

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 of *Manufacturing Engineering* magazine.

READERSHIP KEY INSIGHTS:

Readers spend an average of **42** minutes with each issue of *Manufacturing Engineering* magazine.

Pass along is **1.4 copies** per reader.

49% of readers use ME to make purchasing decisions.

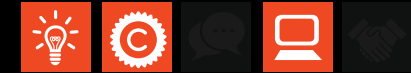
91% of readers have a role in their companies buying process.

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. Our products and communications opportunities include:

- *Manufacturing Engineering* magazine
- Tooling and Workholding for Today's Shop Floor
- *Smart Manufacturing* magazine
- AdvancedManufacturing.org
- SME Industry Yearbooks
- Weekly and Special Edition eNewsletters
- Custom Media
- Social Media

See more details at:
AdvancedManufacturing.org/publish
Contact Editor in Chief Alan Rooks:
arooks@sme.org



SUBSCRIBER PROFILE

91,792

Total qualified magazine subscribers¹

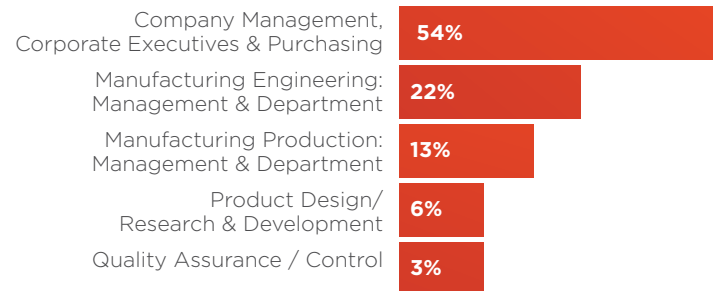
81%

Direct request subscribers¹

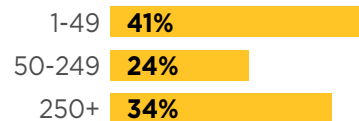
80%

Qualified within one year subscribers¹

SUBSCRIBERS BY TITLE / FUNCTION¹

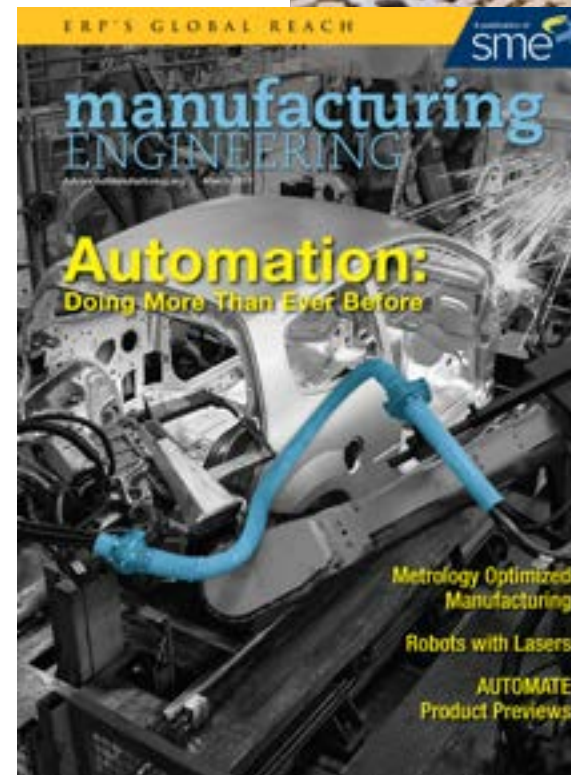


PLANT SIZE²



¹ June 2017 Brand Statement

² Publisher's Own Data



2018 MANUFACTURING ENGINEERING EDITORIAL CALENDAR

	January	February	March	April	Special Publication	May	June
Editorial Lead	Workforce Development	Machining Centers	Aerospace & Defense	Emerging Technologies	Tooling & Workholding	Moldmaking	Machining Centers
	Workforce Development	Vertical Machining Systems	Machining Composites for Aerospace	Hybrid Subtractive/Additive Machine Tools	Advances in Cutting Tool Design	Trends in Moldmaking	Parts Grinding Machines
	Titanium Machining	Swiss-Style Machine Tools	Additive Manufacturing of Aerospace Parts	Sensor-Based Cutting Systems	Digital Tool Libraries	Moldmaking-Die/Mold Software	Vertical Machining Centers
	Walk-Up Metrology	Data Collection & Analysis	ERP Software	Vision Systems in Manufacturing	Cutting Tools: Drilling	Micro Cutting Tools	Optical Metrology Systems
	Parts Cleaning	Test & Measurement Equipment	Threading Tools	PLM Software	Workholding for Large Parts	Oil Patch Parts Manufacturing	Simulation Software
	Cutting Tools: Turning	5-Axis Machine Tools	Optical Comparators		Toolholding	Deburring & Finishing	Metalworking Fluids
Specials				Laser Special Section Laser Cutting, Laser Marking, Laser Laser Welding			Motorized Vehicle Yearbook
SHOW PREVIEW			AERODEF RAPID + TCT	Smart Manufacturing Experience			
