65%≥4 🛂

ONLINE ACTIVITY

63%

banner ad upon viewing.

LENGTH OF VISIT

78%>10MIN®

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%	



ACADEMIC DEGREE

63% Doctorate 19% Master's 15% Bachelor's 2% Associate's 1%

Other 64%

University, Academic 10% Government 8%

Hospital, Medical 5%

> Consultant 5% Nonprofit

Biotech, Pharma, WORK CRO **SECTOR**

Currently between jobs

2% Independent Lab 1% Other



RESEARCH

15% Translational 12% Drug Discovery 11% Clinical Trials Phase I-IV 10% Preclinical

67%

Basic

56%

Applied



50 to 64 years 41% 30 to 49 years 21% Less than 30 years

13%

65 years or older

25%

ETHNICITY

41% White, Caucasian

34% Asian, Pacific Islander 10% Hispanic, Latino

9%

Black, or African descent 4% Multiple ethnicities 1% Indigenous

1%

Other

28% Principal Investigator, Professor, Instructor

> 22% Student

19% Postdoc, Staff Scientist. Research Associate

Lecturer, Assistant or Associate Professor

Technician. Research Assistant

Medical Professional, JOB TITLE Physician

> 3% Administrator, Executive

3% Department Head

2% Lab Manager

3% Other



GENDER

68% Male 31% Female 1% Other

SITE **TRAFFIC**

(Science Journal Pages Only)

PAGE VIEWS 6,720,563

VISITS

UNIQUE VISITORS 2,230,691

GEOGRAPHIC REGIONS



39% North America

26% Asia/Australia/ Pacific Rim

15% Europe/United Kingdom

10% Middle East/ **Africa**

9% Central/South **America**

78%≥2 🛂

times per month.

ONLINE ACTIVITY

69% №

readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

67%>10MIN

TOP 10

TOOLS & TECHNIQUES		AREAS RELEVANT TO WORK OR STUDY		
1. PCR/RT-PCR/Real-time PCR	51%	1. Biology	40%	
2. Bioinformatics	47%	2. Molecular Biology	32%	
3. Microscopy and Image Capture	46%	3. Biochemistry	26%	
4. DNA Isolation and Purification	45%	4. Cell Biology	26%	
5. Antibodies	45%	5. Genetics	25%	
6. Electrophoresis	43%	6. Biotechnology	21%	
7. DNA Sequencing	38%	7. Microbiology	20%	
8. Cell/Tissue Culture	37%	8. Immunology	19%	
9. Gene Expression Analysis	35%	9. Medicine	18%	
10. Protein Isolation and Purification	35%	10. Cancer Biology	14%	



ACADEMIC DEGREE

WORK

SECTOR

54% Doctorate 28% Master's 14% Bachelor's 2% Associate's

2% Other

52% University, Academic 10% Government

10% Retired, Emeritus

> 6% Consultant 4%

Hospital, Medical Nonprofit

3% Biotech, Pharma, CRO

3% Currently between jobs 2%

Independent Lab 6% Other



RESEARCH

Applied 13% Translational 10% Drug Discovery 8% Preclinical

7% Clinical Trials Phase I-IV

23%

65 years or older

64%

Basic

60%



24% 50 to 64 years 35% 30 to 49 years 18%

Less than 30 years

51%



ETHNICITY

White, Caucasian 26% Asian, Pacific Islander 11% Hispanic, Latino

> 6% Black, or African descent

3% Multiple ethnicities 1% Indigenous

> 2% Other

GENDER

Principal Investigator, Professor, Instructor

20% Student

18% Postdoc, Staff Scientist. Research Associate

Lecturer, Assistant or Associate Professor

> Administrator, Executive

4% Department Head JOB TITLE

4% Technician, Research Assistant

3% Medical Professional, Physician

> 1% Lab Manager 7% Other

> > 67%

Male

32%



Female 1% Other

SITE **TRAFFIC**

PAGE VIEWS 1,138,538





GEOGRAPHIC REGIONS



40% North America

22% Asia/Australia/ Pacific Rim

18% Europe/United Kingdom

13% Central/South America

69%≥2 🛂

times per month.

