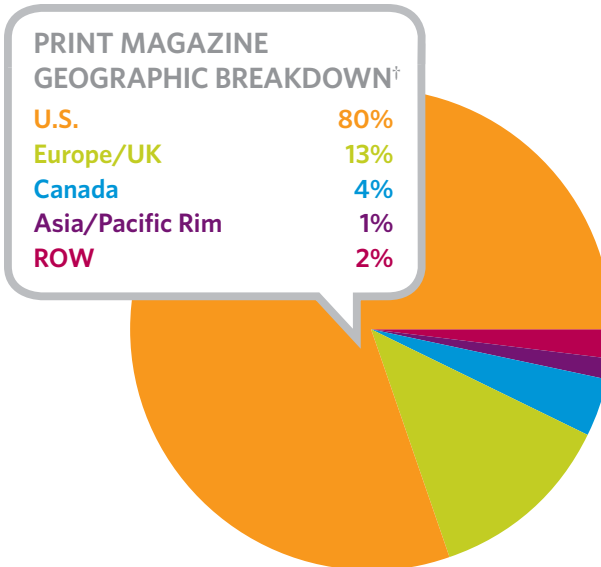
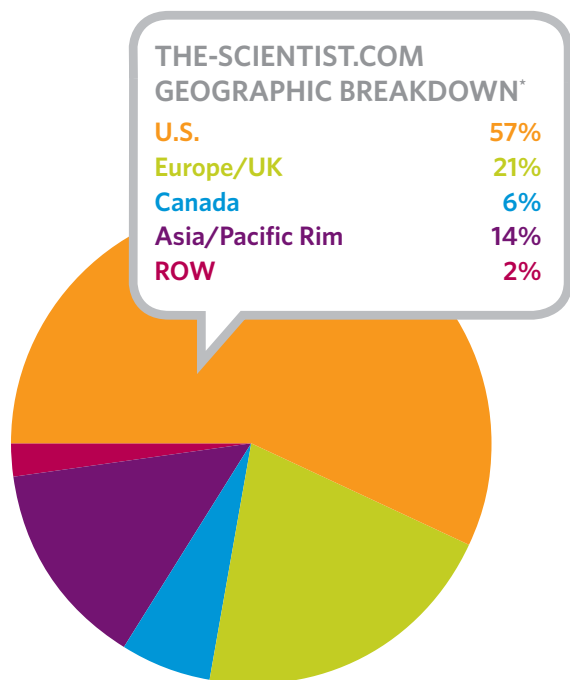


# Audience

## THE SCIENTIST PRINT MAGAZINE CIRCULATION†

Qualified Controlled in Print	50,803
Qualified Controlled Digital	5,197
<hr/>	
<b>TOTAL QUALIFIED</b>	<b>56,000</b>

