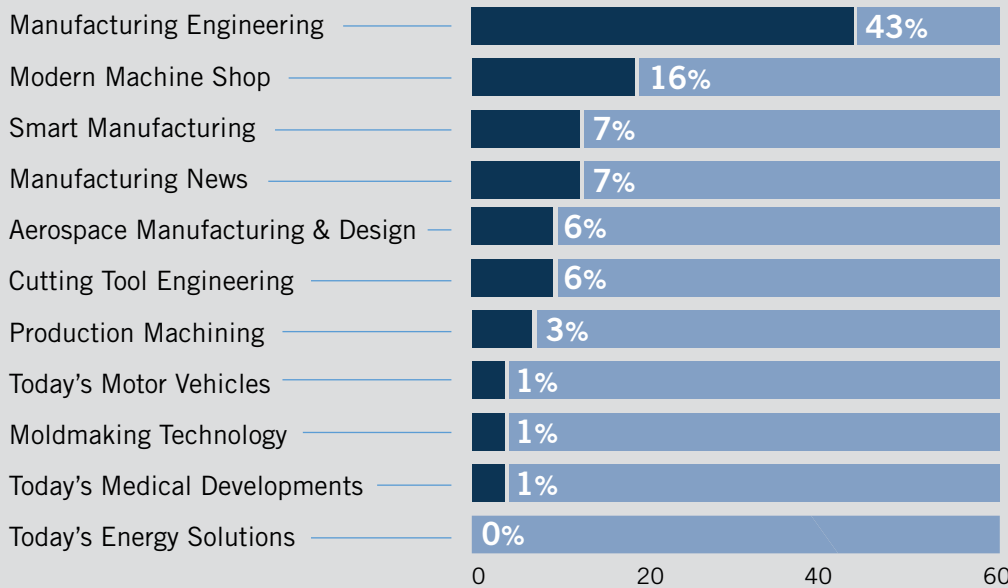




Manufacturing
ENGINEERING®

MOST USEFUL PUBLICATION

Which publication do you find most useful for staying current with new manufacturing technology and processes?



43%

of respondents indicate that Manufacturing Engineering is the most useful publication for staying current with new manufacturing technology and processes.

Percentages may not add up to 100% due to rounding

KEY READERSHIP INSIGHTS



Readers spend an average of

27

MINUTES

with each issue of *Manufacturing Engineering* magazine.

Pass-along is

2.0

COPIES

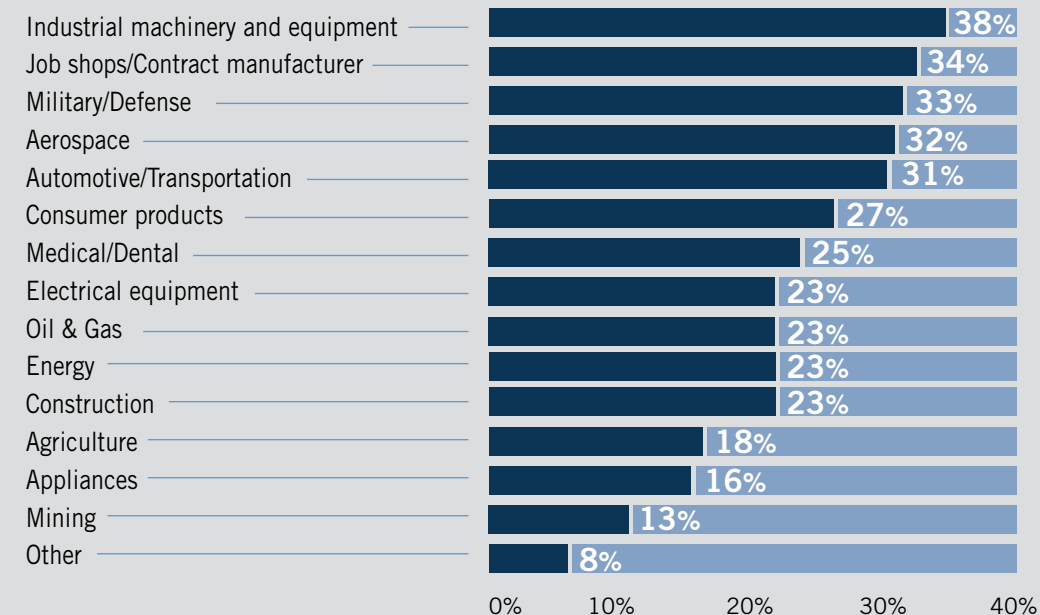
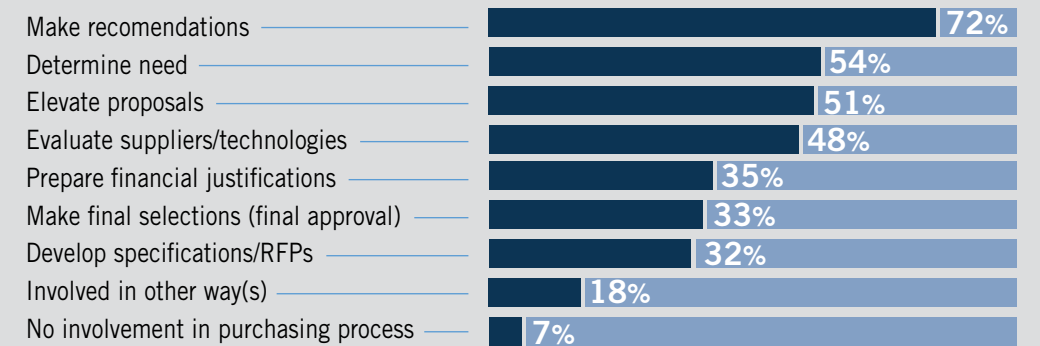
per reader.

