



**Established 1969**  
**Issues Per Year: 12**  
**Issues This Report: 12**



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PUBLICATION DESCRIPTION
<i>MLO-MEDICAL LABORATORY OBSERVER</i> publishes peer-reviewed articles, CE courses, lab management tips, regulatory updates, industry trends, and new product reviews for medical lab directors and managers. MLO is a multimedia resource delivering a monthly magazine and digital edition, weekly e-newsletters, product e-spotlights, a comprehensive website, and the annual buyers guide: CLR-Clinical Laboratory Reference. Annual free subscriptions are available to qualified clinical lab professionals at: <a href="http://www.mlo-online.com/subscribe">http://www.mlo-online.com/subscribe</a> .

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION
<i>MLO-MEDICAL LABORATORY OBSERVER</i> serves labs in hospitals (including Private/VA/Military/Public Health/State/County/City/University/Teaching/Other), biomedical industrial labs; group practice & physician's office labs, independent labs, government/public health labs (non-hospital), blood banks, medical schools/schools of medical technology, freestanding emergency center/ambulatory care centers, group purchasing organizations, health maintenance organizations/preferred provider organizations, ACO/accountable care organizations, home health care agencies, long-term care and urgent care/minute clinics. Qualified recipients are lab directors/supervisors; pathologists; physicians; chief medical techs, medical techs, assistant chief techs; scientists, MLS/MLT's, clinical chemists, microbiologists, hematologists, phlebotomists, nurses: directors/mgrs. radiology-imaging; LIS managers, educational coordinators in Medical Schools/Schools of Medical Technology and owners, POL directors, officers/purchasing managers in clinical lab/group medical practices. Clinical lab personnel emergency/ambulatory care centers; Compliance/QA Coordinators, POCC/POCT Coordinators, Hospital Administrators, Section/Department heads, officers/managers in Group Purchasing Organizations and/or HMOs/PPOs.



**AUDIENCE REACH: OCTOBER 1, 2020 – SEPTEMBER 30, 2021**

			
Magazine	E-Newsletter: LABline	Website	Social Media
12 Issues per year Average Monthly Qualified Print Distribution: 45,330	MLO LABline Average Newsletter Recipient: 45,055	www.mlo-online.com Average Monthly Visitors: 83,137 Average Monthly Page Views: 172,850	LinkedIn Average Monthly Members: 4,902

Average audience reach calculated by combining average total monthly qualified unduplicated magazine distribution, total average newsletter recipients, total average monthly visitors, and total average monthly members. Please see the following pages for Annual Audit Report: Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Supplemental Data, Geographical Distribution, Additions and Removals, Qualified Circulation by Issue; Digital Activity Report; Explanation, Audit of Internal Records and Affidavit.

## RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	44,267	733	45,000	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>44,267</b>	<b>733</b>	<b>45,000</b>	<b>100.0%</b>

Analysis conducted on the September 2021 Issue.

\*Combined print and digital may not equal total qualified unduplicated.

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within* 1 – 3+ Years	Total Qualified Unduplicated**	Percent
Direct Request from the Recipient	35,037	733	35,770	35,770	79.5%
Request from Recipient's Company	-	-	-	-	-
Association/Group/Directory Lists	9,230	-	9,230	9,230	20.5%
<b>Total Qualified Circulation</b>	<b>44,267</b>	<b>733</b>	<b>45,000</b>	<b>45,000</b>	<b>100.0%</b>

Analysis conducted on the September 2021 Issue.

\*Due to COVID-19, the publisher has opted to breakout aging on the September 2021 Audit Report.

