

SMART manufacturing

AdvancedManufacturing.org

September 2017

ZOOMING AHEAD

in data-management
tool adoption

Airbus Helicopters
is more the exception
than the rule in A&D.
To blame? Those pesky
cultural hurdles.

**RESERVE YOUR
AD TODAY**

LAURENCE BÉJAT
*is ready to “empower”
Airbus Helicopters factory
workers around the world
with real-time data and
visibility—after three
successful pilots*

ALSO INSIDE:
How to save a cool \$100 million. Each year.

NOW PLAYING: MANUFACTURING'S NEXT ACT

After launching Smart Manufacturing magazine, **SME surveyed more than 800 manufacturing professionals** representing a wide range of company sizes, industries and job titles about their attitudes, current practices and plans for this new digital revolution in manufacturing.

We asked them when they believed manufacturing would see significant changes because of this merger of the physical and cyber worlds. Of those surveyed, **87% believe smart manufacturing technologies will result in significant changes within the next five years.**

Of those surveyed who have begun to implement smart manufacturing technologies, **more than half reported an array of benefits**, such as greater access to data, increased productivity, increased competitiveness and improved operational efficiencies.

43%

of those surveyed anticipate their companies investing or reinvesting in digital technology solutions within the next 24 months.

49%

of those surveyed say their companies perceive digital technology as a positive investment for strategic growth or a necessity to stay competitive.

	March	May	September	November
EDITORIAL LEAD	Digital Factory	Quality Assurance	Augmented Reality	Big Data and Condition Monitoring
	Testing, Monitoring & Metrology (Quality Assurance)	Six-Axis Robotics	Vision Systems for Process Manufacturing	Latest in Hybrid (Additive and Subtractive) Machines
	Motion- Control Subsystems and Machine Vision	Advances in 3D Vision	Additive Manufacturing Production Parts	Sensors' Involvement in IT/ OT Integration
	Workforce Skills Gap	Thermoplastics	Mobile Robots	Artificial Intelligence (AI) Software
	Digital Factory and Linear Motion	Production- Integrated Quality Assurance	Augmented Reality	Big Data
	Progress in 3D/ Additive Manufacturing	Designs that mimic nature	CAD/CAM software	PLM Software
ADVERTISER BONUS	Podcasts Promo	Podcasts Promo	Podcasts Promo	Podcasts Promo
AD CLOSING DATES				
RESERVATIONS	9-Feb-18	13-Mar-18	9-Aug-18	11-Oct-18
MATERIALS	13-Feb-18	15-Mar-18	13-Aug-18	15-Oct-18

2018 SMART MANUFACTURING CIRCULATION

Job Function	Count
Company Management/Owners	19,601
Manufacturing Production - Mgmt	9,351
Manufacturing Production - Dept	5,217
Manufacturing Engineering - Mgmt	8,082
Manufacturing Engineering - Dept	8,203
Product Design/R&D	17,537
Purchasing	1,280
Sales/Marketing	547
Quality Management	1,899
Control Engineering	953
Information/IT Systems	11,634
TOTAL	84,304

Industry -3 Digit Naics	Count
333 - Machinery Manufacturing	21,991
332 - Fabricated Metal Products	17,755
336 - Transportation	13,334
334 - Computer & Electronic Products	11,248
339 - Misc. Mfg (Including Medical)	7,286
335 - Electrical Equipment Mfg	4,955
541 - Professional/Technical Services	2,901
331 - Primary Metal Products	2,125
337 - Furniture Products	1,011
423 - Merchant Wholesalers/Durable Goods	1,025
3272- Glass Manufacturing	181
Other	492
TOTAL	84,304

Staff Range	Count
1-19	13,811
20-49	12,469
50-99	11,462
100-249	16,303
250-499	10,372
500-999	6,805
1,000-2,499	5,415
2,500+	4,936
Not Reported	2,731
TOTAL	84,304

2018 SMART MANUFACTURING AD RATES

Four-color display rates (gross)

AD SIZE	1x	3x	6x
Full Page	\$5,180	\$5,020	\$4,860
2/3 Page	\$3,860	\$3,740	\$3,620
1/2 Page Island	\$3,500	\$3,400	\$3,280
1/2 Page	\$2,980	\$2,880	\$2,800
1/3 Page	\$2,060	\$2,000	\$1,940
1/4 Page	\$1,580	\$1,540	\$1,490

Over half of respondents say **manufacturing process improvement** is the priority area targeted for smart manufacturing in their company (54%), with an approximate average spend for digital solutions of **\$397,711**.



Respondents feel the most powerful benefits that digital technology/smart manufacturing delivers to their industry are **increased productivity** (60%) and **improved operations efficiencies** (60%).

Over half of respondents say **manufacturing process improvement** is the priority area targeted for smart manufacturing in their company (54%), with an approximate average spend for digital solutions of **\$397,711**.

The **27%** who are currently using **digital technology/smart manufacturing solutions** feel the greatest success has been in the areas of **increased ability to attract younger talent** (60%), **greater access to data** (59%) and **increased productivity** (58%).

Two in five respondents (43%) anticipate their company will be **investing or re-investing in digital technology solutions** within the next 24 months. **One in four** cite investments are expected in three or more years and **a third** do not know.

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