Bonus Distribution	MD&M Expo West 2/6-8 Anaheim, CA	MFG Meeting 3/7-10 Miami, FL	AERODEF 3/26-29 Long Beach, CA Industrial Supply Association (ISA) 4/14-4/16 Baltimore, MD RAPID + TCT 4/23-26, Forth Worth, TX	Smart Manufacturing Experience 4/30-5/2 Boston, MA MMTS (Montreal Manufacturing Technology Show) 5/14-16 Montreal, QC		SpaceTech Expo USA 5/22-24, Pasadena, CA MD&M Expo East 6/12-14, New York, NY Amerimold 6/13-14, Novi, MI FABTECH CANADA 6/12-14, Toronto, ONT Quality Expo 6/12-14 New York, NY	NAMRC 46 6/18-22 College Station, TX
ADVERTISER BONUS	Tech Sheets	Video Package	Podcasts Promo	Podcasts Promo/ Laser Special Section Webinar	Tooling & Workholding Webinar	Website Profiles- Print and Digital	Tech Sheets/ Motorized Vehicle Manufacturing Webinar
Ad Closing Dates							
Reservations	December 5	January 9	February 6	March 6	March 14	April 3	May 1
Materials	December 7	January 11	February 8	March 8	March 16	April 5	May 3

July	August	September	Special Publication	October	November	December
Automation	IMTS Preview	Motorized Vehicles	Tooling & Workholding	Software	Fabtech Technologies	Review/Outlook
30 Under 30 Special Section	Machining High-Temperature Alloys	Motorized Vehicles	Workholding for 5-Axis Machining	Simulation Software	EDMs	Year in Review/2019 Outlook
IIOT-Based Automation	Horizontal Machining Centers	Effect of Vehicle Electrification on the Supply Chain	Digital Tool Management	Metrology Software	Laser Cutting Machines	Manufacturing in 2050
Job Shop Automation	Design for Manufacturability (DFM) Software	Collaborative Robotics	Tool Grinding	Tool Re-Grinding/Reconditioning	Waterjets	Cybersecurity for Manufacturing Plants
CNC Machine Controls	IMTS Show Preview by Pavilion: *Abrasive Machining, *Sawing and Finishing *Controls & CAD/CAM	CAD/ CAM Software	Presetting	Chip Handling	Welding	Metallurgical Testing
Software: MES Systems	*Gear Generation *Machine Components, Cleaning & Enviro.	Coordinate Measurement Machines (CMM)	Cutting Tools: Milling			
Medical Special Section Medical Manufacturing Trends; Additive Manufacturing Medical Parts; Medical Metrology	*Metal Cutting *Fabrication/Laser/Additive *Quality Assurance *Tooling and Workholding Systems	Aerospace & Defense Yearbook			Energy Yearbook	
	IMTS				FABTECH	
	IMTS 9/10-15 Chicago, IL			Assembly Show 10/23-25 Rosemont, IL AMT Global Forecasting & Marketing Conf. (TBD)	FABTECH 11/6-8 Atlanta, GA Rockwell Automation Fair 11/14-15 Philadelphia, PA	
Video Package/ Medical Special Section Webinar	Podcasts Promo	Readex Research/ Aerospace & Defense Manufacturing Webinar	Tooling & Workholding Webinar	Website Profiles Print & Digital	Podcasts Promo/ Supplier Showcase Package/ Energy Manufacturing Webinar	Supplier Showcase Package
June 5	July 5	August 2	August 21	September 4	October 2	November 1
June 7	July 9	August 6	August 23	September 6	October 4	November 5