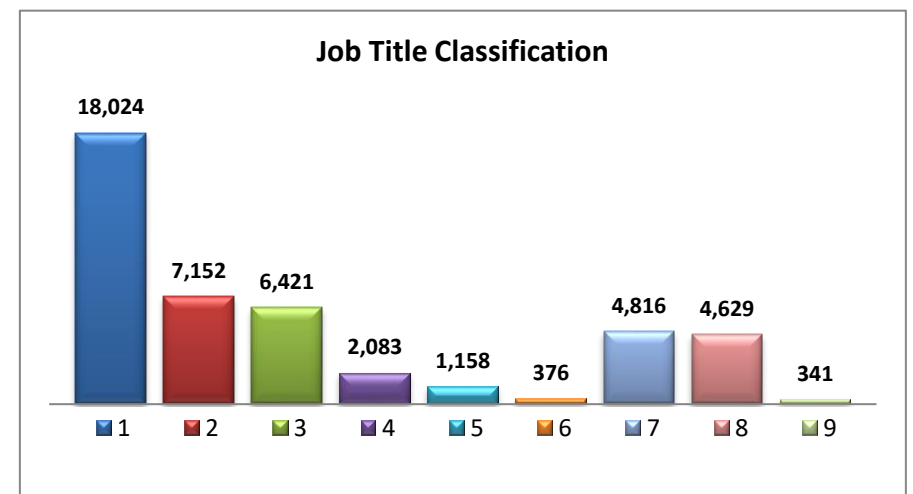
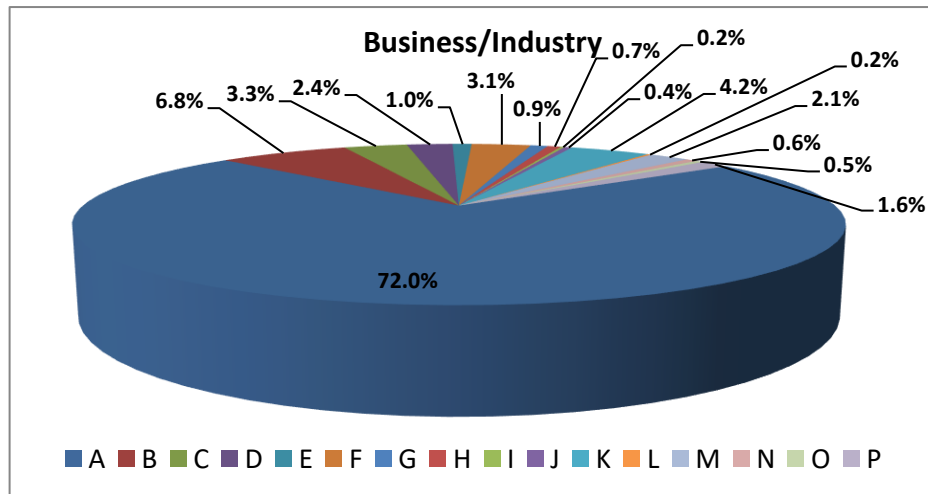
\*\*Combined print and digital may not equal total qualified unduplicated.

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

Business/Industry	(1) Lab Director; Lab Manager/ Administrator/Supervisor/ Section Manager/ Dept. Head/ POL Group Practice Manager/Administrator/ MA/Nurse	(2) Pathologist/ Physician	(3) Chief/Asst. Chief Medical Technologist/ MLT-Medical Laboratory Technician/ MLS- Medical Laboratory Scientist	(4) Clinical Chemist/ Microbiologist/ Hematologist	(5) Hospital Administrator/ Owner/Officer/ Purchasing	(6) LIS/ EMR/ EHR Manager	(7) POCC/POCT Coordinator/Compliance / QA Coordinator/ Manager/Educator/ Dept. Chair/Faculty/ Phlebotomist/Nurse	(8) Director/ Manager Radiology- Imaging	(9) Other	Total Qualified	Percent*
A. Hospital Lab	12,972	5,865	4,602	1,545	379	267	2,133	4,578	63	32,404	72.0%
B. Independent Lab	1,491	396	421	151	214	28	322	22	30	3,075	6.8%
C. Group Practice Lab	702	243	336	28	46	9	135	3	5	1,507	3.3%
D. Government and Public Health Lab	528	46	195	94	26	11	160	9	7	1,076	2.4%
E. Blood Bank	226	23	88	14	23	9	74	0	3	460	1.0%
F. Medical School/Med Tech/CLS Ed Programs	255	116	181	73	35	11	718	3	15	1,407	3.1%
G. Biomedical Industrial Lab	162	23	67	56	47	5	46	0	17	423	0.9%
H. Free Standing Emergency Center/Ambulatory Care Center	108	18	45	2	14	5	101	2	1	296	0.7%
I. Group Purchasing Organization	20	8	6	7	33	0	21	0	4	99	0.2%
J. HMO/PPO	76	22	14	11	16	4	51	3	1	198	0.4%
K. Physician's Office Laboratory	775	308	329	48	89	8	322	4	4	1,887	4.2%
L. Accountable Care Organization	17	4	7	1	2	2	39	0	6	78	0.2%
M. Home Health Care Agency	363	12	11	14	111	2	421	1	21	956	2.1%
N. Urgent Care/Minute Clinic	95	23	29	8	17	2	100	2	3	279	0.6%
O. Long-Term Care	79	11	6	1	22	2	58	0	21	200	0.5%
P. Other	155	34	84	30	84	11	115	2	140	655	1.6%
<b>Total Qualified Circulation</b>	<b>18,024</b>	<b>7,152</b>	<b>6,421</b>	<b>2,083</b>	<b>1,158</b>	<b>376</b>	<b>4,816</b>	<b>4,629</b>	<b>341</b>	<b>45,000</b>	<b>100.0%</b>

Analysis conducted on the September 2021 issue.

