

READERSHIP KEY INSIGHTS:

Readers spend an average of 29 minutes with each issue of *Manufacturing Engineering*. Pass along is 2 copies per reader. 93% of readers are involved in the purchasing process.

SUBSCRIBER PROFILE:

- 90,513 Total qualified magazine subscribers*
- 93% In metalworking industries*
- 76% Qualified within one year subscribers*
- **67%** of respondents have taken at least one action after seeing an ad in *Manufacturing Engineering*.

*June 2018 Brand Statement

2030

MANUFACTURING ENGINEERING

ME 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.

SMART MANUFACTURING

Smart Manufacturing is the leading business-to-business magazine that focuses on advanced manufacturing technologies and tools that are driven or enhanced by IT. The magazine circulates to 80,000+. Aside from aerospace, automotive, medical and energy, this magazine also reaches the packaging, electronics and many other industries.

sme

Irina

MOST USEFUL PUBLICATION

Manufacturing ENGINEERING.



43%

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

Manufacturing Engineering Modern Machine Shop Smart Manufacturing Manufacturing News Aerospace Manufacturing & Design Cutting Tool Engineering Production Machining Today's Motor Vehicles Moldmaking Technology Today's Medical Developments Today's Energy Solutions Other

 16%

 7%

 6%

 6%

 3%

 1%

 1%

 1%

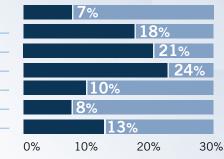
 9%



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

READER DEMOGRAPHICS

Less than 1 year
1 - 2 years
3 - 4 years
5 - 9 years
10 - 14 years
15 - 19 years
20 years or longer



8.6 YEARS

Average length of reader subscription

Less than 1 year	
1 - 2 years	_
3 - 5 years	
6 - 10 years	
16 - 20 years	
21 - 25 years	
25 years or more	

1%			
2%			
5			
	7%		
	12%		
	12%		
		55	%
0%	20%	40%	60%

OVER 25 YEARS

Average length of time in manufacturing

Manufacturing engineering Company mgt./Corporate exec. Product design R&D Manufacturing production Quality assurance/Control

			3	4%
		2	3%	
	12	2%		
	10%	6		
	5%			
0%	10%	20%	30%	40%

INDUSTRY-CENTRIC

One-third work in manufacturing engineering

EXPERIENCED

Readership skews to seasoned decision makers

Less than 25 years old	
25 - 30 years	
31 - 35 years	
36 - 45 years	
46 - 55 years	
56 - 65 years	
65 years old +	
Prefer not to answer	

