<table>
<thead>
<tr>
<th>Statistic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1M+</strong></td>
<td><strong>UNIQUE VISITORS</strong></td>
</tr>
<tr>
<td><strong>800,000+</strong></td>
<td><strong>VISITORS FROM ORGANIC TRAFFIC</strong></td>
</tr>
<tr>
<td><strong>131,000</strong></td>
<td><strong>DIGITAL SUBSCRIBERS</strong></td>
</tr>
<tr>
<td><strong>3.5M</strong></td>
<td><strong>PAGE VIEWS</strong></td>
</tr>
<tr>
<td><strong>500,000+</strong></td>
<td><strong>PRODUCT PAGE VIEWS</strong></td>
</tr>
<tr>
<td><strong>62,000</strong></td>
<td><strong>LEADS DELIVERED</strong></td>
</tr>
<tr>
<td><strong>79%</strong></td>
<td><strong>HAVE AN APPROVED BUDGET</strong></td>
</tr>
<tr>
<td><strong>57%</strong></td>
<td><strong>HAVE A BRAND IN MIND</strong></td>
</tr>
<tr>
<td><strong>41%</strong></td>
<td><strong>ARE INFLUENCED BY CONTENT</strong></td>
</tr>
</tbody>
</table>

Audience data reflects period of July 1, 2021 - June 30, 2022
Audience Demographics

Top Organization Types
Academic
Private Research Lab
Industrial and Manufacturing
Distributors
Hospital and Medical
Government
Consulting

Top Job Titles
Lab Manager
Research Scientist
Technician
Administration / Purchasing
Academic Instructor / Student
Engineer
Medical Professional
Professional / Technical Consultant

Top Disciplines
Biotechnology / Life Science
Chemistry
Pharmaceutical
Biopharma
Clinical Lab
Private / Personal
Environmental
Food / Beverage
Educational
Physics
Agriculture

NORTH AMERICA 50%
United States
Canada
Mexico

EUROPE 20%
United Kingdom
Germany
Italy

ASIA 20%
India
China
South Korea

REST OF THE WORLD 10%

*Data compiled from HubSpot

74.5 % DESKTOP
25.5% MOBILE
Product Listings at the Core of Lead Generation

An effective campaign creates a digital ecosystem of advertising and content to direct buyers to your products at the exact moment it counts. LabX offers a range of solutions to help you reach your target audience, drive leads, and sell your laboratory products.

Choose Your Selling Strategy

With options to connect directly with the seller or add products directly to cart, we make it easy for your customers to complete their purchase.

Request a Quote

Sales-Ready leads delivered to your inbox immediately

- Shoppers visit your product page on LabX.com, clicking “request a quote” to learn more
- An email alert is delivered to your inbox with full contact information
- Follow-up with shoppers and convert those leads to sales

Click to Buy

Use LabX to direct customers to YOUR CART

- Shoppers who are ready to purchase select “click to buy” on your LabX product listing
- Transactions are completed through your eCommerce platform

Buy Now

Close Sales immediately using OUR CART

- Shoppers complete their purchase by clicking “add to cart” on your LabX listing
- Transaction is completed through our eCommerce platform, with funds deposited directly into your account
- Receive an email notification alerting you of the sale
How to Reach the Labx Audience

Influence Purchasing Decisions

An effective campaign will connect with contacts through all phases of the sales funnel. By raising brand awareness and reinforcing your brand and products, you have the opportunity to influence shoppers to consider a different course.

- **Awareness Stage**: Seeking educational information to help grow in their knowledge of solutions.
  - Banner Advertising
  - Category Videos
  - Sponsored Content
  - eBlasts / Drip Campaigns
  - eNewsletter Sponsorship

- **Consideration Stage**: Seeking demonstration of solutions expertise. Comparing to other solutions.
  - eBooks
  - Webinars
  - Editorial
  - Infographics
  - Pay-Per-Lead Programs

- **Decision Stage**: Ready to say yes! Seek reinforcement and validation of their decision.
  - View Product Listing
  - Request a Quote
  - Add to Cart

**Generate Traffic**

**Generate Leads**

**Generate Sales**
### LabXpo
Position your brand as an authority and industry leader by sponsoring a LabXpo Virtual Event. Focused on topics including sustainability, innovation, and asset management, these events cover a range of trending areas that will help promote your products and your business.

### Pay-Per-Lead
Drive high-quality leads by promoting your content to the LabX audience of buyers, or work with our editorial team to create a custom piece of content to help achieve your marketing goals.