\*Percentages rounded to the nearest tenth. Due to this rounding percentages may not total 100.0%.



## SUPPLEMENTAL ANALYSIS: PRODUCTS RECOMMEND, SPECIFY OR BUY

Parts/Products/Services	Total
Barcode/Patient ID Systems	6,001
Blood Bank Supplies	6,739
Blood Collection Devices	8,127
Centrifuges	8,946
Certification and Education Programs	9,603
Chemistry Analyzers/Instruments	8,297
Chemistry, Reagents and Test Kits	8,920
Coagulation Analyzers	7,281
Coagulation, Reagents and Test Kits	7,331
Cytology/Histology, Tests and Instruments	4,459
Diagnostic Equipment and Instruments	7,637
Diagnostic Testing Services	9,531
Disinfectants and Sterilants	6,848
Employment/Staffing Services	7,055
Flow Cytometry Instruments and Test Kits	4,077
Genetic Testing, Reagents, Test Kits, and Instruments	4,021
Hematology Analyzers	8,068
Hematology, Reagents, Test Kits, and Controls	8,020
Imaging Systems	3,992
Infectious Disease, Test Kits	7,151
Lab Automation Systems	6,123
Lab Furniture and Lighting	6,238
LIS/Software	6,323
Microbiology, Media, Reagents, Test Kits/Instruments	6,952
Microscopes/Digital Cameras	7,276
Molecular Diagnostics, Reagents, Test Kits/Instruments	5,832
Point-of-Care Testing	9,702
Protective Apparel/Gloves	7,857
Rapid Tests	9,872
Reference Lab Testing Services	8,005
Refrigerators/Chillers/Temp Monitoring	7,707
Safety Products	8,300
Slide Makers and Stainers	6,239
Specimen Collection Needles/Tubes/Containers/Identification Products	7,797
Specimen Transport	7,991
Urinalysis, Reagents, Test Kits, and Instruments	8,325
Waste Management and Disposal Products	5,749
Water Purification Systems	5,086
Oncology Testing Products	370
Mass Spectrometry	353
No Answer	12,343
None of the Above	12,479

This is a supplementary analysis of the September 2021 issue and 32,687 or 72.6% of recipients who responded to the question: "Which of the following parts/products/services do you recommend, specify, or buy" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these processing responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

