

VISITS TO OUR WEBSITE

**65% ≥ 4**   
times per month.

ONLINE ACTIVITY

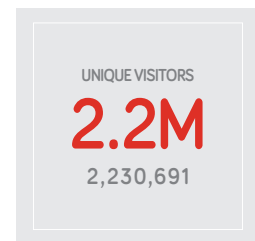
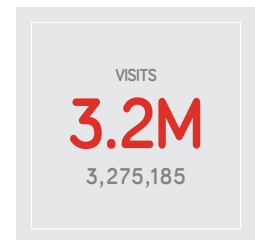
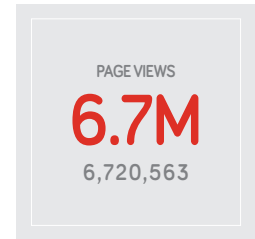
**63%**   
readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

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

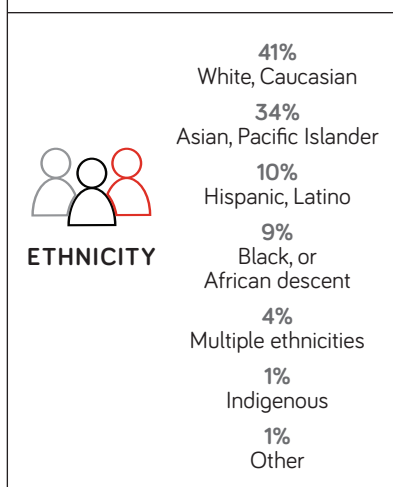
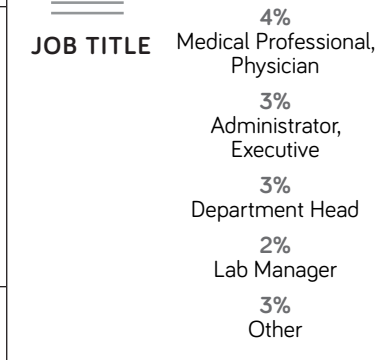
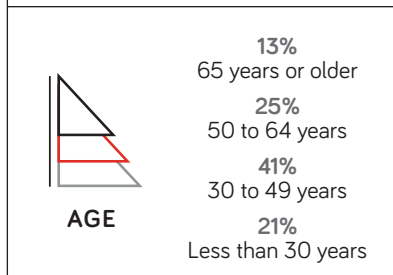
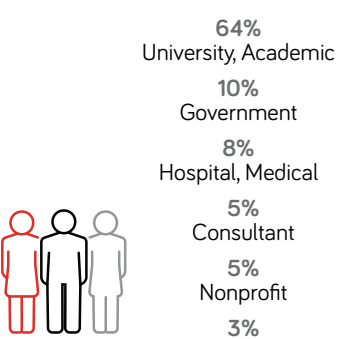
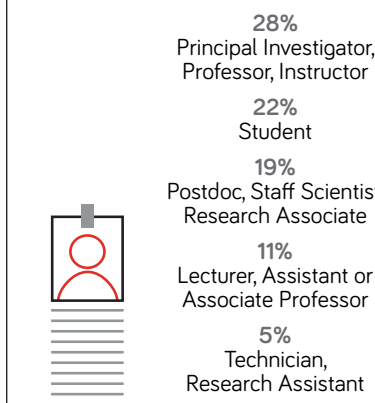
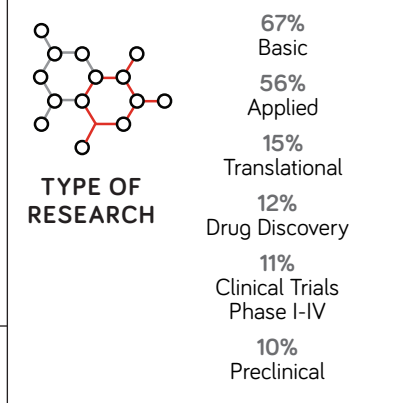
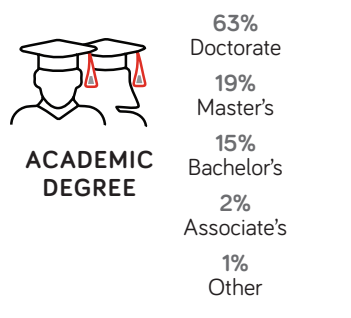
SITE TRAFFIC

(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