181k total pass-along June 2018 readership

INFLUENCE THAT MATTERS



*How are you involved in your organization's purchasing process for new equipment?
What industries do you do business with?*



93%

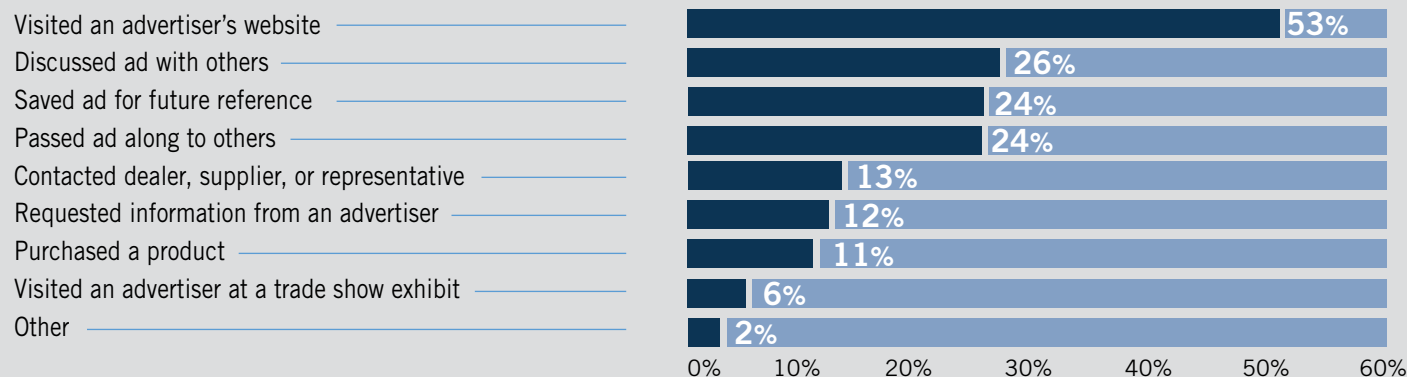
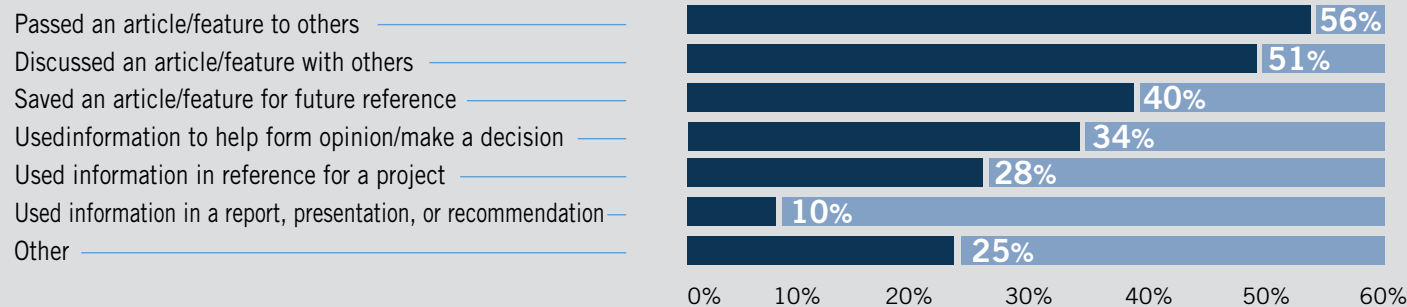
of respondents are involved in the purchasing process for their organizations, with **3 in 4** identifying as 'make recommendations.'