## ANNUAL AUDIT REPORT

## MEDICAL LABORATORY OBSERVER

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent**	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent**
Maine	335	-	335	0.7%	Kentucky	810	1	811	1.8%
New Hampshire	254	-	254	0.6%	Tennessee	1219	2	1221	2.7%
Vermont	118	-	118	0.3%	Alabama	764	1	765	1.7%
Massachusetts	1050	3	1053	2.3%	Mississippi	624	1	625	1.4%
Rhode Island	164	-	164	0.4%	<b>E. S. Central</b>	<b>3,417</b>	<b>5</b>	<b>3,422</b>	<b>7.6%</b>
Connecticut	466	1	467	1.0%	Arkansas	526	-	526	1.2%
<b>New England</b>	<b>2,387</b>	<b>4</b>	<b>2,391</b>	<b>5.3%</b>	Louisiana	697	3	700	1.6%
New York	2,672	5	2,677	5.9%	Oklahoma	700	3	703	1.6%
New Jersey	983	5	988	2.2%	Texas	3252	11	3263	7.3%
Pennsylvania	2,144	9	2,153	4.8%	<b>W. S. Central</b>	<b>5,175</b>	<b>17</b>	<b>5,192</b>	<b>11.5%</b>
<b>Mid Atlantic</b>	<b>5,799</b>	<b>19</b>	<b>5,818</b>	<b>12.9%</b>	Montana	269	1	270	0.6%
Delaware	161	-	161	0.4%	Idaho	304	-	304	0.7%
Maryland	720	5	725	1.6%	Wyoming	138	-	138	0.3%
D.C.	123	-	123	0.3%	Colorado	586	4	590	1.3%
Virginia	1,013	4	1017	2.3%	New Mexico	275	-	275	0.6%
West Virginia	442	-	442	1.0%	Arizona	639	7	646	1.4%
North Carolina	1443	8	1451	3.2%	Utah	342	1	343	0.8%
South Carolina	705	1	706	1.6%	Nevada	250	1	251	0.6%
Georgia	1294	3	1297	2.9%	<b>Mountain</b>	<b>2,803</b>	<b>14</b>	<b>2,817</b>	<b>6.3%</b>
Florida	2,280	16	2296	5.1%	Alaska	88	-	88	0.2%
<b>S. Atlantic</b>	<b>8,181</b>	<b>37</b>	<b>8,218</b>	<b>18.3%</b>	Washington	666	4	670	1.5%
Ohio	1,888	7	1,895	4.2%	Oregon	430	3	433	1.0%
Indiana	1,051	3	1,054	2.3%	California	3,111	9	3,120	7.3%
Illinois	1,794	10	1,804	4.0%	Hawaii	123	-	123	0.3%
Michigan	1,313	3	1,316	2.9%	<b>Pacific</b>	<b>4,418</b>	<b>16</b>	<b>4,434</b>	<b>10.3%</b>
Wisconsin	1,169	3	1,172	2.6%	U.S. Territories	193	3	196	0.4%
<b>E. N. Central</b>	<b>7,215</b>	<b>26</b>	<b>7,241</b>	<b>16.1%</b>	<b>U.S. Total</b>	<b>44,132</b>	<b>154</b>	<b>44,286</b>	<b>98.4%</b>
Minnesota	1,042	5	1,047	2.3%	Canada	99	48	147	0.3%
Iowa	677	1	678	1.5%	Foreign	36	531	567	1.3%
Missouri	1,017	2	1,019	2.3%	<b>Foreign Total</b>	<b>135</b>	<b>579</b>	<b>714</b>	<b>1.6%</b>
North Dakota	253	-	253	0.6%					
South Dakota	269	1	270	0.6%					
Nebraska	509	1	510	1.1%					
Kansas	777	3	780	1.7%					
<b>W. N. Central</b>	<b>4,544</b>	<b>13</b>	<b>4,557</b>	<b>10.1%</b>	<b>Total Qualified</b>	<b>44,267</b>	<b>733</b>	<b>45,000</b>	<b>100.0%</b>

Analysis conducted on the September 2021 Issue.

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\*\*Percentages rounded to the nearest tenth. Due to this rounding percentages may not total 100.0%.

## E-NEWSLETTER ACTIVITY

### LABLINE E-NEWS: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

MONTHLY AVERAGE	Sent	Net Delivered
October 2020	46,965	45,998
November 2020	46,942	46,052
December 2020	46,536	45,586
January 2021	46,161	45,157
February 2021	44,936	44,021
March 2021	44,164	43,329
April 2021	44,067	43,278
May 2021	43,968	43,264
June 2021	44,117	43,252
July 2021	44,268	43,238
August 2021	44,749	43,678
September 2021	43,801	42,984
<b>12 Month Average</b>	<b>45,055</b>	<b>44,153</b>

Information obtained by a review of publisher's SMTP reports for the period October 1, 2020 – September 30, 2021.

Definitions: Average Net Delivery calculated by subtracting undelivered messages from sent messages. Monthly Averages calculated by combining the total newsletters sent/ delivered during a single month and dividing by the number of issues for that month. Average calculated by combining Monthly Averages for the audit period October 1, 2020 – September 30, 2021 and dividing by 12.

## WEB VISITOR ACTIVITY

### www.mlo-online.com: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

VISITOR ACTIVITY	Page Views	Total Visitors	Unique Browsers	Unique Browser Frequency	Visitor Duration
October 2020	172,123	76,061	71,681	2.40	1:23
November 2020	163,612	72,161	67,911	2.41	1:25
December 2020	158,866	69,144	64,596	2.46	1:27
January 2021	179,862	77,358	74,384	2.42	1:25
February 2021	175,872	82,047	78,235	2.25	1:21
March 2021	205,727	96,623	91,687	2.24	1:20
April 2021	208,112	105,845	100,469	2.07	1:11
May 2021	180,243	90,826	86,045	2.09	1:16
June 2021	163,994	83,000	79,043	2.07	1:16
July 2021	147,113	78,053	73,821	1.99	1:12
August 2021	154,241	81,527	77,178	2.00	1:12
September 2021	164,429	84,994	80,131	2.05	1:19
<b>12 Month Average</b>	<b>172,850</b>	<b>83,137</b>	<b>78,765</b>	<b>2.20</b>	<b>1:18</b>

