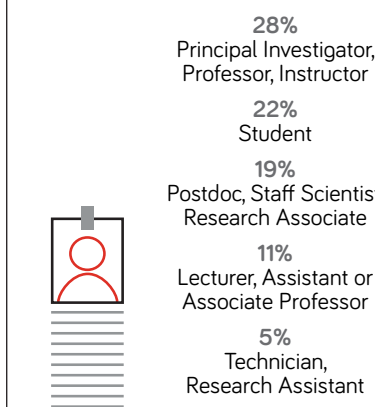
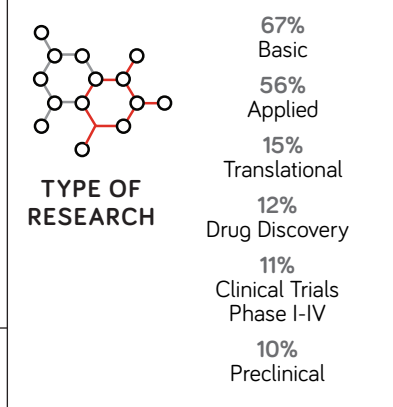
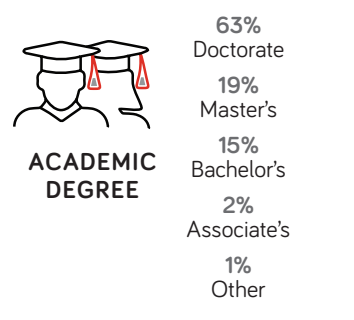
SITE TRAFFIC

(Science Journal Pages Only)

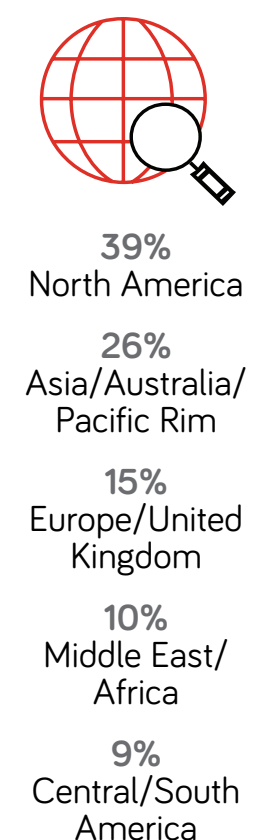


TOP 10

TOOLS & TECHNIQUES		AREAS RELEVANT TO WORK OR STUDY	
1. Microscopy	41%	1. Environmental Sciences	25%
2. PCR/RT-PCR/Real-time PCR	39%	2. Biology	24%
3. Computers/Mathematics	37%	3. Molecular Biology	18%
4. Imaging	36%	4. Neuroscience	17%
5. DNA Isolation and Purification	36%	5. Biochemistry	16%
6. Bioinformatics	35%	6. Cell Biology	16%
7. Antibodies	34%	7. Bioinformatics	15%
8. DNA Sequencing	34%	8. Ecology	15%
9. Cell/Tissue Culture	29%	9. Biotechnology	14%
10. Electrophoresis	29%	10. Genetics	14%



GEOGRAPHIC REGIONS



### VISITS TO OUR WEBSITE

**78% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**69%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**67% > 10 MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**1.1M**

