

CONSOLIDATED MEDIA REPORT

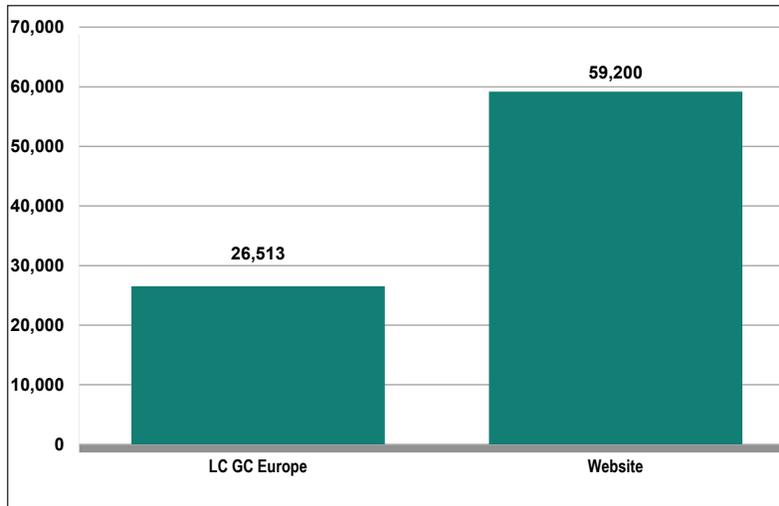
B2B Media

6 months ended December 31, 2021

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

TOTAL GROSS CONTACTS

85,713



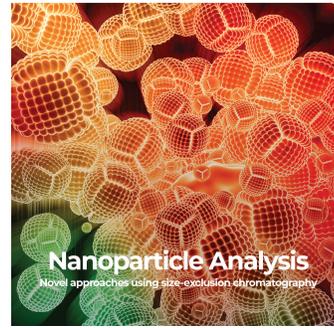
EXECUTIVE SUMMARY

Channels	Contacts	Period
LC GC Europe		6 months ended December 31, 2021
Total Qualified Circulation	26,513	
Website Activity		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; utility companies and others.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				26,513
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	2	Qualified Nonpaid Individual - Print		21,358
Qualified Paid Individual - Digital	1	Qualified Nonpaid Individual - Digital		5,152
Total Qualified Paid Individual	3	Total Qualified Nonpaid Individual		26,510
Total Average Qualified Paid Circulation	3	Total Average Qualified Nonpaid Circulation		26,510

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	2			2	21,719	5,532		27,251	27,253
Aug	2			2	21,614	5,737		27,351	27,353
Sep	1	2		3	21,663	4,271		25,934	25,937
Oct					21,713	4,674		26,387	26,387
Nov	1	3		4	19,720	6,366		26,086	26,090
Dec	4			4	21,719	4,334		26,053	26,057

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	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
						1. Private Industry	20,992	79.6	17,420	3,572		4,553	3,519	1,254	6,375	816	904
2. University, College	2,562	9.7	2,076	486		1,550	50	177	117	98	107	428	8	13	3	2	9
3. Government	1,190	4.5	975	215		457	130	164	114	166	81	17	13	24	17	5	2
4. Hospitals, Medical Centers	312	1.2	241	71		101	36	65	26	50	18	5	2	7	1	1	
5. Research Lab/Institute/Foundation	938	3.6	748	190		474	85	97	102	91	28	8	24	13	3	11	2
6. Independent Analytical Labs	140	0.5	90	50		33	25	14	34	10	3	3	5	7	2	4	
7. Utility Company	199	0.8	127	72		44	23	37	21	43	10	3	8	5		2	3
8. Others Allied to the Field	54	0.2	36	18		8	5	6	6	12	3	2	5	4	2	1	
Other Paid Circulation																	
Subscriptions																	
Single Copy Sales																	
Total Qualified Circulation	26,387	100.0	21,713	4,674		7,220	3,873	1,814	6,795	1,286	1,154	501	1,384	1,595	228	473	64
Percent	100.0					27.4	14.7	6.9	25.8	4.9	4.4	1.9	5.2	6.0	0.9	1.8	0.2

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

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

AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	20,764	4,674		645	8,637	16,156	25,438	96.4
Written	48			27	8	13	48	0.2
Telecommunication	19,849	3,350		552	7,642	15,005	23,199	87.9
Internet and Email	867	1,324		66	987	1,138	2,191	8.3
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	949					949	949	3.6
Total Qualified Subscriptions	21,713	4,674		645	8,637	17,105	26,387	100.0
Percent	82.3	17.7		2.4	32.7	64.8	100.0	
Single Copy Sales								
Total Qualified Circulation							26,387	

