


VISITS TO OUR WEBSITE

84% ≥ 2  times per month.

ONLINE ACTIVITY

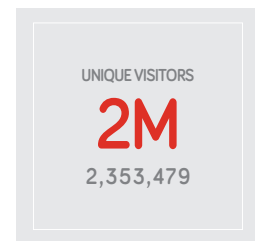
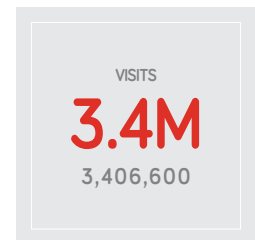
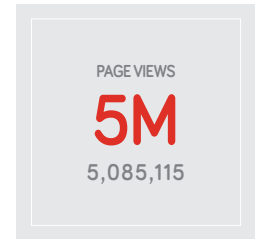
54%  readers clicked on a banner ad upon viewing.

LENGTH OF VISIT

75% > 10 MIN  per visit to the website.

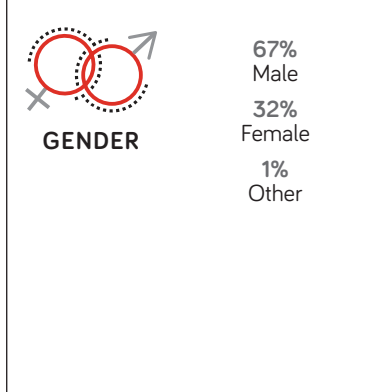
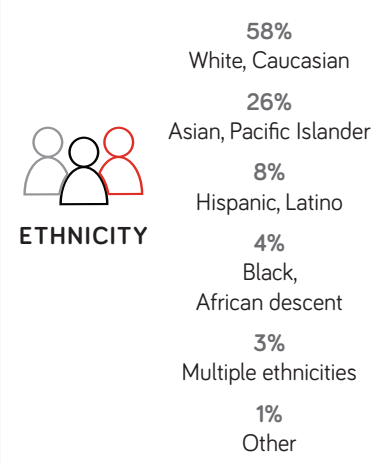
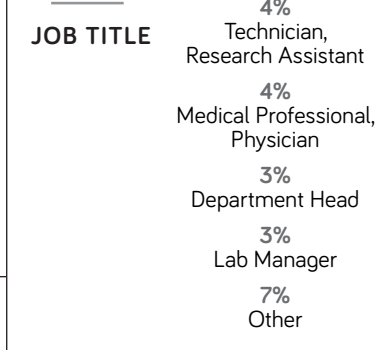
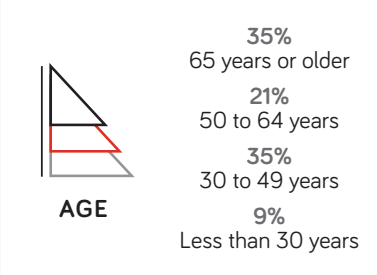
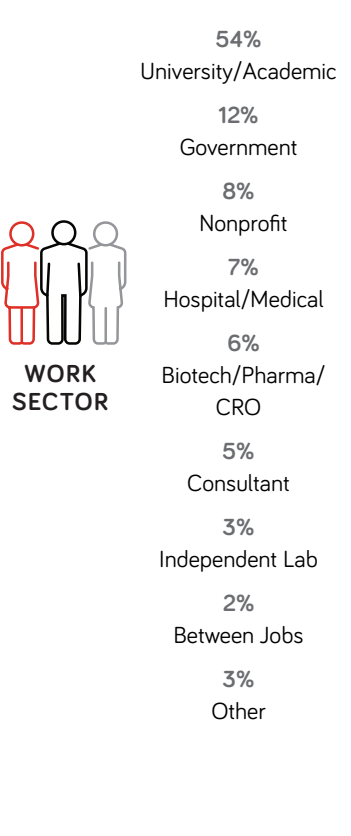
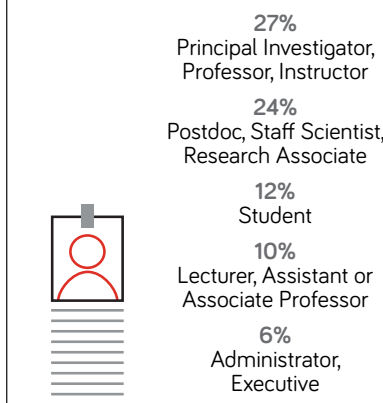
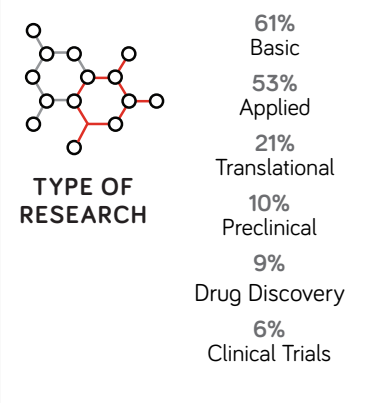
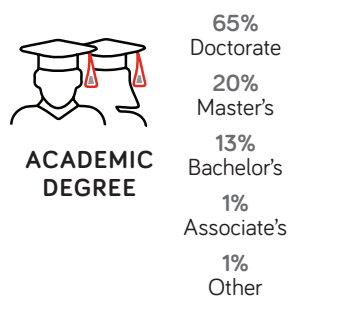
SITE TRAFFIC