1,138,538

VISITS

**693K**

693,008

UNIQUE VISITORS

**512K**

512,289

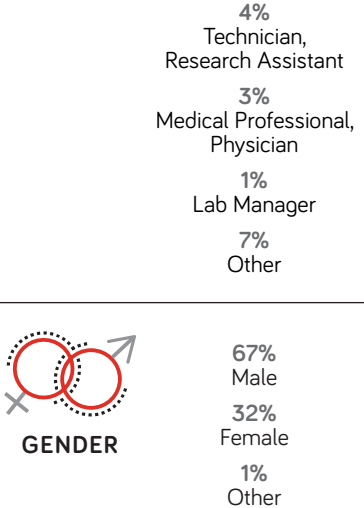
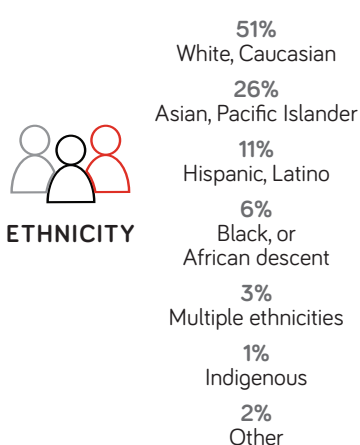
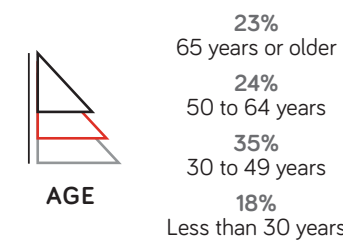
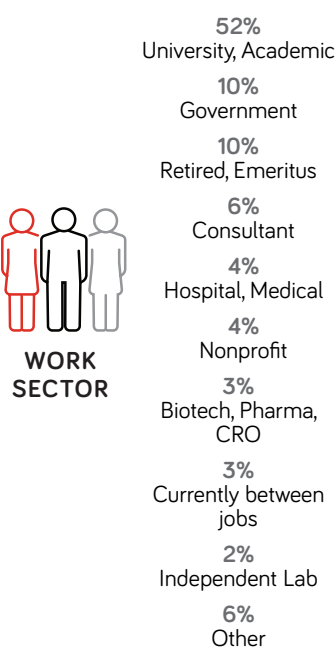
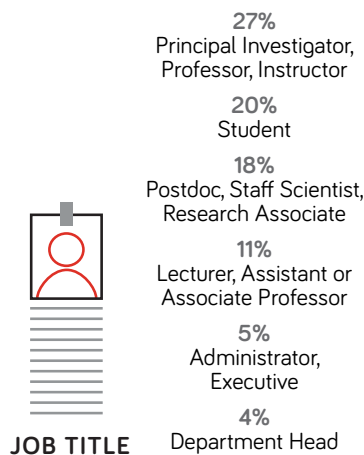
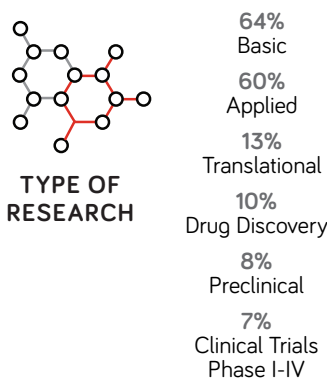
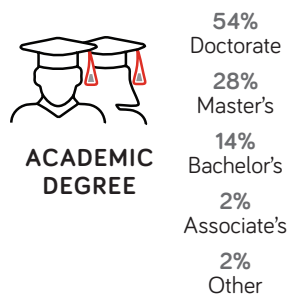
### TOP 10

#### TOOLS & TECHNIQUES

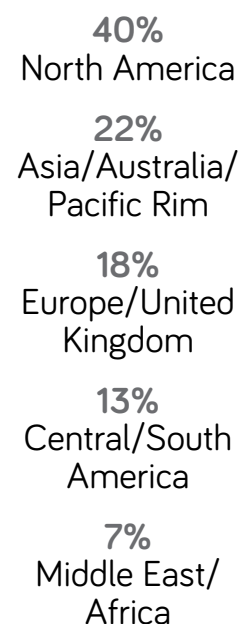
1. PCR/RT-PCR/Real-time PCR	51%
2. Bioinformatics	47%
3. Microscopy and Image Capture	46%
4. DNA Isolation and Purification	45%
5. Antibodies	45%
6. Electrophoresis	43%
7. DNA Sequencing	38%
8. Cell/Tissue Culture	37%
9. Gene Expression Analysis	35%
10. Protein Isolation and Purification	35%

#### AREAS RELEVANT TO WORK OR STUDY

1. Biology	40%
2. Molecular Biology	32%
3. Biochemistry	26%
4. Cell Biology	26%
5. Genetics	25%
6. Biotechnology	21%
7. Microbiology	20%
8. Immunology	19%
9. Medicine	18%
10. Cancer Biology	14%



### GEOGRAPHIC REGIONS



VISITS TO OUR WEBSITE

69% ≥ 2 

times per month.

ONLINE ACTIVITY

66% 

readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

66% > 10MIN 

per visit to the website.