### Webinar Series: Before You Buy
Demonstrate your product expertise while speaking directly to, and influencing, in-market buyers.

### Infographics
See your message come to life! Promote your brand, product(s), and services with custom web pages hosted on LABX.COM.

### Ebooks
Build brand awareness and attract quality leads with custom eBooks.

### Category Sponsored Videos
Place your video advertisement on your target category page to catch the attention of your preferred audience.
Application Page Sponsorship

Position your message around our editorial and product-centric content to increase brand and product awareness within a specific industry.

Leverage LabX’s SEO capabilities and content strategy to drive pageviews. Capture the attention of shoppers as they search for products and resources in their area of science.

All application page sponsorships include a Featured Product placement on the LabX homepage for the duration of your program.

Sponsorship Options include:

- Slide Show Banner
  - 792 x 332
  - Shared position

- Mini Box Banner
  - 180 x 150
  - Exclusive position

Category Sponsorship

Maximize brand awareness by putting your banner advertisement on the pages relevant to active shoppers.

Shoppers browse LabX.com by category when looking to buy equipment specific to their area of science, but don’t have a preferred vendor. Influence buyers decision-making and feature your brand as a leading company in your category by putting your banner advertisement on one of our category pages.

Choose one of the following placements:

- Top Slider
  - 1200 x 120
  - Must link within LabX

- Side Square
  - 250 x 250
  - Link to any destination
Premium Homepage Placement

Capture the attention of our professional audience who turn to LabX for their purchasing needs.

Banners on the LabX homepage receive 3 million impressions annually.

Premium Slideshow
- 1200 x 300
- Drive attention to your brand with the largest banner on LabX.com.
- Records 43,000 monthly impressions.

Countdown Clock
- Build interest and anticipation by ticking down the seconds to your newest release or event. Ideal for timed events and promotions.
- Averages 50 clicks per week.

Elite Banner
- 215 x 115
- The most viewed banner position.
- Averages 100k impressions monthly.

Top Seller Banners
- 250 x 250
- Link to your store or specific product.

Featured Auction Banners
- 480 x 230
- Highlight your upcoming auction.

Featured Manufacturers
- Increase brand awareness and position your business as an industry leader.

Featured Products
- 130 X 75
- Links to your product listing on LabX.
High Impact Banner Advertising
Stand out from the crowd by maximizing your brand exposure with run-of-site banner accessibility.

**Footer Banners**
Run-of-site banner accessible from all pages on LabX for maximum impression and engagement.
- Spans the width of the site
- Links directly to your product listing
- You provide the logo, tagline, URL, and LabX will do the rest!

**Featured Manufacturer and Featured Reseller Banners**
Direct shoppers to your product listing with ease, and drive higher conversion rates for lead generation.
- Run-of-site access from main navigation menu
- Links through to your seller profile that includes your current product listings on LabX.com and contact information
- Reseller banners ideal for showcasing your used and refurbished equipment
- Average 6,000-9,000 impressions and 20-30 clicks per month

After securing a Featured Banner, sponsors see **7x more profile pageviews** on average.
Targeted eBlast

Deliver your custom message to the inboxes of thousands of relevant laboratory professionals using our behavioral smart lists.

Target your message to any segment of our 100,000+ subscribers

Deployed to LabX subscribers, our targeted lists include site visitors who have demonstrated a recent interest in one or more of our 400+ product categories. Our geotargeting capabilities allow you to narrow in on shoppers located in your preferred distribution regions.

Ask your LabX account representative about audience targeting options and for the complete list of contact groups.

Open rates have doubled since behavioural lists were implemented in 2020.

15-20% OPEN RATE

Highly Active Contacts (Last 90-120 days)

**Analytical Instruments**
(balances, calorimeters, electrochemistry, elemental analyzers, infrared / FT-IR, NIR, NMR, particle counters, refractometers, spectrophotometers)

**Benchtop Equipment**
(autoclaves / sterilizers, baths / circulators, block digesters, capillary electrophoresis, densitometers, desiccators, electrophoresis, microwave digesters, moisture analyzers, sample preparation, titrators, ultrasonic cleaners)

**Centrifuges**
(benchtop, floor, rotors, parts, microcentrifuges)

**Clinical Diagnostics**
(blood / gas analyzers, chemistry analyzers, coagulation analyzers, diagnostic instruments, hematology instruments)

