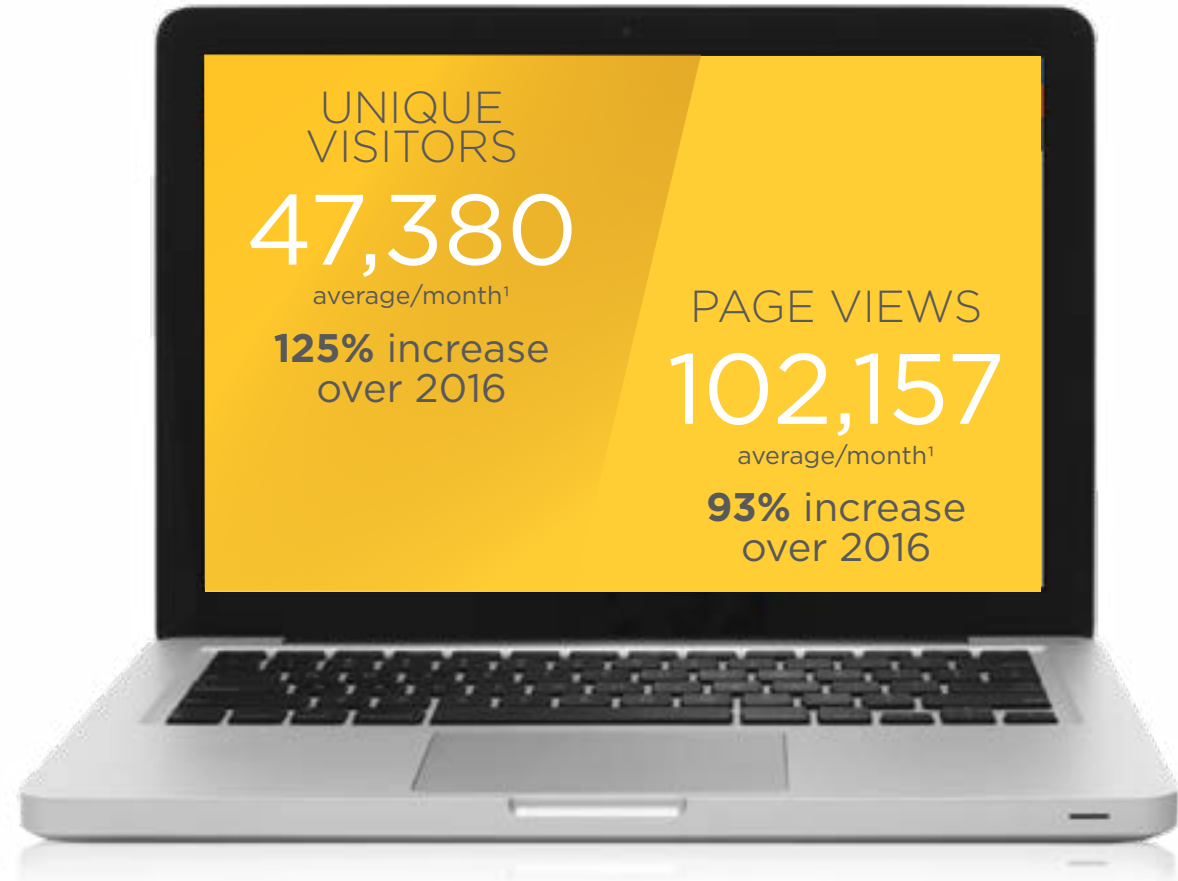


The new AdvancedManufacturing.org features a substantial number of changes that positions our brand as the premier website for manufacturing news and in-depth technical information for manufacturing professionals doing business in North America.

The new website features a variety of multimedia content from:

- Our respected monthly magazine, *Manufacturing Engineering*
- Our new quarterly magazine, *Smart Manufacturing*
- Our industry yearbooks and other special reports, which are focused on aerospace, defense, motorized vehicle, energy and medical manufacturing
- Live reports from trade shows and other events attended by our experienced technical editors
- Our new podcast, *Advanced Manufacturing Now*
- Highly engaging webinars, white paper downloads, and special reports
- Breaking economic and manufacturing news

The new AdvancedManufacturing.org website is more SEO-friendly and offers new ad placement opportunities, including high-impact units in a streamlined responsive design that is easy to use on a variety of platforms, from desktops to tablets and smart phones.



- Average time per visit is **2 minutes and 24 seconds**
- **45%** of the visitors are under age 34
- **23.5%** of the site viewers are female
- **16.8%** access the site from a mobile device

¹ Google Analytics. Period: January-August 2017