READ, SHARED & ACTED ON

EDITORIAL & ADVERTISING



After reading an article in Manufacturing Engineering, over half of respondents discussed and/or passed an article to others



Percentages may not add up to 100% due to rounding

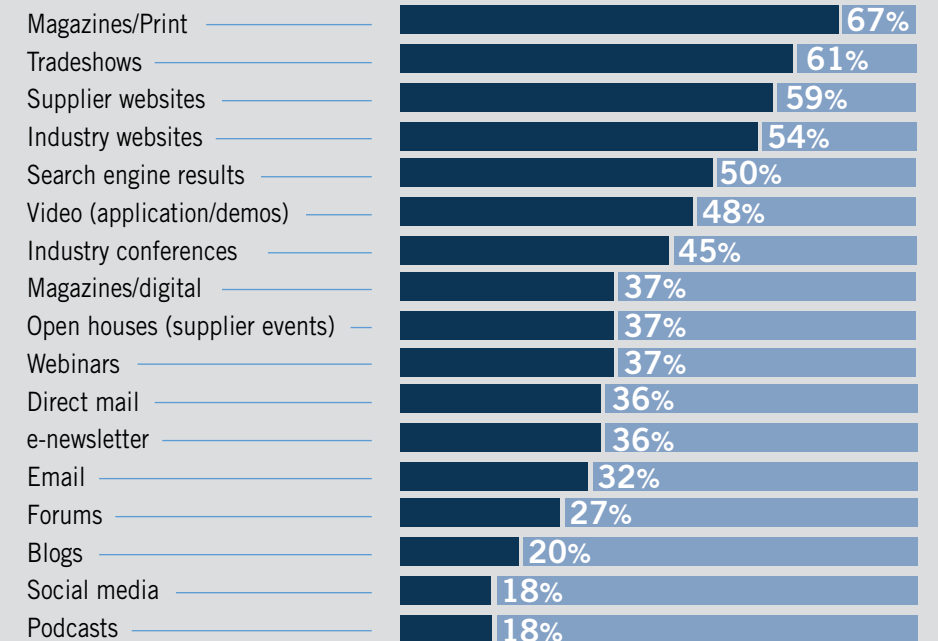
In the last 12 months, what actions have you taken after reading *Manufacturing Engineering*?

67%

of respondents have taken at least one action after reading *Manufacturing Engineering*

CONTENT YOU CAN COUNT ON

TO MAKE THE RIGHT DECISIONS



Percentages may not add up to 100% due to rounding

PRINT MAGAZINES,

tradeshows and supplier websites are the three categories where respondents find the **most useful** content.

PODCASTS, BLOGS

and social media are the areas respondents find the **least useful** content.

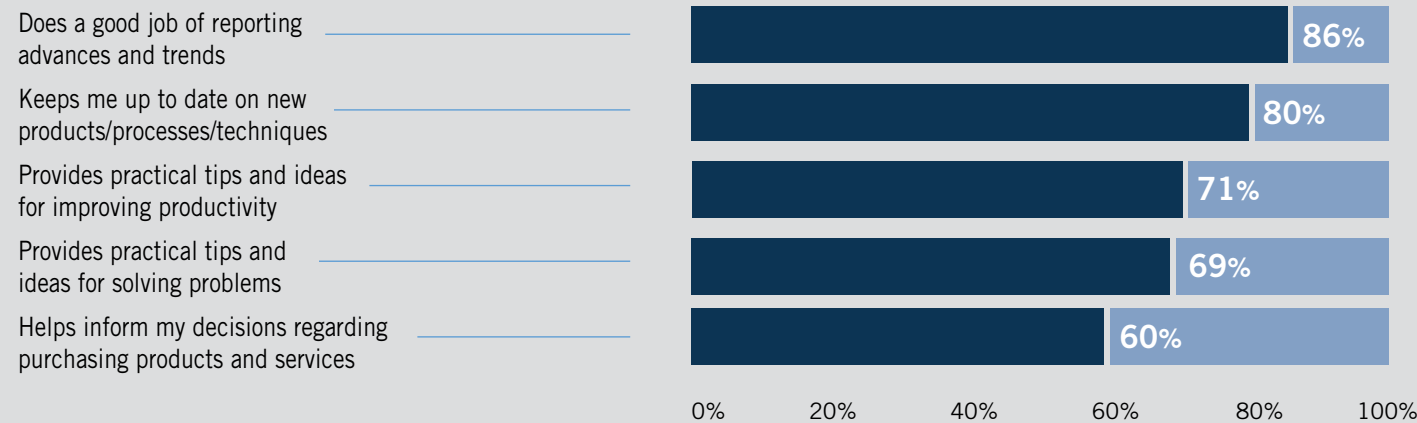
Please rate each type on how useful you generally find the content in it.