**Cold Storage**
(cryogenics, freezers, industrial refrigeration, refrigerators)

**DNA / RNA Analyzers**
(digital PCR, DNA sequencers, DNA synthesizers, genome editing, molecular tools, microarray scanners, PCR / thermal cycler)

**Evaporators / Concentrators**
(condensers, distillation, evaporators, concentrators)

**Fume Hoods & Enclosures**
(fume hoods, lab enclosures, laminar flow Hoods, PCR enclosures)

**Gas Chromatography**
(gas chromatography systems, accessories, autosamplers, columns)

**Liquid Chromatography**
(HPLC accessories, autosamplers, columns, detectors, pumps)

**Mass Spectrometry**
(ICP / ICPMS, mass spectrometers)

**Microplate Technology**
(microplate readers, washers, handlers, wells)

**Microscopy**
(microscopes, microscope accessories, electron microscopes)

**Process Equipment**
(food processing, general process / industrial equipment, packaging, pharmaceuticals, water treatment)

**Supplies & Labware**
(apparel, gloves, lab coats, glassware, general labware and supplies)

Counts as of August 20, 2022
Stand out from the competition by putting your products in the inbox of shoppers moments after they visited your product category. Choose from any LabX equipment category and have your content delivered to customers within the United States.

Match your message to our time delay options:

- **Instant Notice** (30 minutes after visit): ideal for promoting specials, limited time offers, and product announcements
- **Next Day Notice** (24 hours after visit): best for brochures and literature, trade-in programs, and product catalogues
- **1 Week Notice** (7 Days after visit): notify shoppers of your supplies and consumables

30% AVERAGE OPEN RATE

When using proper targeting, marketers can drive 3x the revenue per email as compared to broadcasting (Backlinko, 2021)
Integrated BAGTANK technology, allowing simple bag exchange in less than 5 minutes.

In many testing laboratories, bottled HPLC consumables are required at each step. Consider the complete application. Consider the complete list of suppliers for each type of equipment that is needed. For each area of the lab, this will help assess the needs of the lab. Draw out a comprehensive roadmap and consider optional features. The equipment, consumables, and accessories that are needed will depend on the type of lab you plan to run and the applications you plan to target. Will you be performing genomic experiments, proteomic experiments, or other types of research? How many researchers plan to use the equipment? Where will the equipment be located? What about the available space? How much money can be allocated to lab equipment? Will supply chain issues mean that equipment from certain manufacturers or sources will be unavailable, so check for supply chain issues.

Secure the budget and delivery and installation. Prioritize good money "in hand" is of great value in ensuring speedy purchases and delivery. To keep the equipment running, these components must be available, so check for supply chain issues.

To keep the equipment running, these components must be available, so check for supply chain issues.

The equipment, consumables, and accessories that are needed will depend on the type of lab you plan to run and the applications you plan to target. Will you be performing genomic experiments, proteomic experiments, or other types of research? How many researchers plan to use the equipment? Where will the equipment be located? What about the available space? How much money can be allocated to lab equipment? Will supply chain issues mean that equipment from certain manufacturers or sources will be unavailable, so check for supply chain issues.

To keep the equipment running, these components must be available, so check for supply chain issues.

Reasons to Upgrade
Compare your new model to previous generations and highlight the advantages.

Product Review
Showcase your new product with its benefits and new features.

Visual Press Release
Work with our editorial and production teams to convey the features and technologies of your latest product or announcement.

Custom Editorial & Infographics
Work with our editorial team to design a custom article, eBook, or survey. Clients have requested Buying Guides, Collaborations, Success Stories, and more!

Creative Content Offering for Lead Generation
Use content to influence conversions and guide buyers along their purchasing journey.

Reasons to Upgrade
Compare your new model to previous generations and highlight the advantages.

Product Review
Showcase your new product with its benefits and new features.

Visual Press Release
Work with our editorial and production teams to convey the features and technologies of your latest product or announcement.

Custom Editorial & Infographics
Work with our editorial team to design a custom article, eBook, or survey. Clients have requested Buying Guides, Collaborations, Success Stories, and more!

Reach More Customers with Custom Content
Creative content programs on LabX.com:

- Includes extensive promotion across LabX marketing channels and/or lead generation opportunities.
- Stays on LabX with your continued sponsorship.
- Enhances SEO and drives value to your programs now and in the future.
eNewsletters

Deliver your message to the inbox of up to 60,000 LabX shoppers using our targeted eNewsletters.

