

## Readership / Audience 2024

Bioscience Today (previously Bioscience Journal) is a contemporary publication written to assist the drive towards the government agenda and vision of making the Life Sciences sector of the UK a test bed for clinical research and medical innovation.

Aimed towards decision makers within the Bioscience, Medical, Pharmaceutical and Healthcare markets, and global in appeal,

its content is independent and politically unbiased and driven by investigative journalism and expert analysis by industry leaders.

Covering key aspects within its chosen industries,

Bioscience Today sheds light on industry impacting stories that shape its future and reveals the major players behind the growth of the UK's most exciting industry sector.

Bioscience Today gets your message directly the medical, pharmaceuticals, and healthcare markets that employ 233,000 people in the UK and generate £63 billion in revenues across over 5,000 companies.

### Audience

Digital subscribers - 2,750 | Social Media followers - 6,375 | Magazine Readership - 12,000

| Job function            | %    | Industry                            | %    | Seniority | %    |
|-------------------------|------|-------------------------------------|------|-----------|------|
| Research                | 29.8 | Biotechnology Research              | 33.3 | Senior    | 35.9 |
| Operations              | 14.0 | Pharmaceutical Manufacturing        | 21.7 | Entry     | 24.8 |
| Engineering             | 10.1 | Higher Education                    | 11.4 | Director  | 15.1 |
| Information Technology  | 10.1 | Research Services                   | 8.9  | Manager   | 8.6  |
| Education               | 8.8  | Hospitals and Health Care           | 5.9  | VP        | 5.3  |
| Media and Communication | 8.3  | Medical Equipment Manufacturing     | 5.5  | CXO       | 3.6  |
| Healthcare Services     | 7.0  | Chemical Manufacturing              | 5.3  | Owner     | 3.5  |
| Product Management      | 5.2  | IT Services and IT Consulting       | 3.9  | Training  | 2.1  |
| Quality Assurance       | 3.6  | Medical and Diagnostic Laboratories | 2.0  | Partner   | 1.1  |
| Consulting              | 3.1  | Hospitals                           | 2.0  |           |      |

### Website stats:

[biosciencetoday.co.uk](https://biosciencetoday.co.uk)

Average visits per month: 2,800

Average page views per month: 5,600

### Online Audience

UK 50% | Europe 23%

USA 16% | Rest Of World 11%

