

## CONSOLIDATED MEDIA REPORT

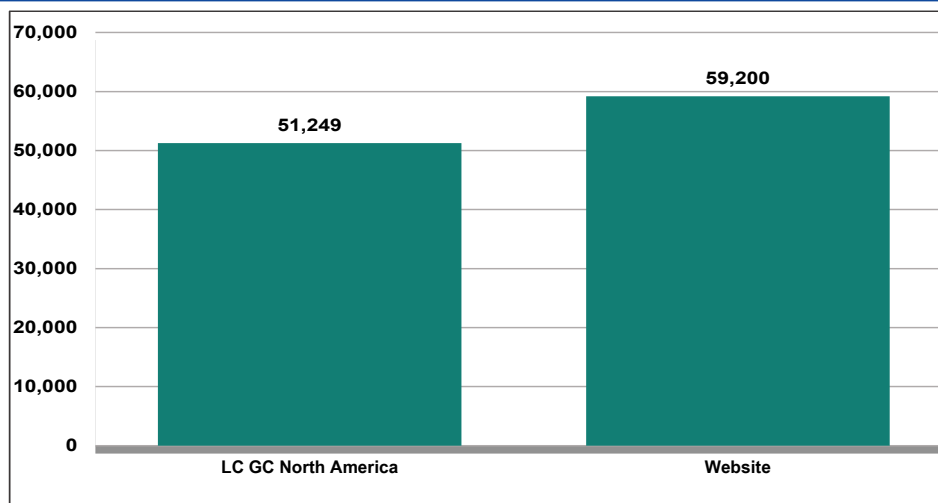
### B2B Media

6 months ended December 31, 2021

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

## TOTAL GROSS CONTACTS

110,449



## EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>LC GC North America</b>		6 months ended December 31, 2021
Total Qualified Circulation	51,249	
<b>Website Activity</b>		6 months ended December 31, 2021
Page Impressions	177,952	
Visits	78,993	
Unique Browsers	59,200	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended December 31, 2021

Subject to Audit

### Field Served:

Private industry; universities, colleges; government; hospitals, medical centers; research labs, institutes, foundations; independent analytical labs; utilities; and others allied to the field.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				51,249
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	11	Qualified Nonpaid Individual - Print		33,788
<b>Total Qualified Paid Individual</b>	<b>11</b>	Qualified Nonpaid Individual - Digital		17,450
<b>Total Average Qualified Paid Circulation</b>	<b>11</b>	<b>Total Qualified Nonpaid Individual</b>		<b>51,238</b>
		<b>Total Average Qualified Nonpaid Circulation</b>		<b>51,238</b>

CIRCULATION BY ISSUES										
Issue		Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
	Jul	5			5	33,794	16,725		50,519	50,524
	Aug	2			2	33,797	17,450		51,247	51,249
	Sep	10			10	33,789	17,428		51,217	51,227
	Oct	14			14	33,785	17,904		51,689	51,703
	Nov	13			13	33,786	17,772		51,558	51,571
	Dec	20			20	33,779	17,420		51,199	51,219

BUSINESS/OCCUPATIONAL ANALYSIS																		
						Qualified Paid & Nonpaid - Print & Digital (Unduplicated)	Classification by Title, Occupation and/or Function											
							A	B	C	D	E	F	G	H	I	J	K	L
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital		A	B	C	D	E	F	G	H	I	J	K	L
1.	Private Industry	36,019	69.8	23,915	12,104		8,103	4,711	1,519	3,497	257	2,206	8,207	445	629	1,990	2,549	1,906
2.	Universities, Colleges	5,542	10.7	3,545	1,997		2,617	110	67	52	1,244	62	264	25	58	161	791	91
3.	Government	3,504	6.8	2,000	1,504		834	425	87	118	42	26	296	299	393	226	659	99
4.	Research Labs, Institutes, Foundations	2,264	4.4	1,718	546		1,077	178	32	57	36	61	357	31	66	90	228	51
5.	Independent Analytical Labs	999	1.9	591	408		185	143	16	30	3	29	152	11	105	52	252	21
6.	Hospitals, Medical Centers	1,840	3.6	1,089	751		165	143	23	42	53	10	267	29	93	218	711	86
7.	Utilities	203	0.4	154	49		5	21	5	18	1	8	38	5	22	23	38	19
8.	Others Allied to the Field	1,200	2.3	787	413		200	88	25	37	36	30	288	24	47	91	274	60
	Other Paid Circulation																	
	Subscriptions																	
	Single Copy Sales																	
	Total Qualified Circulation	51,571	100.0	33,799	17,772		13,186	5,819	1,774	3,851	1,672	2,432	9,869	869	1,413	2,851	5,502	2,333
	Percent	100.0					25.6	11.3	3.4	7.5	3.2	4.7	19.1	1.7	2.7	5.5	10.7	4.5

Key to Classification by Title, Occupation and/or Function:

- |   |                         |
|---|-------------------------|
| A. Research & Development                 | G. Corporate Management |
| B. Quality Control, Assurance, Validation | H. Regulatory           |
| C. Purchasing                             | I. Analysis             |
| D. Manufacturing/Processing               | J. Technical Services   |
| E. Teaching                               | K. Lab Management       |
| F. Marketing/Sales                        | L. Other                |

