



Genetic Engineering
& Biotechnology News

Audience Leader

69,530



Magazine Total Reach

BPA-qualified subscribers **66,250**
Tradeshow and other distribution **3,280**

234,629



Online Total Reach

Website user sessions/month **171,092**
e-Newsletter subscribers **63,537**

North America



Print Subscribers

74%



Online Visitors

58%

Asia-Pacific



Print Subscribers

0.2%



Online Visitors

17%

Europe



Print Subscribers

23.8%



Online Visitors

20%

Rest of the World



Print Subscribers

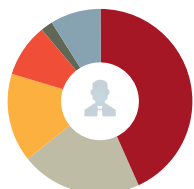
2.0%



Online Visitors

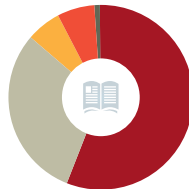
5%

GEN Subscribers are:



- **28,550** Researchers/Staff Scientists
- **14,172** Executive & Corporate Management
- **10,358** Lab Management
- **5,960** Production Scientists/Engineers/QA/QC
- **1,501** Graduate Students
- **5,709** Additional Job Titles

Where Subscribers Work



- **56.0%** Industry
- **30.6%** Academic, Government
- **6.0%** Clinical Research, Hospital/
Medical School, Private Practice
- **6.5%** Private Research Institutions
- **0.9%** Financial, Venture Capital, Law

Source: BPA Worldwide Brand Report, For 6 Month Period Ending June 2013