(Science Journal Pages Only)

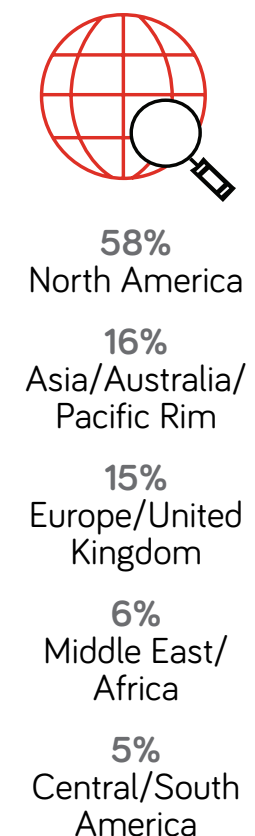


TOP 10

TOOLS & TECHNIQUES		AREAS RELEVANT TO WORK OR STUDY	
1. PCR/RT-PCR/Real-time PCR	50%	1. Molecular Biology	27%
2. Antibodies	49%	2. Medicine	23%
3. Bioinformatics	44%	3. Biology	20%
4. DNA Isolation and Purification	44%	4. Cell Biology	20%
5. DNA Sequencing	41%	5. Genetics	18%
6. Microscopy	41%	6. Neuroscience	18%
7. Electrophoresis	38%	7. Clinical Medicine	17%
8. Cell/Tissue Culture	37%	8. Immunology	16%
9. Imaging	37%	9. Biochemistry	15%
10. Gene Expression Analysis	32%	10. Microbiology	14%



GEOGRAPHIC REGIONS



### VISITS TO OUR WEBSITE

**72% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**65%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**65% > 10MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**1.5M**