SITE TRAFFIC

PAGE VIEWS

151K

150,967

VISITS

81K

81,217

UNIQUE VISITORS

59K

59,274

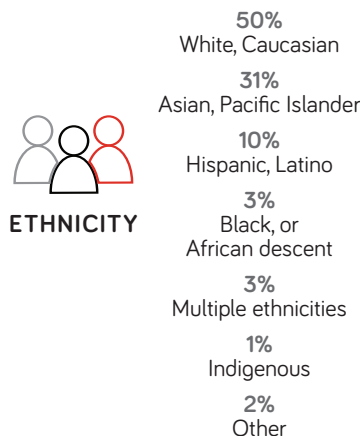
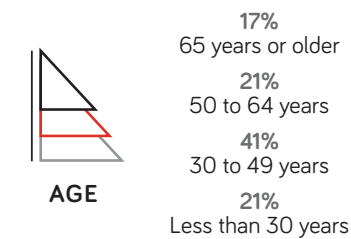
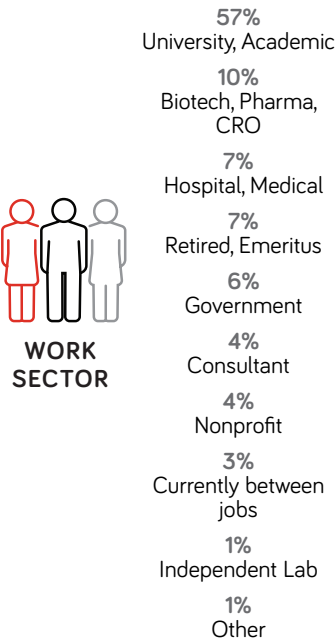
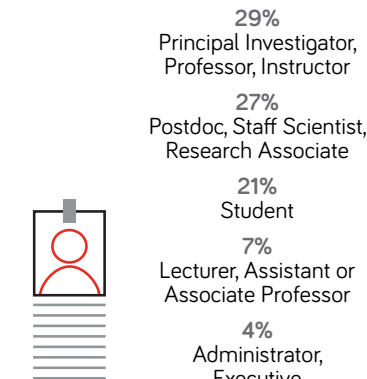
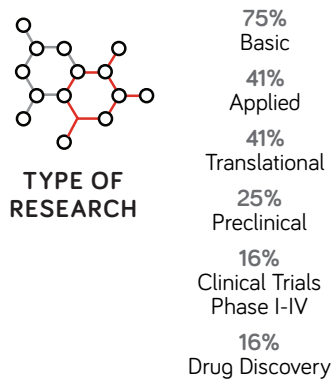
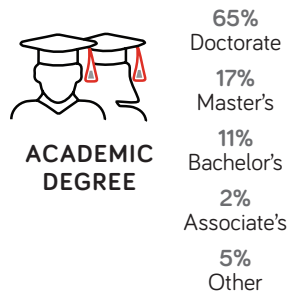
TOP 10

TOOLS & TECHNIQUES

1. Antibodies	74%
2. Flow Cytometry	64%
3. PCR/RT-PCR	64%
4. Cell/Tissue Culture	59%
5. Dna Isolation/Purification	52%
6. Gene Expression Analysis	51%
7. Microscopy	49%
8. Bioinformatics	46%
9. Cell Growth and Cell Viability Kits	46%
10. Electrophoresis	43%

AREAS RELEVANT TO WORK OR STUDY

1. Immunology, Vaccines	64%
2. Infectious Disease	47%
3. Cancer	38%
4. Cell signaling pathways	35%
5. Translational Research/Medicine	30%
6. Genetics	26%
7. Drug Discovery	24%
8. Medical Diagnostics	20%
9. Signal Transduction	20%
10. Biomarker Validation	19%
11. Metabolism	19%



GEOGRAPHIC REGIONS



- 53% North America
- 19% Asia/Australia/Pacific Rim
- 16% Europe/United Kingdom
- 8% Central/South America
- 4% Middle East/Africa

### VISITS TO OUR WEBSITE

**61% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**66%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**60% > 10 MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**112K**

111,942

VISITS

**49K**

49,190

UNIQUE VISITORS

**36K**

36,004

### TOP 10

#### TOOLS & TECHNIQUES

1. Artificial Intelligence	50%
2. Computers/Mathematics	50%
3. Sensors	45%
4. Robots	41%
5. Data Mining	35%
6. Databases	34%
7. Cameras, Imaging	32%
8. Actuators	29%
9. Soft Robotics	28%
10. Motors	27%

#### AREAS RELEVANT TO WORK OR STUDY

1. Artificial Intelligence	59%
2. Machine Learning	41%
3. Computer Science	40%
4. Biomedical Engineering	32%
5. Autonomous Vehicles/Systems	29%
6. Human-Robot Interaction	28%
7. Micro/Nanotechnology	26%
8. Brain-Computer Interface	24%
9. Electrical Engineering	24%
10. Medical Robotics	24%
11. Soft Robotics	24%



#### ACADEMIC DEGREE

55%	Doctorate
22%	Master's
15%	Bachelor's
4%	Associate's
4%	Other



#### JOB TITLE

28%	Principal Investigator, Professor, Instructor
19%	Postdoc, Staff Scientist, Research Associate
15%	Student
7%	Administrator, Executive
7%	Technician, Research Assistant
5%	Lecturer, Assistant or Associate Professor
4%	Medical Professional, Physician
4%	Department Head
1%	Lab Manager
10%	Other