ONLINE ACTIVITY

66%

readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

66%>10MIN

TOP 10

TOOLS & TECHNIQUES		AREAS RELEVANT TO WORK OR STUDY		
1. Antibodies	74%	1. Immunology, Vaccines	64%	
2. Flow Cytometry	64%	2. Infectious Disease	47%	
3. PCR/RT-PCR	64%	3. Cancer	38%	
4. Cell/Tissue Culture	59%	4. Cell signaling pathways	35%	
5. Dna Isolation/Purification	52%	5. Translational Research/Medicine	30%	
6. Gene Expression Analysis	51%	6. Genetics	26%	
7. Microscopy	49%	7. Drug Discovery	24%	
8. Bioinformatics	46%	8. Medical Diagnostics	20%	
9. Cell Growth and Cell Viability Kits	46%	9. Signal Transduction	20%	
10. Electrophoresis	43%	10. Biomarker Validation	19%	
		11. Metabolism	19%	



ACADEMIC DEGREE

65% Doctorate 17% Master's 11% Bachelor's 2%

Associate's 5% Other

57% University, Academic 10% Biotech, Pharma,

CRO

Hospital, Medical Retired, Emeritus 6% Government

4% WORK Consultant **SECTOR** 4%

> 3% Currently between jobs

Nonprofit

1% Independent Lab

1% Other



RESEARCH

75% Basic 41% **Applied** 41% Translational 25%

Preclinical 16% Clinical Trials Phase I-IV

16% Drug Discovery



17% 65 years or older 21% 41%

ETHNICITY

50% White, Caucasian 31%

Asian, Pacific Islander 10% Hispanic, Latino

> 3% Black, or African descent

3% Multiple ethnicities 1%

> Indigenous 2%

29% Principal Investigator,

Professor, Instructor Postdoc, Staff Scientist,

Research Associate 21% Student

7% Lecturer, Assistant or Associate Professor

> Administrator, Executive

3% Medical Professional, JOB TITLE Physician

> 2% Department Head

> > 2% Lab Manager

2% Technician, Research Assistant

> 3% Other



Male 40% Female

60%

SITE **TRAFFIC**

PAGE VIEWS





GEOGRAPHIC REGIONS



53% North America

19% Asia/Australia/ Pacific Rim

16% Europe/United Kingdom

8% Central/South America

4% Middle East/ Africa

50 to 64 years 30 to 49 years

Less than 30 years

GENDER

61%≥2 🛂

times per month.

ONLINE ACTIVITY

66%

readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

60%>10MIN

TOP 10

TOOLS & TECHNIQUES		AREAS RELEVANT TO WORK OR STUDY	
1. Artificial Intelligence	50%	1. Artificial Intelligence	59%
2. Computers/Mathematics	50%	2. Machine Learning	41%
3. Sensors	45%	3. Computer Science	40%
4. Robots	41%	4. Biomedical Engineering	32%
5. Data Mining	35%	5. Autonomous Vehicles/Systems	29%
6. Databases	34%	6. Human-Robot Interaction	28%
7. Cameras, Imaging	32%	7. Micro/Nanotechnology	26%
8. Actuators	29%	8. Brain-Computer Interface	24%
9. Soft Robotics	28%	9. Electrical Engineering	24%
10. Motors	27%	10. Medical Robotics	24%
		11. Soft Robotics	24%