1,593,666

VISITS

**1M**

1,066,628

UNIQUE BROWSERS

**764K**

764,682

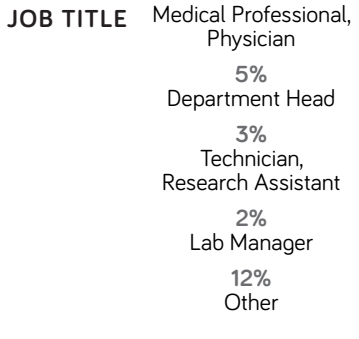
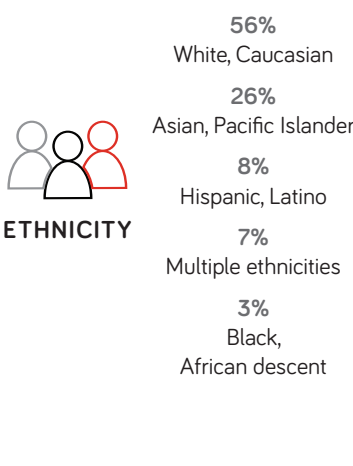
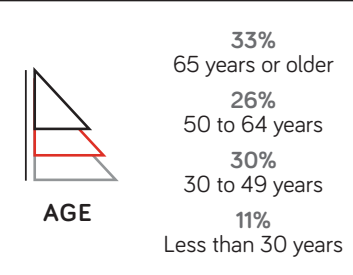
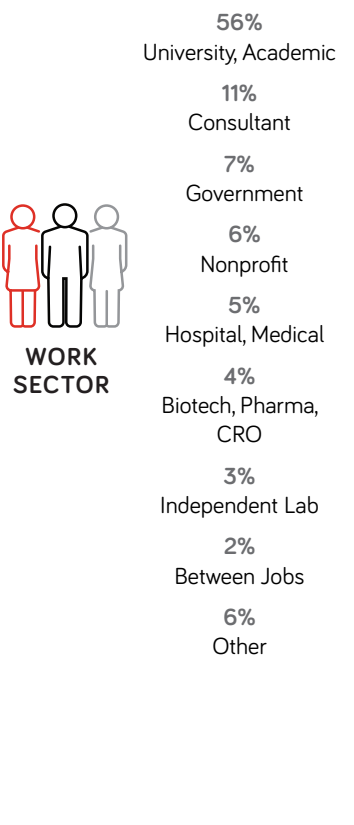
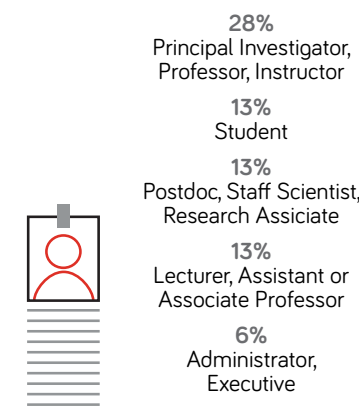
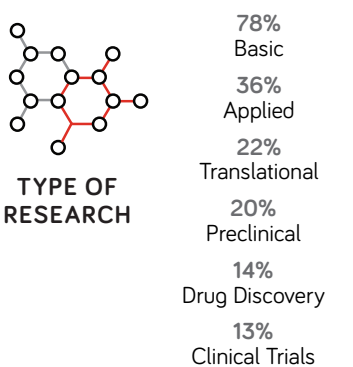
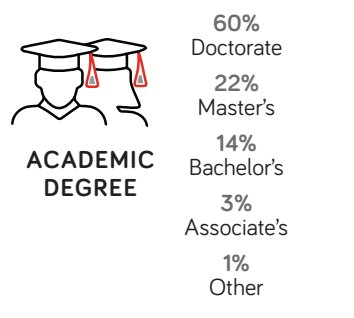
### TOP 10

#### TOOLS & TECHNIQUES

1. Antibodies	44%
2. Microscopy	42%
3. PCR/RT-PCR/Real-time PCR	41%
4. Bioinformatics	40%
5. Cell/Tissue Culture	36%
6. Immunoassays	36%
7. Gene Expression Analysis	33%
8. DNA Isolation and Purification	32%
9. Imaging	32%
10. DNA Sequencing	30%

#### 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



- 40% North America
- 24% Asia/Australia/Pacific Rim
- 19% Europe/United Kingdom
- 11% Central/South America
- 6% Middle East/Africa

### VISITS TO OUR WEBSITE

**77% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**65%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**62% > 10MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**319K**

