

MANUFACTURING ENGINEERING

Manufacturing Engineering magazine has stood for decades as a manufacturing thought leader. We provide broad and sophisticated manufacturing content to our audience, those who make critical parts for the aerospace and defense, motorized vehicle, medical and energy industries.

While our roots are in traditional metalworking and shop operations, we distinguish ourselves by remaining on the cutting edge and keeping our eyes on what's next.

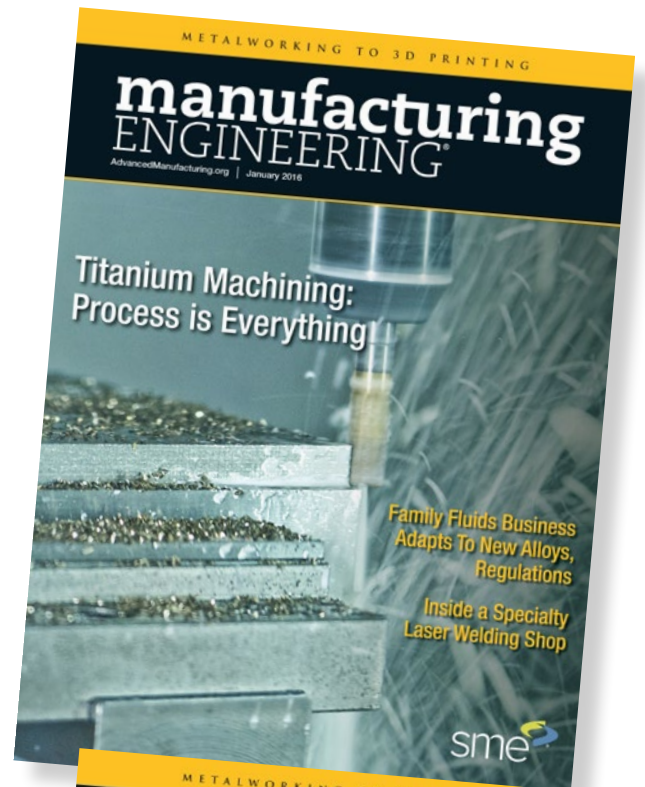
Manufacturing Engineering Readership Survey

Advanced Manufacturing Media contracted Readex Research, a nationally recognized independent research company, to conduct a readership survey as a companion to the Readex Advertising Impact Study for the September 2015 issue of *Manufacturing Engineering*.



Key insights:

- Readers spend an average of **42 minutes** with each issue of *Manufacturing Engineering*.
- Pass along is **1.2 copies** per reader.
- **50%** of readers use ME to make purchasing decisions.
- **55%** of readers have authority to purchase products.



SUBSCRIBER PROFILE

92,446

Total qualified magazine subscribers¹

88%

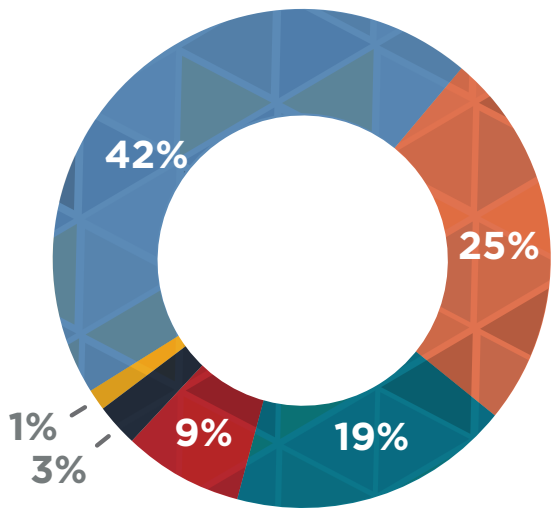
Direct request subscribers¹

81%

Qualified within one year subscribers¹

Subscribers by Title / Function¹

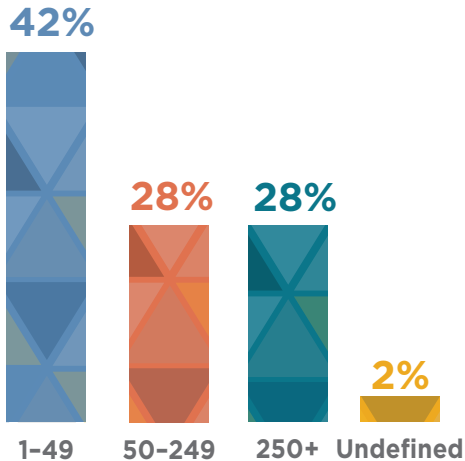
- ▶ Company Management, Corporate Executives & Purchasing
- ▶ Manufacturing Engineering: Management & Department
- ▶ Manufacturing Production: Management & Department
- ▶ Product Design/Research & Development
- ▶ Quality Assurance / Control
- ▶ Other Qualified Personnel



¹ December 2015 Brand Statement

² Publisher's Own Data

Circulation by Plant Size²



Publish With Us

At Advanced Manufacturing Media, we have many opportunities to communicate your message to an audience of manufacturing professionals in the aerospace and defense, motorized vehicle, medical and energy industries.

Please keep in mind that the final deadline for a printed magazine or yearbook issue is six weeks prior to publication, so if you'd like to be considered for a particular issue, you should propose your idea at least three months in advance of publication.

Our products and communications opportunities include:

- *Manufacturing Engineering* Magazine
- *Smart Manufacturing* Magazine
- Advanced Manufacturing Media website
- Industry Yearbooks
- Technical Papers
- Custom Media
- Social Media
- Weekly eNewsletter

See more details at
AdvancedManufacturing.org/publish