ACADEMIC DEGREE

55% Doctorate 22% Master's 15% 4%

Other

ETHNICITY

Bachelor's Associate's 4%

51% White, Caucasian

31% Asian, Pacific Islander 10% Hispanic, Latino

2% Black, or African descent

2% Multiple ethnicities

> 4% Other

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

78%



JOB TITLE

Male 22% Female



18% 65 years or older 29% 50 to 64 years 38%

30 to 49 years

15% Less than 30 years

51%

University, Academic

10%



Consultant 10% Retired, Emeritus 7% Government

Hospital, Medical 4% Independent Lab 4%

Nonprofit Biotech, Pharma, CRO

Currently between jobs 5% Other

SITE **TRAFFIC**







GEOGRAPHIC REGIONS



47% North America

24% Asia/Australia/ Pacific Rim

18% Europe/United Kingdom

7% Central/South America



72%≥2 🛂

ONLINE ACTIVITY

65%

readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

61%>10MIN

TOP 10

TOOLS & TECHNIQUES		AREAS RELEVANT TO WORK OR STUDY		
1. PCR/RT-PCR/Real-time PCR	53%	1. Cell Signaling Pathways	51%	
2. Antibodies	52%	2. Signal Transduction	36%	
3. Cell/Tissue Culture	47%	3. Cancer	35%	
4. Microscopy and Image Capture	45%	4. Genetics	29%	
5. Electrophoresis	42%	5. Drug Discovery	26%	
6. Cell Signaling Assays	41%	6. Immunology	26%	
7. DNA Isolation and Purification	40%	7. Infectious Disease	23%	
8. Gene Expression Analysis	39%	8. Metabolism	21%	
9. Imaging	39%	9. Neurodegenerative Disease	19%	
10. Protein Isolation and Purification	39%	10. Drug Development	18%	
		11. Medical Diagnostics	18%	
		12. Nanotechnology	18%	



ACADEMIC DEGREE

WORK

SECTOR

69% Doctorate 17% Master's 11% Bachelor's 1% Associate's 2% Other

66% University, Academic

7% Government 5%

Hospital, Medical 5%

Nonprofit 5% Retired, Emeritus

4% Biotech, Pharma, CRO

> 4% Consultant

1% Currently between jobs

1% Independent Lab

> 2% Other



RESEARCH

32% Translational 17% Preclinical 13% Drug Discovery Clinical Trials

Phase I-IV

18%

65 years or older

69%

Basic

40%

Applied



AGE

33% 50 to 64 years 32% 30 to 49 years 17%

Less than 30 years

ETHNICITY

46% White, Caucasian 33% Asian, Pacific Islander

10% Hispanic, Latino

4% Black, or African descent

4% Multiple ethnicities 3% Other

Principal Investigator, Professor, Instructor

Postdoc, Staff Scientist, Research Associate

> 18% Student

11% Lecturer, Assistant or Associate Professor 5%

Technician, Research Assistant 4%

Administrator, Executive

3% Medical Professional, Physician

3% Department Head 2%

Lab Manager 4% Other

GENDER

JOB TITLE

68% Male 32% Female

SITE **TRAFFIC**







GEOGRAPHIC REGIONS



42% North America

24% Asia/Australia/ Pacific Rim

21% Europe/United Kingdom

9% Central/South America

Science Translational Medicine MAAAS ABOUT OUR READERS

VISITS TO OUR WEBSITE

78%≥2 🛂

ONLINE ACTIVITY

67%

readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

68%>10MIN

TOP 10

10	OLS & TECHNIQUES		AR	EAS RELEVANT TO WORK OR STUDY	
1.	Antibodies	60%	1.	Translational Research/Medicine	47%
2.	PCR/RT-PCR/Real-time PCR	57%	2.	Cancer	42%
3.	Cell/Tissue Culture	53%	3.	Immunology, Vaccines	36%
4.	DNA Isolation and Purification	49%	4.	Genetics	34%
5.	Microscopy	47%	5.	Cell Signaling Pathways	33%
6.	DNA Sequencing	45%	6.	Infectious Disease	31%
7.	Bioinformatics	44%	7.	Drug Discovery	30%
8.	Gene Expression Analysis	44%	8.	Medical Diagnostics	30%
9.	Imaging	44%	9.	Drug Development	27%
10.	Biomarkers	43%	10.	Gene Therapy	25%
			11.	Neurodegenerative Disease	25%



ACADEMIC DEGREE

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

52% University, Academic 10% Hospital, Medical 7%



SECTOR

Other

Biotech, Pharma. CRO 7% Retired, Emeritus 6% Government 6% Nonprofit 4%

Consultant 3% Currently between jobs 2%

Independent Lab 3% Other



TYPE OF RESEARCH

51% Translational 17% Drug Discovery 29% Preclinical 21% Clinical Trials Phase I-IV

64%

Basic

48%

Applied



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

16%



ETHNICITY

34% Asian, Pacific Islander Hispanic, Latino 5%

49%

White, Caucasian

African descent 3% Multiple ethnicities 1% Other

Black, or

26%

Principal Investigator, Professor, Instructor

22% Postdoc. Staff Scientist. Research Associate 19%

Student





Department Head 3% Administrator, Executive

3% Technician, Research Assistant 2% Lab Manager

2% Other



GENDER

67% Male 33% Female

SITE **TRAFFIC**







GEOGRAPHIC REGIONS



48% North America

21% Asia/Australia/ Pacific Rim

19% Europe/United Kingdom

7% Central/South America