319,285

VISITS

**223K**

223,814

UNIQUE BROWSERS

**170K**

170,236

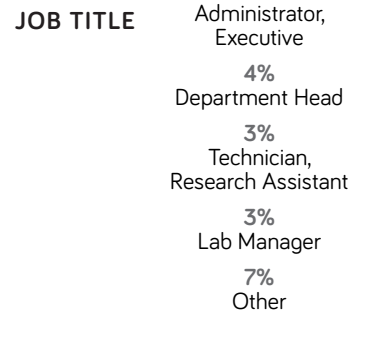
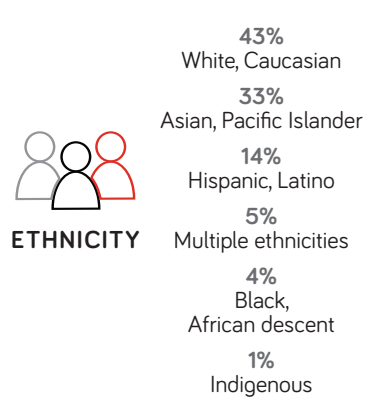
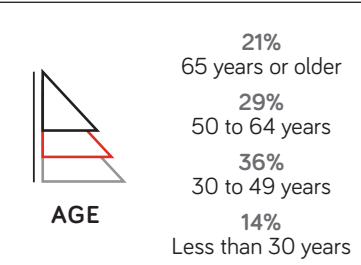
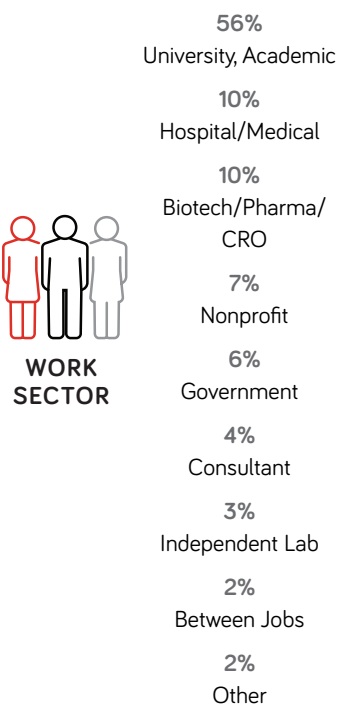
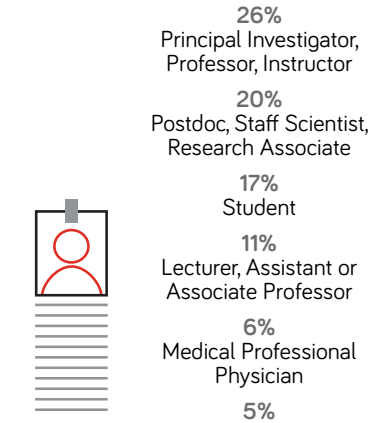
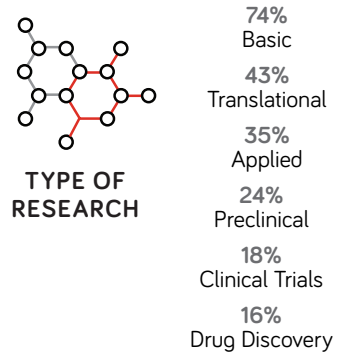
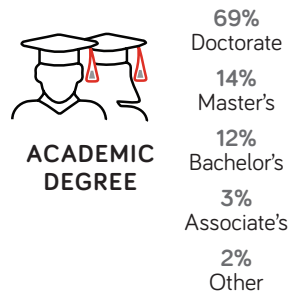
### TOP 10

#### TOOLS & TECHNIQUES

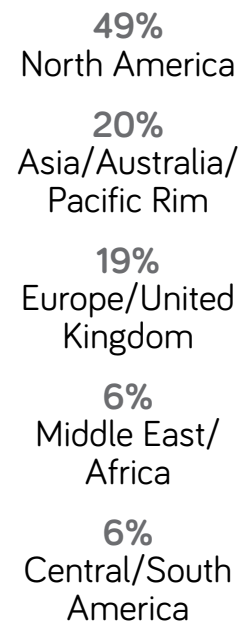
1. Antibodies	72%
2. PCR/RT-PCR/Real-time PCR	62%
3. Flow Cytometry	61%
4. Immunoassays	57%
5. Cell/Tissue Culture	56%
6. Bioinformatics	49%
7. Microscopy	47%
8. Gene Expression Analysis	45%
9. Biomarkers	41%
10. Cell Growth and Cell Viability Kits	41%

#### AREAS RELEVANT TO WORK OR STUDY

1. Immunology, Vaccines	75%
2. Infectious Disease	46%
3. Cancer	40%
4. Cell Signaling Pathways	38%
5. Translational Research/Medicine	38%
6. Signal Transduction	27%
7. Pathology	26%
8. Metabolism	23%
9. Biomarker Validation	22%
10. Genetics	19%



### GEOGRAPHIC REGIONS



### VISITS TO OUR WEBSITE

**54% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**53%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**57% > 10 MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**151K**