#### AGE

18%	65 years or older
29%	50 to 64 years
38%	30 to 49 years
15%	Less than 30 years



#### ETHNICITY

51%	White, Caucasian
31%	Asian, Pacific Islander
10%	Hispanic, Latino
2%	Black, or African descent
2%	Multiple ethnicities
4%	Other



#### GENDER

78%	Male
22%	Female



#### WORK SECTOR

51%	University, Academic
10%	Consultant
10%	Retired, Emeritus
7%	Government
4%	Hospital, Medical
4%	Independent Lab
4%	Nonprofit
3%	Biotech, Pharma, CRO
2%	Currently between jobs
5%	Other

### GEOGRAPHIC REGIONS



47%	North America
24%	Asia/Australia/Pacific Rim
18%	Europe/United Kingdom
7%	Central/South America
4%	Middle East/Africa

### VISITS TO OUR WEBSITE

**72% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**65%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**61% > 10 MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**193K**

192,547

VISITS

**110K**

109,785

UNIQUE VISITORS

**86K**

85,813

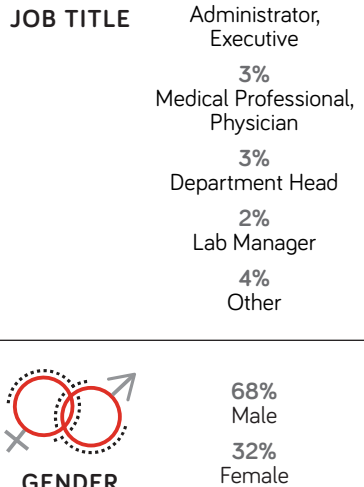
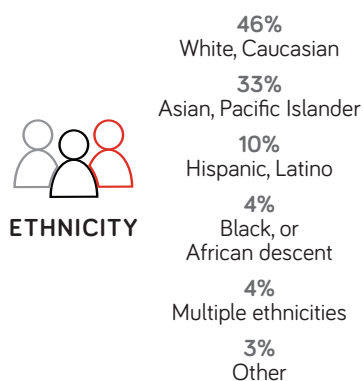
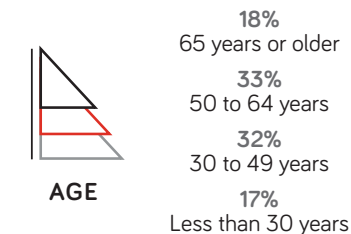
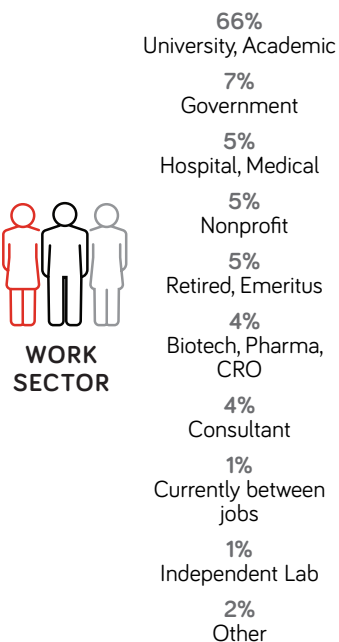
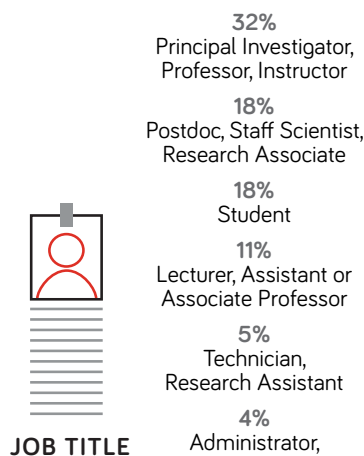
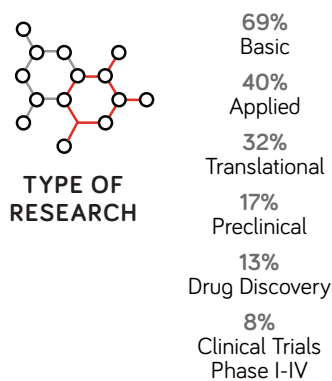
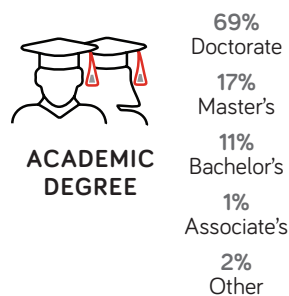
### TOP 10

