

For more than 45 years, LABORATORY EQUIPMENT has been the leader in providing news on the latest new products and technologies for the lab. Our readers and your customers rely on the print and electronic media of LABORATORY EQUIPMENT for information about the tools available to conduct high-performance and cost-effective scientific research.

The Topics

LABORATORY EQUIPMENT is the product-based publication of choice for scientists and engineers. In each issue of the magazine, and now daily in its online products, the editors provide concise and insightful information on the latest scientific instruments, software, supplies, and equipment. These research tools are grouped into four categories for easier access and review by the readers – Instrumentation & Equipment, Software, Separations/Spectroscopy, and Consumables & Supplies.

LABORATORY EQUIPMENT is truly the researcher's one-stop location for news and information on products, technologies, and trends for the research and quality laboratory. Adding to the full range of product news are topical cover stories, research trend data, and application-based special sections in the monthly print publication and live news feeds, breaking news stories, product archives, and reference information in the online and electronic products.

The Mission

The mission of LABORATORY EQUIPMENT is to provide timely, up-to-date information on a 24/7 basis in a media neutral format – the product and research information is available in the version best fits the readers' demands and preferences. In today's fast-paced environment, just as the technologies we cover change, the format for LABORATORY EQUIPMENT will continue to evolve as more media technologies become available and as readers' requirements change.

The editorial mission of LABORATORY EQUIPMENT is to provide as broad a range of product information as possible. This information is delivered in an unbiased and objective manner that summarizes the capabilities of the new products and technologies and provides the resources where more in-depth information can be obtained.

The Promise

The publisher, editors, and staff of LABORATORY EQUIPMENT are dedicated to 1) providing its readers with the latest information on new research products and technologies, and 2) providing its advertisers with the most effective vehicles for delivering their product information and messages to the broadest range of potential users.