Information for web visitor activity was obtained by a review of publisher's Google analytics for the period October 1, 2020 – September 30, 2021. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

## SOCIAL MEDIA ACTIVITY



## LINKEDIN GROUP MEMBERSHIP

## MLO – MEDICAL LABORATORY OBSERVER: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

DATE	Members
October 2020	4,560
November 2020	4,672
December 2020	4,765
January 2021	4,859
February 2021	4,922
March 2021	4,967
April 2021	4,969
May 2021	4,965
June 2021	4,965
July 2021	5,058
August 2021	5,066
September 2021	5,057
<b>12 Month Average</b>	<b>4,902</b>

Information obtained by a review of publisher's LinkedIn group account for the period October 1, 2020 – September 30, 2021.

Definitions: Group Member – Group membership requires approval from the group manager. Membership amounts shown reflect the total number of members at the end of each month. Monthly Average – Calculated by dividing the total members within the audit period October 1, 2020 – September 30, 2021 by 12.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Non-Paid Print & Digital	Paid Print & Digital	Non-Paid Digital	Paid Digital	Total Qualified
October 2020	40,937	-	3,683	-	465	-	45,085
November 2020	40,988	-	3,743	-	496	-	45,227
December 2020	40,835	-	3,896	-	509	-	45,240
January 2021	40,533	-	4,061	-	526	-	45,120
February 2021	40,563	-	4,106	-	559	-	45,228
March 2021	40,378	-	4,224	-	575	-	45,177
April 2021	40,367	-	4,348	-	586	-	45,301
May 2021	40,379	-	4,404	-	600	-	45,383
June 2021	40,423	-	4,427	-	621	-	45,471
July 2021	40,440	-	4,441	-	638	-	45,519
August 2021	41,113	-	4,429	-	664	-	46,206
September 2021	39,738	-	4,529	-	733	-	45,000
<b>6 Month Average</b>	<b>40,706</b>	-	<b>3,952</b>	-	<b>522</b>	-	<b>45,180</b>
<b>12 Month Average</b>	<b>40,558</b>	-	<b>4,191</b>	-	<b>581</b>	-	<b>45,330</b>



**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables. Digital Activity report features data that has not been audited.

**Trade Show/Special Event Distribution Locations:**

Trade Show/Event	Date(s) Attended	Location	# of Copies
The American Association of Clinical Chemistry	09/26/21 – 09/30/21	Atlanta, GA	225
<b>TOTAL</b>			<b>225</b>

## SUBSCRIBE!

Fax this form to 941-388-7490,  
or go online to subscribe at: [www.mlo-online.com/subscribe](http://www.mlo-online.com/subscribe)

2016



**MLO**  
MEDICAL LABORATORY OBSERVER

Please answer all questions. Incomplete forms cannot be processed!

**1 Do you wish to receive/continue to receive a FREE subscription to MLO-Medical Laboratory Observer?**  Yes  No

Signature (Required) \_\_\_\_\_ Date \_\_\_\_\_

Email \_\_\_\_\_  
Please provide email address to renew your next subscription.

Yes, I also want to receive MLO's monthly email newsletter: LABLINE  
 Please update me by email.  
 Please send me information related to my areas of interest.

**2 Check one:**  New Subscription  Change of Address  Renewal

Name \_\_\_\_\_ Title M.D./Dr./P. \_\_\_\_\_  
 Company \_\_\_\_\_ Blog # \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Business Phone (\_\_\_\_\_) \_\_\_\_\_  
 Fax (\_\_\_\_\_) \_\_\_\_\_

**3 Fill in below only if your company requires home delivery:**  
(company address must be filled in above)

Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Zip \_\_\_\_\_





**4 Please indicate the type of laboratory and facility:**

- 01 Hospital Lab
- 02 Independent Lab
- 03 Group Practice Lab
- 04 Gov't/Public Health Lab (non-hospital)
- 05 Blood Bank
- 06 Medical School/Resid. Lab
- 07 Biomedical Instrument Lab
- 08 Free Standing Emergency Center/Ambulatory Care Center
- 09 Group Purchasing Organization
- 10 HMO/POS
- 11 Physician's Office Laboratory
- 12 ACC/American Society for Clinical Pathology
- 13 Home Health Care Agency
- 14 Urgent Care/Minute Clinic
- 15 Other (please describe) \_\_\_\_\_

