

Bioscience Technology

GEOGRAPHIC ANALYSIS

Target the entire life science laboratory marketplace, both public and commercial, with a controlled circulation list from *Bioscience Technology* (formerly Biomedical Products).

- ◆ *Bioscience Technology* serves researchers at commercial, university, government and private life science labs in the U.S.
- ◆ Reach highly qualified professionals in disciplines such as:
 - ◆ Molecular Biology
 - ◆ Cell Biology
 - ◆ Biochemistry
 - ◆ Microbiology
 - ◆ Immunology, Pharmacology, Genetics, and More!
- ◆ These top professionals need to stay current with the constantly changing products and technologies in the life science field.

Bioscience Technology is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



State	ZIP Code	Individuals
ME	039-049	223
NH	030-038	307
VT	050-059	126
MA	010-027	3,679
RI	028-029	216
CT	060-069	1,546
New England		9.2%
NY	100-149	4,703
NJ	070-089	5,245
PA	150-196	4,096
Middle Atlantic		21.2%
OH	430-458	2,434
IN	460-479	1,457
IL	600-629	3,632
MI	480-499	1,781
WI	530-549	1,208
East North Central		15.9%
MN	550-567	1,304
IA	500-528	649
MO	630-658	1,514
ND	580-588	97
SD	570-577	121
NE	680-693	441
KS	660-679	462
West North Central		6.9%
DE	197-199	522
MD	206-219	2,372
DC	200-205	270
VA	220-246	1,078
WV	247-268	261
NC	270-289	1,939
SC	290-299	502
GA	300-319	1,130
FL	320-349	2,217
South Atlantic		15.5%
KY	400-427	386
TN	370-385	803
AL	350-369	571
MS	386-397	233
East South Central		3.0%
AR	716-729	293
LA	700-714	524
OK	730-749	363
TX	750-799	3,057
West South Central		6.4%
MT	590-599	145
ID	832-838	209
WY	820-831	73
CO	800-816	897
NM	870-884	219
AZ	850-865	522
UT	840-847	651
NV	889-898	186
Mountain		4.4%
AK	995-999	37
WA	980-994	949
OR	970-979	497
CA	900-961	9,821
HI	967-968	80
Pacific		17.2%
United States		99.7%
U.S. Territories		0.1%
Canada		—
Mexico		—
Other International		—
APO/FPO		0.0%
Unknown		0.2%
Total		100.0%

Size of List: 66,268

Base Price: \$140/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Internet Usage	\$20/M
Job Discipline/Function	\$15/M
Laboratory Type	\$15/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M
Work Involvement	\$15/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
Mailing/Telemarketing: \$215/M
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
21,582**

**E-List Base Price:
\$440/M**

SEE ALSO:
DecisionMaker® Research/Laboratory Marketplace Database
Laboratory Equipment
Pharmaceutical Laboratory (Former Subscribers)
Pharmaceutical Processing
Research & Development
Scientific Computing & Instrumentation

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

Type of Facility Lab is Based

Type of Facility Lab is Based	Count	Job Discipline/Function*	Count
Ag Biotech	813	Biochemistry	24,319
Biotech Company	9,198	Cell Biology	11,700
Clinical Laboratory	1,226	Clinical Research	14,278
Contract Research Organization	2,740	Cytology	3,849
Diagnostics Company	1,475	Drug Discovery	14,083
Government Laboratory	4,250	Genetics	7,402
Hospital	2,295	Immunology	9,534
Medical School	1,646	Microbiology	16,383
Pharmaceutical Research	16,896	Molecular Biology	15,255
Private Research Company	11,455	Neuroscience	6,461
University	7,518	Pathology	5,292
Other	2,671	Pharmacology	15,724
		Physiology	6,095
		Other	10,575

Title

Title	Count	Work Involvement*	Count
Core Facility Director/Manager	9,564	Automated Sequencing	174
Engineer	441	Bioinformatics	267
Laboratory Director	3,335	Biosensor Analysis	194
Laboratory Manager	7,689	Cancer Research	250
PhD Candidate	371	Centrifugation	861
Post Doc Fellow	385	Chromatography	738
Principal Investigator	2,318	Cloning	273
Professor/Instructor	4,323	Combinatorial Chemistry	210
Research Associate	3,540	Cryogenic Storage	393
Research Director	5,596	DNA	138
Research Scientist	12,334	Electrophoresis	709
Staff Scientist	2,284	Electroporation	214
University Department Head	635	Filtration	792
Other Title	2,461	High Throughput Screening	147
		Immunoassay	534
		Liquid Handling	617
		Manual Sequencing	131
		Microarrays	292
		Microscopy	948
		Monoclonal Antibodies	438
		Northern Blotting	216
		PCR	501
		Proteins	570
		RNA Isolation	294
		Spectroscopy	917
		Tissue Culture	579

Internet Usage

Internet Usage	Count	Work Involvement*	Count
My Company Buys Via the Internet	4,271	Liquid Handling	617
My Company Sells Via the Internet	1,943	Manual Sequencing	131
I Buy Via the Internet on Behalf of My Company	3,845	Microarrays	292
		Microscopy	948
		Monoclonal Antibodies	438
		Northern Blotting	216
		PCR	501
		Proteins	570
		RNA Isolation	294
		Spectroscopy	917
		Tissue Culture	579

Source: Publisher's own data

* Multiple Response