151,216

VISITS

**77K**

77,236

UNIQUE BROWSERS

**57K**

57,144

### TOP 10

#### TOOLS & TECHNIQUES

1. Artificial Intelligence 47%
2. Computers/Mathematics 37%
3. Robots 33%
4. Data Mining 33%
5. Databases 32%
6. Sensors 30%
7. Cameras, Imaging 30%
8. Bioinformatics 25%
9. Printing (3D, 4D) 24%
10. Vision Systems 21%

#### AREAS RELEVANT TO WORK OR STUDY

1. Artificial Intelligence 58%
2. Machine Learning 50%
3. Human-Robot Interaction 39%
4. Autonomous Vehicles/Systems 35%
5. Computer Science 33%
6. Biomedical Engineering 32%
7. Medical or Soft Robotics 32%
8. Computer Vision 31%
9. Swarms 31%
10. Brain-Computer Interface 28%



#### ACADEMIC DEGREE

- 48% Doctorate
- 28% Master's
- 16% Bachelor's
- 4% Associate's
- 4% Other



#### ETHNICITY

- 45% White, Caucasian
- 30% Asian, Pacific Islander
- 13% Hispanic, Latino
- 8% Multiple ethnicities
- 3% Black, African Descent
- 1% Indigenous



#### JOB TITLE

- 23% Principal Investigator, Professor, Instructor
- 20% Student
- 14% Postdoc, Staff Scientist, Research Associate
- 9% Administrator, Executive
- 7% Lecturer, Assistant or Associate Professor
- 7% Technician, Research Assistant
- 5% Medical Professional, Physician
- 4% Lab Manager
- 3% Department Head
- 7% Other



#### GENDER

- 76% Male
- 22% Female
- 2% Other



#### AGE

- 24% 65 years or older
- 23% 50 to 64 years
- 33% 30 to 49 years
- 20% Less than 30 years



#### WORK SECTOR

- 51% University, Academic
- 10% Consultant
- 7% Hospital, Medical
- 6% Government
- 6% Independent Lab
- 4% Nonprofit
- 4% Biotech, Pharma, CRO
- 6% Currently between jobs
- 6% Other

### GEOGRAPHIC REGIONS



- 42% North America
- 28% Asia/Australia/Pacific Rim
- 18% Europe/United Kingdom
- 9% Central/South America
- 3% Middle East/Africa

### VISITS TO OUR WEBSITE

**75% ≥ 2** 

times per month.

### ONLINE ACTIVITY

**67%** 

readers clicked on a banner ad upon viewing.

### LENGTH OF VISIT

**59% > 10 MIN** 

per visit to the website.

