



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



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

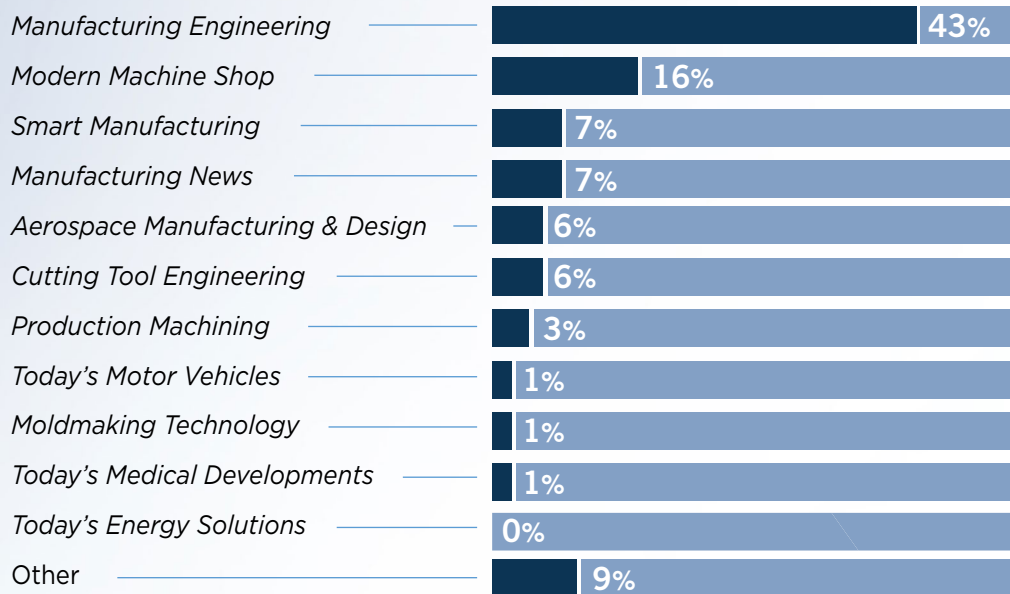
Smart Manufacturing is the leading business-to-business magazine that focuses on advanced manufacturing technologies and tools that are driven or enhanced by IT. The magazine circulates to 80,000+. Aside from aerospace, automotive, medical and energy, this magazine also reaches the packaging, electronics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

MOST USEFUL PUBLICATION

Manufacturing ENGINEERING®



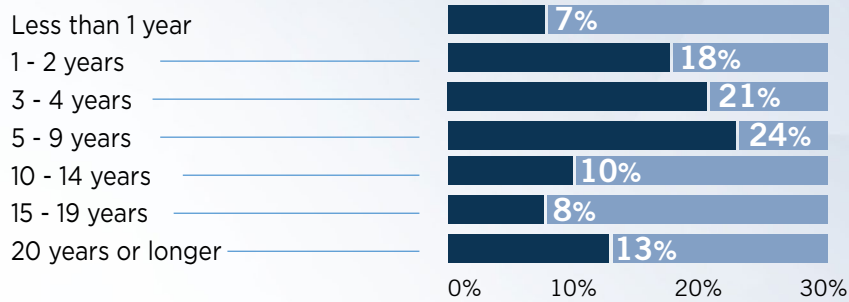
Which publication do you find most useful for staying current with new manufacturing technology and processes?



43%

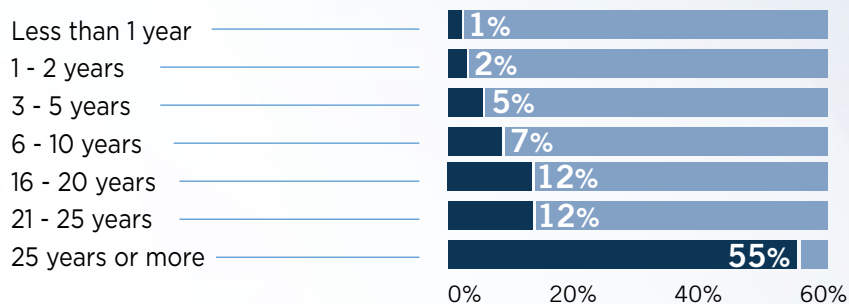
of respondents indicate that *Manufacturing Engineering* is the most useful publication for staying current with new manufacturing technology and processes.

READER DEMOGRAPHICS



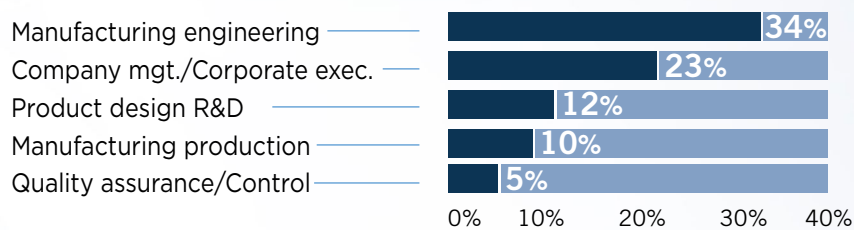
8.6 YEARS

Average length of reader subscription



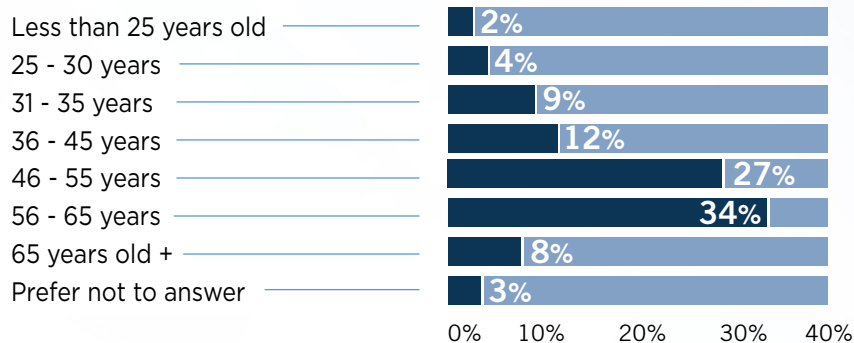
OVER 25 YEARS

Average length of time in manufacturing



INDUSTRY-CENTRIC

One-third work in manufacturing engineering



EXPERIENCED

Readership skews to seasoned decision makers