Speak to your LabX representative to discuss banners or featured content advertisements in our eNewsletters

Newsletter sponsorships are one of the most effective ways to reach your target audience and build trust among potential customers. (Search Engine Journal, 2021)

WEEKLY

Marketplace 25,442
Process 7,241

MONTHLY

NEW! Clinical Lab Highlights 21,000
Lab Highlights - Mass Spec 14,967
Lab Highlights - Life Science 13,871
Lab Highlights - Analytical Lab Equipment 13,716
Lab Highlights - Pipettes, Microplates, and Liquid Handling 11,040
Lab Highlights - Microscopy & Imaging Systems 10,390
Lab Highlights - HPLC & GC 9,780
Lab Highlights - Cannabis 8,907
Lab Highlights - General Labware & Consumables 8,489
Lab Highlights - Antibodies, Reagents & Immunoassay 4,747
Lab Essentials 30,305
Mass Spec Matters 24,796
Cannabis Laboratory 14,962
Life Science News 13,871

20-35% AVERAGE OPEN RATE
## 2023 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Mass Spec Matters</th>
<th>Cannabis Laboratory</th>
<th>Life Science News</th>
<th>Lab Essentials</th>
<th>Special Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>New Mass Spec Products</td>
<td>New Cannabis Lab Products</td>
<td>Flow Cytometers</td>
<td>Essential New Products</td>
<td>Application Focus: Antibodies and Reagents</td>
</tr>
<tr>
<td>February</td>
<td>New LC and LC-MS Products</td>
<td>Cannabis Extraction</td>
<td>Pipetting and Liquid Handling</td>
<td>Immunoassay Essentials</td>
<td>Application Focus: Bioprocess Equipment and Technology</td>
</tr>
<tr>
<td>March</td>
<td>Mass Spec in the Clinical Lab</td>
<td>Cannabis Potency Testing</td>
<td>PCR and Digital PCR</td>
<td>Cell Culture Essentials</td>
<td>Application Focus: Molecular and Genetic Tools</td>
</tr>
<tr>
<td>April</td>
<td>Mass Spec in Pharma and Biopharma</td>
<td>420 Special Edition</td>
<td>Molecular Imaging Systems</td>
<td>BSC, Fume Hoods, and Enclosures</td>
<td>Refurbished and Used Lab Equipment</td>
</tr>
<tr>
<td>May</td>
<td>New GC and GC-MS Products</td>
<td>Consumables and Food Safety</td>
<td>Antibodies and Reagents</td>
<td>Essential New Products</td>
<td>Application Focus: Food Testing Equipment</td>
</tr>
<tr>
<td>June</td>
<td>Thermal Analysis, Viscometers, and Rheometers</td>
<td>Pharma and Medicinal Cannabis</td>
<td>Smart Lab Technologies</td>
<td>Vacuum Pumps and Evaporator Essentials</td>
<td>Up to Speed with New Centrifuge Technologies</td>
</tr>
<tr>
<td>July</td>
<td>FTIR, RAMAN, and UV/Vis Spectroscopy</td>
<td>New Products and Technologies</td>
<td>Microscopy</td>
<td>New Techniques and Lab Hacks</td>
<td>Lab Service and Repair</td>
</tr>
<tr>
<td>September</td>
<td>MS, LC, and GC Consumables</td>
<td>Hemp Harvest Edition</td>
<td>Microplate Technologies</td>
<td>Essential New Products</td>
<td>Refurbished and Used Lab Equipment</td>
</tr>
<tr>
<td>October</td>
<td>Mass Spec for Food Testing</td>
<td>Cannabis Pesticides Testing</td>
<td>Next Gen Sequencing</td>
<td>Food and Beverage Testing Essentials</td>
<td>Application Focus: Neuroscience Laboratory</td>
</tr>
<tr>
<td>November</td>
<td>Mass Spec Imaging</td>
<td>Cannabis Microbial Testing</td>
<td>Imaging and NMR</td>
<td>Essential New Products</td>
<td>Into View with New Microscopy and Imaging Tools</td>
</tr>
</tbody>
</table>

Comprehensive programs that combine editorial with advertising and product listings see:

- **23%** MORE LEADS
- **10%** HIGHER CONVERSION
- **31%** LARGER DEALS FROM IN-MARKET BUYERS
GETTING STARTED IS EASY

We partner with you to develop an integrated sponsorship campaign that meets the goals of your business. Together we will find the right mix of advertising and content to reach buyers, drive leads, and ultimately help you close more sales.

CONTACT US TO GET STARTED TODAY!

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