### SITE TRAFFIC

PAGE VIEWS

**116K**

116,441

VISITS

**71K**

71,431

UNIQUE BROWSERS

**56K**

55,800

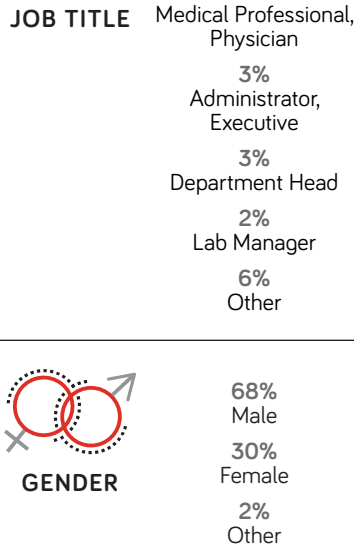
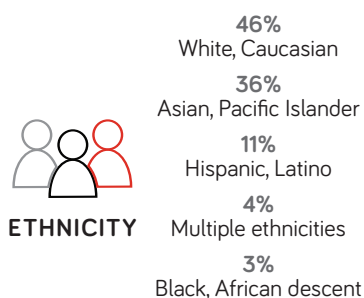
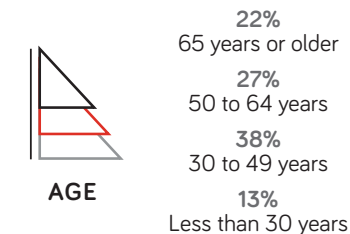
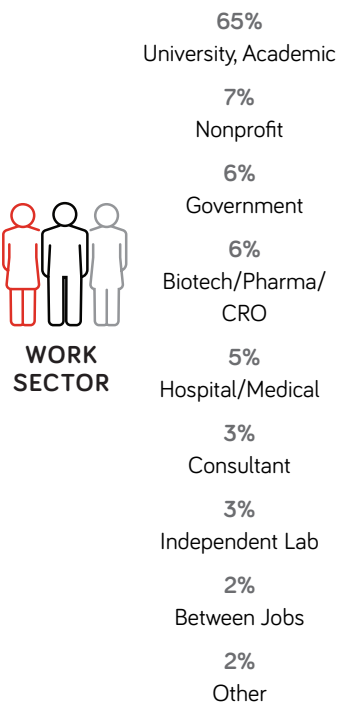
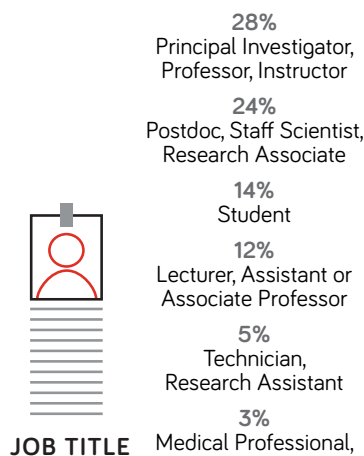
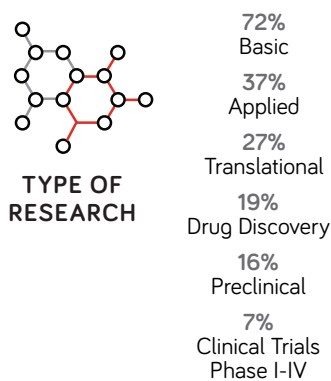
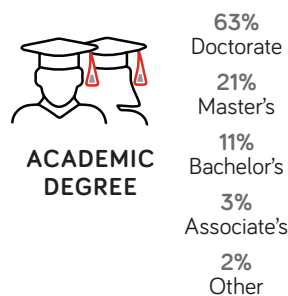
### TOP 10

#### TOOLS & TECHNIQUES

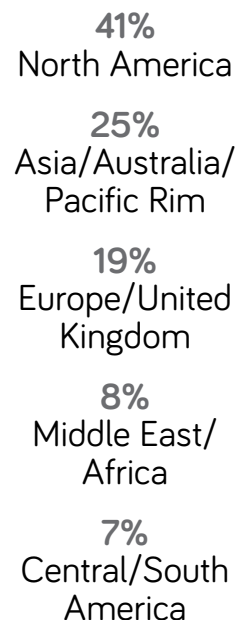
1. Antibodies	58%
2. PCR/RT-PCR/Real-time PCR	57%
3. Cell/Tissue Culture	50%
4. Microscopy	47%
5. Bioinformatics	45%
6. Gene Expression Analysis	43%
7. DNA Isolation and Purification	42%
8. Electrophoresis	41%
9. Imaging	40%
10. DNA Sequencing	40%

#### AREAS RELEVANT TO WORK OR STUDY

1. Cell Signaling Pathways	79%
2. Signal Transduction	66%
3. Cancer	52%
4. Metabolism	40%
5. Genetics	38%
6. Drug Discovery	37%
7. Immunology	34%
8. Neurodegenerative Disease	33%
9. Drug Development	25%
10. Diabetes, obesity	22%



### GEOGRAPHIC REGIONS



## VISITS TO OUR WEBSITE

**74% ≥ 2** 

times per month.

## ONLINE ACTIVITY

**68%** 

readers clicked on a banner ad upon viewing.

## LENGTH OF VISIT

**57% > 10 MIN** 

per visit to the website.