GEOGRAPHIC ANALYSIS - INTERNATIONAL

Country	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Qualified Paid & Nonpaid - Print & Digital (Unduplicated)	Total Circulation
AFRICA				
Algeria	2			2
Egypt	8			8
Ghana	2	1		3
Kenya	1	1		2
Nigeria	3	1		4
Seychelles		1		1
South Africa	5	2		7
Swaziland	2			2
Tunisia		1		1
West Sahara	1			1
Zaire	3			3
Uganda	2			2
West Sahara	1			1
Zaire	3			3
TOTAL AFRICA	27	7		34
ASIA/PACIFIC				
Armenia	16	1		17
Australia	1	3		4
China		2		2
French Polynesia		1		1
Georgia	1	2		3
Hong Kong	1			1
Indonesia	1			1
India	10	3		13
Japan	1	3		4
Kyrgyz Republic	1			1
Malaysia	1			1
New Zealand		1		1
Pakistan	1			1
Singapore	3	1		4
South Korea		1		1
Taiwan	2	1		3
Turkenistan	1			1
Uzbekistan	2			2
TOTAL ASIA/PACIFIC	42	19		61

GEOGRAPHIC ANALYSIS - INTERNATIONAL (Continued)

Country	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Qualified Paid & Nonpaid - Print & Digital (Unduplicated)	Total Circulation
MIDDLE EAST				
Israel	13	3		16
Jordan	2			2
Palestine		1		1
Qatar	1			1
Saudi Arabia	2			2
United Arab Emirate		1		1
TOTAL MIDDLE EAST	18	5		23
EUROPE				
Aland Islands	1			1
Albania	7	7		14
Austria	348	78		426
Belarus	15	1		16
Belgium	1,399	292		1,691
Bosnia and Herzegovina	27	2		29
Bulgaria	247	14		261
Croatia	154	32		186
Cyprus	143	20		163
Czech Republic	275	60		335
Denmark	469	107		576
Estonia	72	6		78
Faeroe Island	1			1
Finland	225	39		264
France	2,800	599		3,399
Germany	1,641	538		2,179
Greece	501	41		542
Hungary	364	60		424
Iceland	26	3		29
Ireland	879	180		1,059
Italy	1,041	215		1,256
Latvia	57	7		64
Lithuania	9	2		11
Luxembourg	45	8		53
Macedonia	38	9		47
Malta	137	25		162
Moldova	10			10
Monaco	21	4		25
Netherlands	920	229		1,149
Norway	144	24		168
Poland	439	81		520
Portugal	423	88		511

GEOGRAPHIC ANALYSIS - INTERNATIONAL (Continued)

Country	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Qualified Paid & Nonpaid - Print & Digital (Unduplicated)	Total Circulation
EUROPE (Cont'd)				
Romania	336	40		376
Russia	182	24		206
Serbia	82	15		97
Spain	1,526	369		1,895
Slovakia	70	11		81
Slovenia	184	30		214
Sweden	340	80		420
Switzerland	841	208		1,049
Turkey	46	10		56
Ukraine	70	5		75
United Kingdom	5,000	1,063		6,063
TOTAL EUROPE	21,555	4,626		26,181
MEXICO/CENTRAL AMERICA/CARIBBEAN				
Costa Rica	1	1		2
Martinique	1			1
Mexico	4	1		5
Netherlan Anitlles	2			2
TOTAL MEXICO/CENTRAL AMERICA/ CARIBBEAN	8	2		10
SOUTH AMERICA				
Argentina	3	3		6
Brazil	3	6		9
Chile	2	3		5
Colombia	1	1		2
Ecuador		1		1
Peru	3			3
Uruguay	4			4
Venezuala		1		1
TOTAL SOUTH AMERICA	16	15		31
United States and Possessions	46			46
Canada	1			1
Military or Civilian Personnel Overseas				
TOTAL INTERNATIONAL	21,713	4,674		26,387

CHANNEL PROFILES**WEBSITE ACTIVITY - 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: Europe, 1 yr. £100; 2 yrs. £170. International, 1 yr. £140; 2 yrs. £240.

Definition of Recipient Qualification:

Qualified recipients are: engaged in the job functions of research & development, chemist; quality control/assurance/validation; purchasing; manufacturing/processing, teaching; marketing/sales; corporate management; regulatory; analysis, consultant, information providers; technical services; lab management and other functions paid and functions unknown.

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

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

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 one page impression reported.

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.

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Frequency: Monthly
Format: Standard

Established: 1987
AAM Member Since: 2015
Member #: 06-0699-8
SRDS: 132A

Parent Company: MJH Life Sciences

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Published by:
MJH Life Sciences
Hinderton Point Lloyd Drive
Ellesmere Port, Cheshire, UK CH65 9HQ

www.pharmtech.com