AGE OF SOURCE ANALYSIS								
				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>31,911</b>	<b>17,212</b>		<b>1,408</b>	<b>4,334</b>	<b>43,381</b>	<b>49,123</b>	<b>95.3</b>
Written	105	1		36	24	46	106	0.2
Telecommunication	30,713	16,347		1,242	3,200	42,618	47,060	91.3
Internet and Email	1,093	864		130	1,110	717	1,957	3.8
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	1,888	560		3	122	2,323	2,448	4.8
<b>Total Qualified Subscriptions</b>	<b>33,799</b>	<b>17,772</b>		<b>1,411</b>	<b>4,456</b>	<b>45,704</b>	<b>51,571</b>	<b>100.0</b>
<b>Percent</b>	<b>65.5</b>	<b>34.5</b>		<b>2.7</b>	<b>8.6</b>	<b>88.6</b>	<b>100.0</b>	
Single Copy Sales								
<b>Total Qualified Circulation</b>							<b>51,571</b>	

GEOGRAPHIC ANALYSIS									
State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	3			3	416	216		632	635
Arizona					381	211		592	592
Arkansas					238	120		358	358
California					3,504	2,291		5,795	5,795
Colorado					514	233		747	747
Connecticut					501	242		743	743
Delaware					327	143		470	470
District of Columbia					203	132		335	335
Florida					1,430	775		2,205	2,205
Georgia					814	393		1,207	1,207
Idaho					157	74		231	231
Illinois					1,506	394		1,900	1,900
Indiana					798	377		1,175	1,175
Iowa					313	171		484	484
Kansas					396	207		603	603
Kentucky					409	177		586	586
Louisiana					321	115		436	436
Maine					119	53		172	172
Maryland					838	602		1,440	1,440
Massachusetts	1			1	1,468	863		2,331	2,332
Michigan					1,002	537		1,539	1,539
Minnesota	1			1	845	458		1,303	1,304
Mississippi					248	129		377	377
Missouri	1			1	780	423		1,203	1,204
Montana					97	42		139	139
Nebraska					262	137		399	399
Nevada					157	78		235	235
New Hampshire					183	80		263	263
New Jersey	1			1	1,874	942		2,816	2,817
New Mexico					119	75		194	194
New York	3			3	1,858	1,042		2,900	2,903
North Carolina					1,081	626		1,707	1,707
North Dakota					95	64		159	159
Ohio					1,577	760		2,337	2,337
Oklahoma					328	157		485	485
Oregon					358	168		526	526
Pennsylvania	2			2	2,053	915		2,968	2,970
Rhode Island					143	70		213	213
South Carolina					496	224		720	720
South Dakota					113	64		177	177
Tennessee					723	348		1,071	1,071
Texas					2,139	1,374		3,513	3,513
Utah					312	139		451	451
Vermont					75	35		110	110
Virginia					641	331		972	972
Washington	1			1	493	254		747	748
West Virginia					171	86		257	257
Wisconsin					809	381		1,190	1,190
Wyoming					80	31		111	111
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>13</b>			<b>13</b>	<b>33,765</b>	<b>17,759</b>		<b>51,524</b>	<b>51,537</b>
Alaska					11	3		14	14
Hawaii									
<b>TOTAL ALASKA &amp; HAWAII</b>					<b>11</b>	<b>3</b>		<b>14</b>	<b>14</b>
Single Copy Sales									
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>13</b>			<b>13</b>	<b>33,776</b>	<b>17,762</b>		<b>51,538</b>	<b>51,551</b>
Poss. & Other Areas					9	9		18	18
<b>U.S. &amp; POSS., etc.</b>	<b>13</b>			<b>13</b>	<b>33,785</b>	<b>17,771</b>		<b>51,556</b>	<b>51,569</b>
Canada					1	1		2	2
International									
Military or Civilian Personnel Overseas									
<b>Total International</b>					<b>1</b>	<b>1</b>		<b>2</b>	<b>2</b>
E-mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>13</b>			<b>13</b>	<b>33,786</b>	<b>17,772</b>		<b>51,558</b>	<b>51,571</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - [www.chromatographyonline.com](http://www.chromatographyonline.com)

Month	Page Impressions	Visits	Unique Browsers
July	176,296	73,928	55,121
August	163,547	73,634	55,033
September	179,403	79,476	59,711
October	189,573	86,206	64,108
November	204,911	91,662	68,413
December	153,979	69,049	52,811

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	Subscriptions: U.S., 1 yr. \$79.95; 2 yrs. \$144.00. Canada and Mexico, 1 yr. \$102.00; 2 yrs. \$160.50. International, 1 yr. \$150.00; 2 yrs. \$268.00.

**Definition of Recipient Qualification:**

Qualified recipients are: personnel engaged in the job functions of research and development; quality control, assurance, validation; technical services; lab management; analysis; purchasing; manufacturing; processing; teaching; marketing, sales; corporate management; regulatory; and other functions allied to the field.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Age of Source Reporting :** Includes both paid and nonpaid circulation.

**Analyzed Issue:** The information in Business/Occupational Analysis, Age of Source and Geographic Analysis is from an analysis of the Nov issue.

**Total Gross Contacts Include :** Qualified Paid and Nonpaid Circulation, and Unique Browsers.

**Website Data Source:** Subject to Audit

**Website Domains:** Domains included in website traffic: [www.chromatographyonline.com](http://www.chromatographyonline.com).

**Unique Browsers:** This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

**Page Impressions:** The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

**Visits:** A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** Monthly

**Format:** Standard

**Established:** 1983

**AAM Member Since:** 2015

**Member #:** 06-0699-9

**SRDS:** 132A

Parent Company: MJH Life Sciences

JONATHAN SEVERN  
Circulation Director

STACY ARGONDISSO  
Circulation Director

**Published by:**

MJH Life Sciences  
2 Clarke Drive #100  
Cranbury, NJ 08512  
T: (732) 346-3027  
[www.chromatographyonline.com](http://www.chromatographyonline.com)