## SITE TRAFFIC

PAGE VIEWS

**974M**

973,505

VISITS

**636K**

636,127

UNIQUE BROWSERS

**429K**

428,601

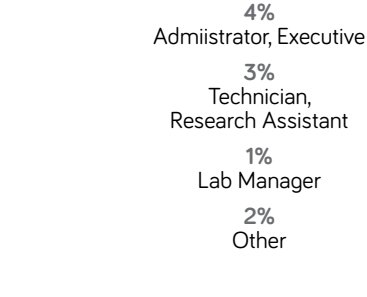
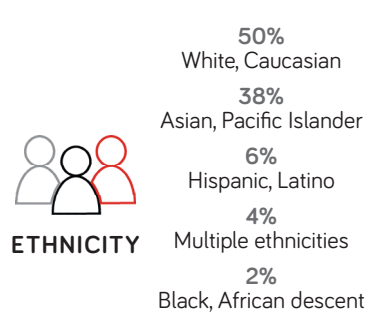
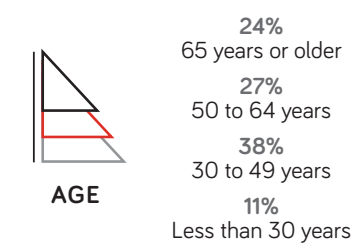
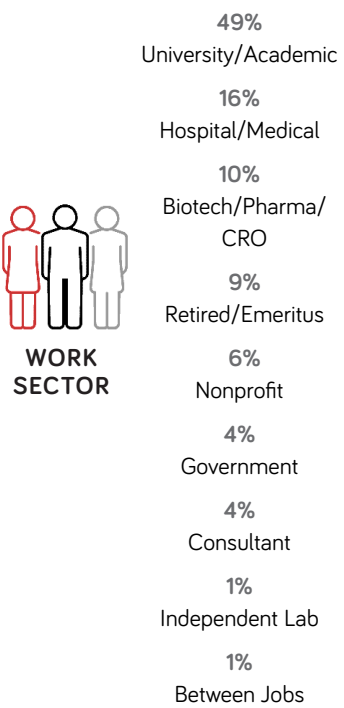
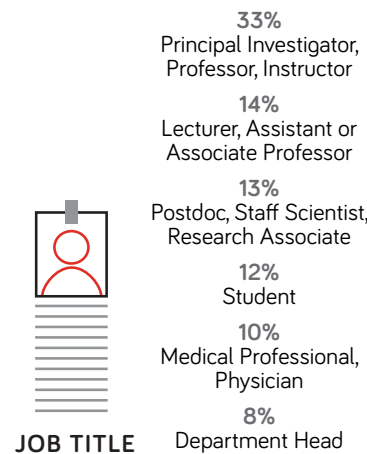
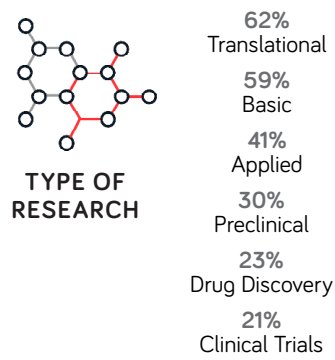
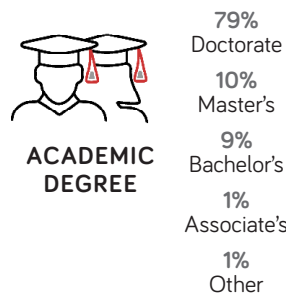
## TOP 10

### TOOLS & TECHNIQUES

1. Antibodies	58%
2. PCR/RT-PCR/Real-time PCR	54%
3. Cell/Tissue Culture	48%
4. Bioinformatics	46%
5. Gene Expression Analysis	45%
6. DNA Isolation and Purification	44%
7. DNA Sequencing	44%
8. Biomarkers	44%
9. Immunassays	43%
10. Flow Cytometry	42%

### AREAS RELEVANT TO WORK OR STUDY

1. Translational Research/Medicine	53%
2. Cancer	45%
3. Immunology, Vaccines	43%
4. Drug Development	38%
5. Drug Discovery	37%
6. Cell Signaling Pathways	34%
7. Biomarker Validation	33%
8. Metabolism	29%
9. Genetics	28%
10. Neurodegenerative Disease	27%



## GEOGRAPHIC REGIONS



- 50% North America
- 22% Asia/Australia/Pacific Rim
- 18% Europe/United Kingdom
- 5% Middle East/Africa
- 5% Central/South Africa