#### TOOLS & TECHNIQUES

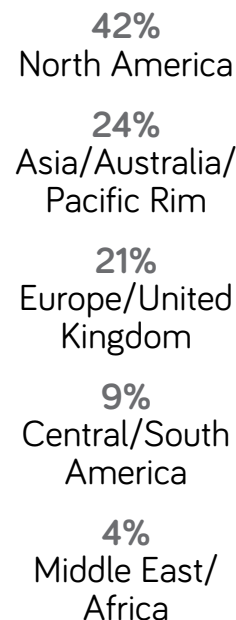
1. PCR/RT-PCR/Real-time PCR	53%
2. Antibodies	52%
3. Cell/Tissue Culture	47%
4. Microscopy and Image Capture	45%
5. Electrophoresis	42%
6. Cell Signaling Assays	41%
7. DNA Isolation and Purification	40%
8. Gene Expression Analysis	39%
9. Imaging	39%
10. Protein Isolation and Purification	39%

#### AREAS RELEVANT TO WORK OR STUDY

1. Cell Signaling Pathways	51%
2. Signal Transduction	36%
3. Cancer	35%
4. Genetics	29%
5. Drug Discovery	26%
6. Immunology	26%
7. Infectious Disease	23%
8. Metabolism	21%
9. Neurodegenerative Disease	19%
10. Drug Development	18%
11. Medical Diagnostics	18%
12. Nanotechnology	18%



### GEOGRAPHIC REGIONS



## VISITS TO OUR WEBSITE

**78% ≥ 2** 

times per month.

## ONLINE ACTIVITY

**67%** 

readers clicked on a banner ad upon viewing.

## LENGTH OF VISIT

**68% > 10 MIN** 

per visit to the website.

## SITE TRAFFIC

PAGE VIEWS

**1M**

1,020,308

VISITS

**530K**

529,909

UNIQUE VISITORS

**330K**

330,000

## TOP 10

### TOOLS & TECHNIQUES

1. Antibodies 60%
2. PCR/RT-PCR/Real-time PCR 57%
3. Cell/Tissue Culture 53%
4. DNA Isolation and Purification 49%
5. Microscopy 47%
6. DNA Sequencing 45%
7. Bioinformatics 44%
8. Gene Expression Analysis 44%
9. Imaging 44%
10. Biomarkers 43%

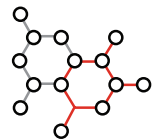
### AREAS RELEVANT TO WORK OR STUDY

1. Translational Research/Medicine 47%
2. Cancer 42%
3. Immunology, Vaccines 36%
4. Genetics 34%
5. Cell Signaling Pathways 33%
6. Infectious Disease 31%
7. Drug Discovery 30%
8. Medical Diagnostics 30%
9. Drug Development 27%
10. Gene Therapy 25%
11. Neurodegenerative Disease 25%



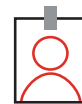
### ACADEMIC DEGREE

- 66% Doctorate
- 19% Master's
- 12% Bachelor's
- 2% Associate's
- 1% Other



### TYPE OF RESEARCH

- 64% Basic
- 48% Applied
- 51% Translational
- 17% Drug Discovery
- 29% Preclinical
- 21% Clinical Trials Phase I-IV



### JOB TITLE

- 26% Principal Investigator, Professor, Instructor
- 22% Postdoc, Staff Scientist, Research Associate
- 19% Student
- 10% Lecturer, Assistant or Associate Professor
- 9% Medical Professional, Physician
- 4% Department Head
- 3% Administrator, Executive
- 3% Technician, Research Assistant
- 2% Lab Manager
- 2% Other



### WORK SECTOR

- 52% University, Academic
- 10% Hospital, Medical
- 7% Biotech, Pharma, CRO
- 7% Retired, Emeritus
- 6% Government
- 6% Nonprofit
- 4% Consultant
- 3% Currently between jobs
- 2% Independent Lab
- 3% Other



### AGE

- 16% 65 years or older
- 27% 50 to 64 years
- 41% 30 to 49 years
- 16% Less than 30 years



### ETHNICITY

- 49% White, Caucasian
- 34% Asian, Pacific Islander
- 8% Hispanic, Latino
- 5% Black, or African descent
- 3% Multiple ethnicities
- 1% Other



### GENDER

- 67% Male
- 33% Female

## GEOGRAPHIC REGIONS



- 48% North America
- 21% Asia/Australia/Pacific Rim
- 19% Europe/United Kingdom
- 7% Central/South America
- 5% Middle East/Africa