Projected F1000 member print additions in 2011: 5,000



## THE-SCIENTIST.COM\*

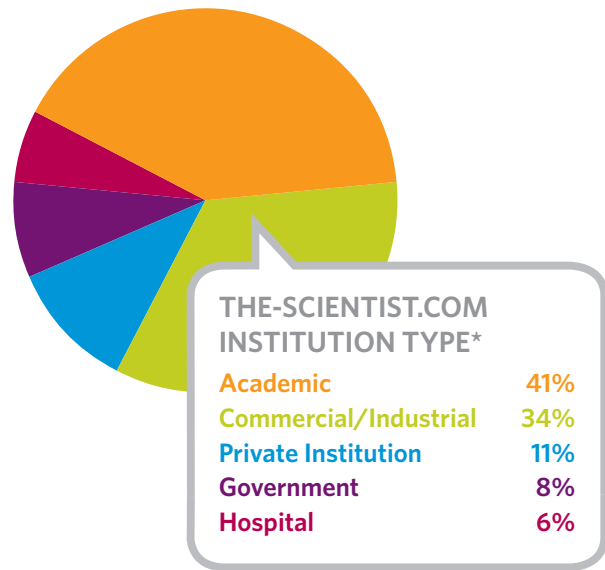
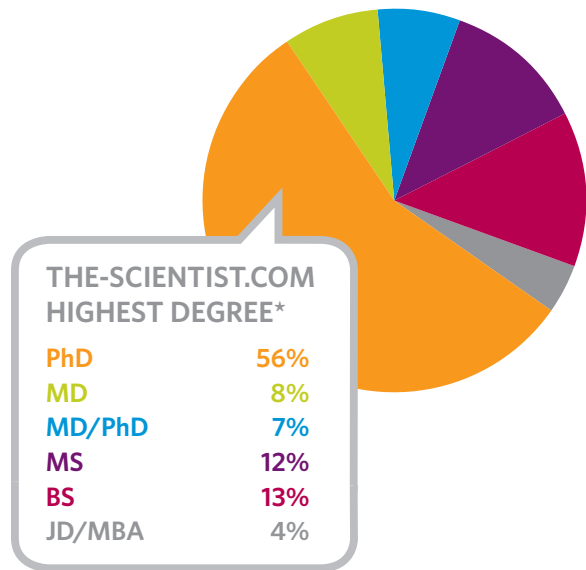
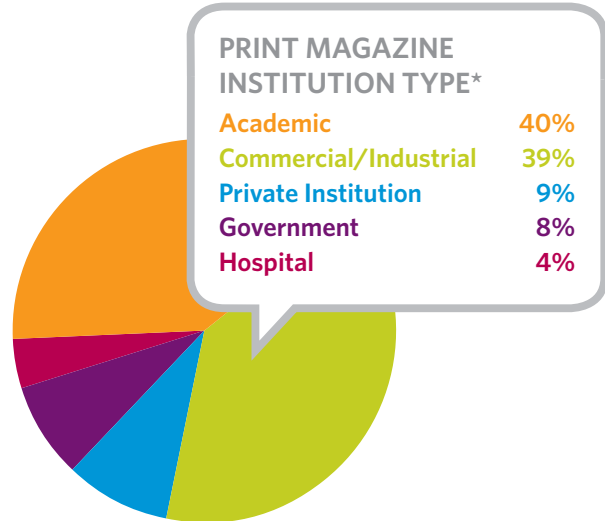
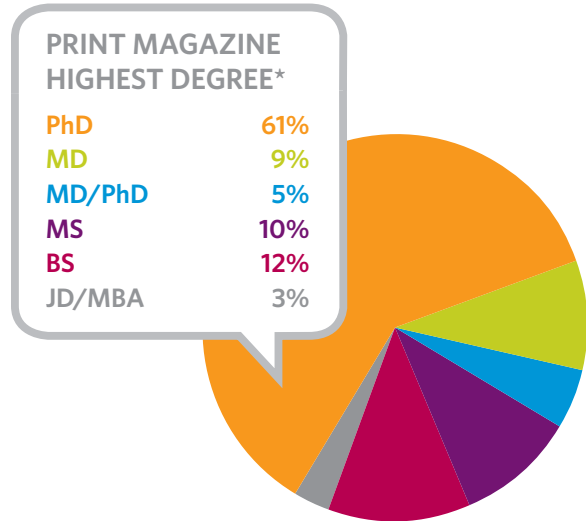
1,060,507 registered users as of September 2010  
355,000 monthly visits  
250,000 unique monthly visits  
730,000 monthly page views

## EMAIL/NEWSLETTER SUBSCRIBERS\*

107,168 life science professionals opt-in to 3rd party emails  
191,398 opt-in to receive The Scientist Daily email  
313,113 opt-in to receive Monthly Table of Contents (eTOC) and Outside the Cover (OTC) email

†BPA Worldwide June 2010 Circulation Statement, Total Qualified=56,000  
\*Publisher's own data provided by Google Analytics as of September 2010

# Demographics



**PRIMARY FIELD OF WORK    PRINT†    ONLINE**

Biochemistry	17,240	177,737
Bioinformatics	6,863	48,912
Biophysics	4,538	50,277
Biotechnology	12,401	158,386
Cancer/Oncology	8,361	12,166
Cell Biology	14,264	147,308
Chemistry	7,575	111,876
Clinical Research	7,278	57,789
Drug Discovery	7,560	96,235
Genetics	8,626	141,917
Genomics	6,877	47,982
Immunology	8,564	98,025
Microbiology	8,953	115,654
Molecular Biology	17,195	190,663
Neuroscience	7,604	84,595
Pathology	4,310	56,188
Pharmacology	7,078	81,073
Physiology	5,745	71,793
Plant Science	2,968	32,510
Preclinical/Translational	3,831	4,720
Proteomics	4,749	14,697
Stem Cells	3,637	6,357
Toxicology	3,798	51,317

**80%**  
of print subscribers have  
purchasing authority\*

**PRINT MAGAZINE JOB FUNCTION\*\***

Senior Researcher/Scientist/PI	35%
Researcher/Lab Scientist/Postdoc	36%
Lab Tech/Assistant	2%
Medical Practitioner	2%
Executive	10%
Technology Transfer/Venture Capital/Law	2%
Product Manager	2%
Educator	11%

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†BPA Worldwide June 2010 Circulation Statement, Total Qualified=56,000  
\*Percentage of readers and registrants who have classified themselves as having purchasing authority  
\*\*Publisher's own data