DOES A GOOD JOB OF REPORTING

TECH, TRENDS & TIPS

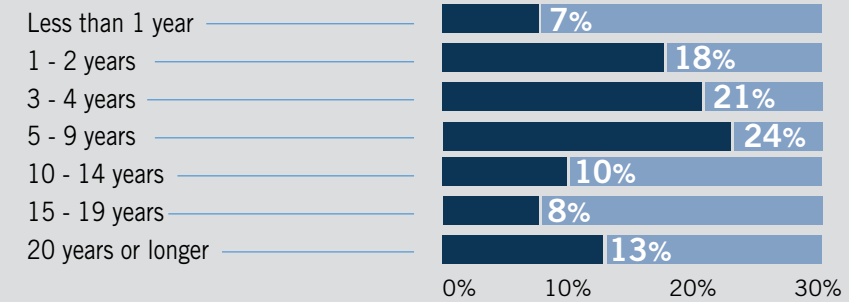


Respondents indicate Manufacturing Engineering does a good job of reporting technical advances and trends and keeps readers up to date.

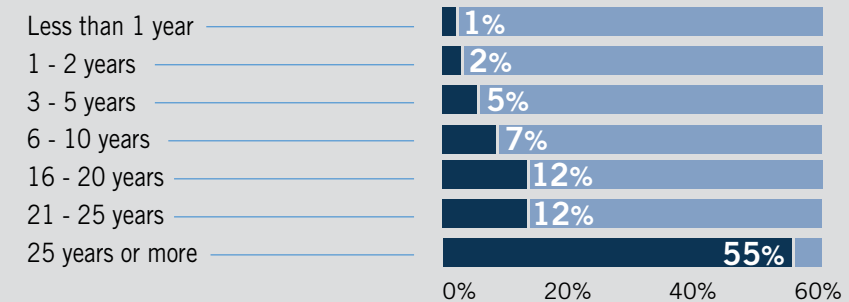


Percentages may not add up to 100% due to rounding

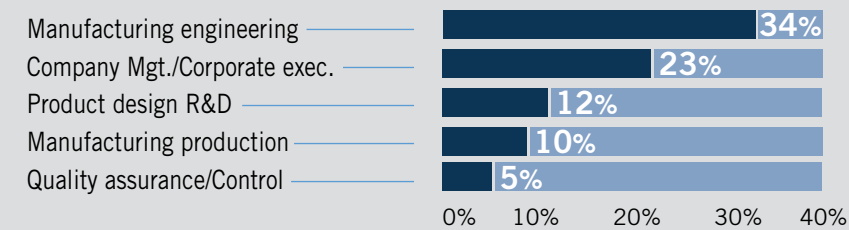
READER DEMOGRAPHICS



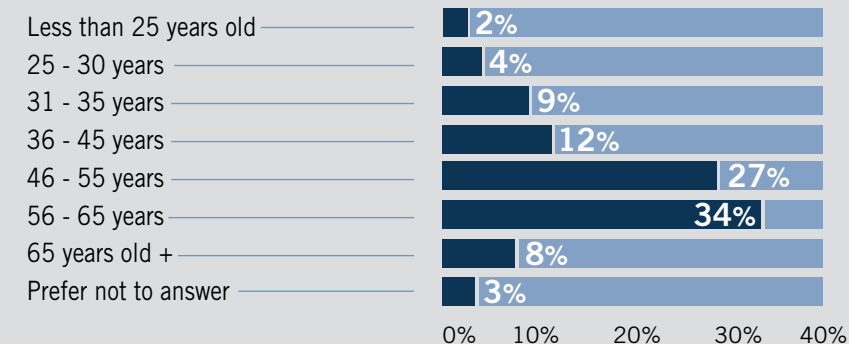
8.6 YEARS
Average length of reader subscription



OVER 25 YEARS
Average length of time in manufacturing



INDUSTRY-CENTRIC
one-third work in manufacturing engineering



EXPERIENCED
readership skews to seasoned decision-makers



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.

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