**5 Which best describes your primary job function?**  
(check only one)

<input type="checkbox"/> 01 Pathologist/Physician	<input type="checkbox"/> 11 Owner/Office/Purchasing
<input type="checkbox"/> 02 Lab Director	<input type="checkbox"/> 12 Educator/Dept. Chair/Faculty
<input type="checkbox"/> 03 Lab Manager/Administrator/Supervisor	<input type="checkbox"/> 13 Clinical Chemist
<input type="checkbox"/> 04 Chief/Asst. Chief Medical Tech	<input type="checkbox"/> 14 Microbiologist
<input type="checkbox"/> 05 Section Manager/Dept. Head	<input type="checkbox"/> 15 Immunologist
<input type="checkbox"/> 06 Hospital Administrator	<input type="checkbox"/> 16 M.D./M.D. Lab Scientist
<input type="checkbox"/> 07 LIS/EMR/IT Manager	<input type="checkbox"/> 17 M.S./M.S. Lab Technician
<input type="checkbox"/> 08 POC/POCT Coordinator	<input type="checkbox"/> 18 Phlebotomist/Nurse
<input type="checkbox"/> 09 Compliance/QA Coordinator/Mgr	<input type="checkbox"/> 19 Other (please describe) _____
<input type="checkbox"/> 10 PCL/Group Practice/Manager/Administrator/MA/Nurse	

**6 Which of the following products/services do you recommend, specify or buy?** (check all that apply)

<input type="checkbox"/> 01 Barcode/Patient ID Systems	<input type="checkbox"/> 22 Lab Furniture and Lighting
<input type="checkbox"/> 02 Blood Bank Supplies	<input type="checkbox"/> 23 Laboratory Info Systems
<input type="checkbox"/> 03 Blood Collection Devices	<input type="checkbox"/> 24 Microbiology, Media, Reagents, Test Kits/Instruments
<input type="checkbox"/> 04 Centrifuges	<input type="checkbox"/> 25 Microscopes/Digital Cameras
<input type="checkbox"/> 05 Certification and Education Programs	<input type="checkbox"/> 26 Molecular Biology, Reagents, Test Kits/Instruments
<input type="checkbox"/> 06 Chemistry Analyzers/Instruments	<input type="checkbox"/> 27 Point-of-Care Testing
<input type="checkbox"/> 07 Chemistry, Reagents and Test Kits	<input type="checkbox"/> 28 Preformed Assays/Slides
<input type="checkbox"/> 08 Coagulation Analyzers	<input type="checkbox"/> 29 Rapid Tests
<input type="checkbox"/> 09 Coagulation, Reagents and Test Kits	<input type="checkbox"/> 30 Reference Lab Testing Services
<input type="checkbox"/> 10 Cytology/Histology, Tests and Instruments	<input type="checkbox"/> 31 Refrigerators/Chillers
<input type="checkbox"/> 11 Diagnostic Equipment and Instruments	<input type="checkbox"/> 32 Safety Products
<input type="checkbox"/> 12 Diagnostic Testing Services	<input type="checkbox"/> 33 Slide Makers and Stainers
<input type="checkbox"/> 13 Disinfectants and Sterilants	<input type="checkbox"/> 34 Specimen Collection Devices/ Tubes/Containers/Identification Products
<input type="checkbox"/> 14 Employment/Staffing Services	<input type="checkbox"/> 35 Specimen Transport
<input type="checkbox"/> 15 Flow Cytometry Instruments and Test Kits	<input type="checkbox"/> 36 Stains, Reagents, Test Kits, and Instruments
<input type="checkbox"/> 16 Genetic Testing, Reagents, Test Kits, and Instruments	<input type="checkbox"/> 37 Waste Management and Disposal Products
<input type="checkbox"/> 17 Hematology Analyzers	<input type="checkbox"/> 38 Water Purification Systems
<input type="checkbox"/> 18 Hematology, Reagents, Test Kits, and Controls	<input type="checkbox"/> 39 None of the Above
<input type="checkbox"/> 19 Imaging Systems	
<input type="checkbox"/> 20 Infectious Diseases, Test Kits	
<input type="checkbox"/> 21 Lab Automation Systems (Software)	

**Audit of Records and Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report to as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.