Biotech Networks
Subscriber/Follower Demographics

Geographical Distribution of:
110K Subscribers + Followers / 465K Monthly Impressions

Legend: Text is “Subscribers + Followers/Monthly Impressions per Hub”

Followers, Subscribers & Monthly Impressions

<table>
<thead>
<tr>
<th>Channel</th>
<th>Value</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hubs</td>
<td>13*</td>
<td>Websites/Social Media</td>
</tr>
<tr>
<td>Social Media</td>
<td>67,000</td>
<td>Followers</td>
</tr>
<tr>
<td>Email</td>
<td>42,000</td>
<td>Subscribers</td>
</tr>
<tr>
<td>Email</td>
<td>170,000</td>
<td>Emails Sent per Month</td>
</tr>
<tr>
<td>Websites</td>
<td>50,000</td>
<td>Page Views per Month</td>
</tr>
<tr>
<td>Social Media</td>
<td>366,000</td>
<td>Impressions per Month</td>
</tr>
</tbody>
</table>

*12 Hubs + Biotech Networks parent/trending news site + accounts

Event Attendee Interests*

- Genomics 35%
- Drug Development 29%
- Diagnostics 29%
- Drug Discovery 28%
- Medical Devices 25%
- Artificial Intelligence 25%
- Science Communication 24%
- Covid 19 Vaccines Therapeutics 20%
- Diversity And Inclusion 12%
- Clinical Research/Trials 12%
- Project Management 8%

*Interests are broader than this list, registrants are asked to select from a list
Biotech Networks
Subscriber/Follower Demographics

**Job Functions: LinkedIn**

- **Business Development / Sales**: 25%
- **R&D**: 22%
- Operations / Administrative / HR: 11%
- IT / Project Management / Engineering: 10%
- Marketing / Communications: 7%
- Other: 5%
- Academia: 5%
- Healthcare Services: 3%
- Legal / Finance / Accounting: 4%

**Seniority: LinkedIn**

- Senior: 37%
- Manager: 16%
- Director: 12%
- VP: 11%
- CXO: 3%
- Owner: 3%
- Partner: 1%
- Training: 3%
- Entry: 22%

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**Follower & Subscriber Engagement**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Value</th>
<th>Unit (Source)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>30-50%</td>
<td>Open Rate (Constant Contact, Feedblitz)</td>
</tr>
<tr>
<td>Email</td>
<td>4%</td>
<td>Click-to-open rate (Constant Contact)</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4%</td>
<td>ClickthroughRate (LinkedIn Page Analytics)</td>
</tr>
<tr>
<td>Twitter</td>
<td>2%</td>
<td>Engagement Rate (Twitter Analytics)</td>
</tr>
<tr>
<td>Website</td>
<td>65%</td>
<td>Engagement Rate (Google Analytics)</td>
</tr>
<tr>
<td>Website</td>
<td>2%</td>
<td>Banner Ad ClickthroughRate (Web statistics)</td>
</tr>
</tbody>
</table>

**Age Distribution (Web Users, Quantcast)**

- 18-20: 0%
- 21-24: 2%
- 25-29: 2%
- 30-34: 36%
- 35-39: 13%
- 40-44: 11%
- 45-49: 8%
- 50-54: 13%
- 55-59: 10%
- 60-64: 1%
- 65+: 5%