

Readers

All key decision-makers, no excess

| | |
|--|---------------|
| Pathologists | 14,000 |
| Lab Directors | 11,000 |
| Laboratory Administrators and Managers | 10,000 |
| Laboratory Section Heads and Supervisors | 15,000 |
| Laboratory Executives in IDNs and Large Health Systems | 2,500 |
| TOTAL | 52,500 |

Advertising Studies

Is your print ad working?

✓ **AD-MARK** As an advertiser in CAP TODAY in April or November, your ad will be included in the Ad-Mark study, providing valuable insight into how our readers engage with ads, articles, and different sections of the magazine. This feedback offers advertisers a clear picture of their ad's performance. Respondents assess each advertisement based on how helpful it is in understanding the product, providing key data to refine messaging and optimize impact.

◆ **Signet Advertising Study**

An advertisement in the February, June, and September issue will be included in the Signet Advertising Study to examine multiple facets of readers' attitudes to ads—includes verbatim comments and measures of attention, appeal, and gauges interest in your company and products.

Now providing direct leads for advertisers in the issue.



Proven Research

Independent research studies show that CAP TODAY is #1

in total ad exposures for the marketplace. M3-MI Kantar Media Healthcare Research has

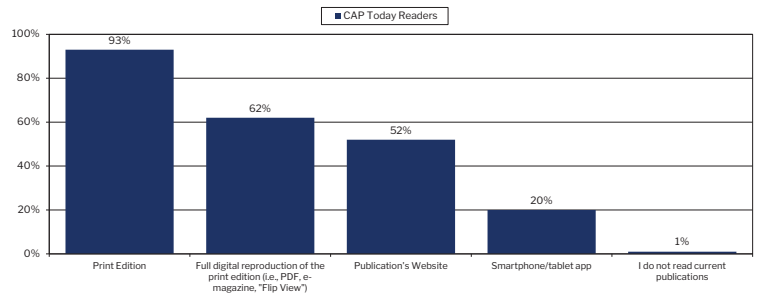
M3 MI completed new studies on pathologists, clinical lab directors, lab managers and administrators, section managers and supervisors, and total hospital purchasing influence. CAP TODAY carries more advertising than any other book in the field.

Ask your advertising representative for a copy of these studies:

- 1. Pathology Media**
- 2. Portrait of the clinical laboratory—** purchasing and personnel data and readership by lab directors and administrators, pathologists, lab managers, and section supervisors
- 3. Purchasing influence—** hospital executives tell us how their institutions acquire a range of lab products and services. **Discover who makes purchasing decisions.**



How Pathologists Read CAP TODAY-Pathology Media Study 2025



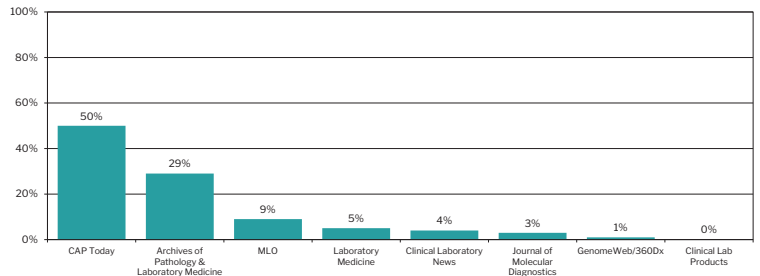
NOTE: Responses may add to more than 100% due to multiple responses.

Base: 182 Source: Pathology S&I 2025, Table 701 and M3 MI dashboard

M3 MI

Pathology 2025 Media Measurement Study
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Most Important to Job-Portrait 2024



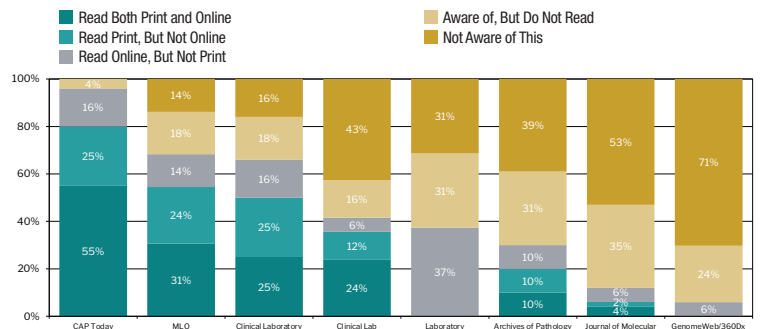
Which one of these is most important to your job?

Base: 206 Source: Table 113

M3 MI

Portrait of the Clinical Lab Market - October 2024
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How Lab Administrators/Managers Read Media-Portrait 2024



How do you read each of the following?

Base: 51 Source: Table 105

Extras

Reprints CAP TODAY reprints make valuable sales aids for the field. Contact Keith Eilers at 847-832-7528 or keilers@cap.org

Mailing Lists CAP TODAY mailing lists are available for rent to advertisers at reduced rates. Name, institution and address included. Contact your sales representative for details.

Unlock Savings with Combined Frequency Discounts!

Maximize your savings with our combined frequency discounts! Increase your marketing impact by placing ads in both CAP TODAY and our peer-reviewed *Archives of Pathology & Laboratory Medicine*. Benefit from exclusive discounts on print and digital placements. Contact your representative today to explore package options and get the best value for your marketing budget!

M3 MI

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