ReBuilding the Supply Chain.
ReThink.  
ReEngage.  
ReEstablish.  
IMTS

While IMTS 2020 will not occur at McCormick Place in Chicago in September, new digital initiatives are taking root and show patterns are altering the approach to the supply chain. And, in support of the IMTS community, Manufacturing Engineering continues to present our Show in Print coverage of key patterns, which began in the July issue and concludes in this issue, starting on page 77.

AdBrand™ Report

MANUFACTURING ENGINEERING  
August 2020
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3 Scores Used in this Report

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15 Top 5 AdBrand™ Scores

16 Advertiser Scores by Category
This report contains the results of an AdBrand™, conducted by SIGNET RESEARCH, INC. using ads from the August 2020 issue of MANUFACTURING ENGINEERING.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the AdBrand™ study is to provide feedback on Brand Awareness and Reader Perception of select advertisers.

Readers from the publication’s circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on 269 respondents. In order to reduce respondent fatigue a split sample technique was used, so that each respondent rated a portion of the studied advertisements, with the objective being a minimum base of 100 respondents per ad. In addition, in order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine’s total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.
### Company Awareness
- the percentage of respondents who were aware of the company or products/services before seeing the ad.

### Purchase Consideration
- the percentage of respondents who would consider using the company if they had a need for their products/services.

### AdBrand™ Score
- a measure of Branding calculated by adding Company Awareness and Purchase Consideration percentages.

### Perception
- the percentage of respondents who associate the company with the following attributes:
  - Quality Products/Service
  - Service/Support
  - Innovation
  - Reputation
  - Value
Which of the following best describes your primary job title or function?

- Company management/Corporate executive/Owner
- Manufacturing production management
- Manufacturing production department (non-management)
- Manufacturing engineering management
- Manufacturing engineering department (non-management)
- Information/IT systems
- Quality assurance & control
- Product design/research and development
- Control engineering/automation
- Purchasing department
- Sales/Marketing
- Other

Which of the following best describes your company's operations?

- 3D Printing
- Additive Manufacturing
- Aerospace Industry
- Automated Manufacturing & Assembly
- Automotive Industry
- Composites
- Forming & Fabricating
- Lean Manufacturing
- Machining & Material Removal
- Medical Industry
- Micro Manufacturing
- Nanotechnology
- Oil & Gas Industry
- Product & Process Design Management
- Quality
- Rapid Prototyping
- Other
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of MANUFACTURING ENGINEERING?

- Less than 30 mins. (47%)
- 30 - 59 mins. (35%)
- 1 hr. - less than 2 hrs. (15%)
- 2 hrs. - less than 3 hrs. (1%)
- 3 hrs. or more (2%)

**Mean: 42 minutes**

How many people, other than yourself, usually read or look through your issue of MANUFACTURING ENGINEERING?

- None (16%)
- One (26%)
- Two (12%)
- Three – Five (2%)
- Six – Ten (1%)
- Over Ten (1%)

**Mean Pass Along: 1.5 people**
**Total Readers Per Copy: 2.5 people**
Which of the following trade publications, other than MANUFACTURING ENGINEERING, do you receive personally addressed to you?

Aerospace Manufacturing & Design 21%
Cutting Tool Engineering 23%
Manufacturing News 30%
Modern Machine Shop 40%
Moldmaking Technology 9%
Production Machining 13%
Smart Manufacturing 27%
None of the Above 26%

Unduplicated Readership -
Receive MANUFACTURING ENGINEERING only: 26%

Multiple responses permitted

Which of the following trade publications do you read regularly, that is 3 out of 4 issues?

Manufacturing Engineering 53%
Aerospace Manufacturing & Design 11%
Cutting Tool Engineering 20%
Manufacturing News 20%
Modern Machine Shop 34%
Moldmaking Technology 5%
Production Machining 11%
Smart Manufacturing 17%
None of the Above 28%

Multiple responses permitted
Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

- Improving performance of existing manufacturing processes/systems: 66%
- Design of special tooling (gages, molds, dies, fixtures) for manufacturing equipment: 47%
- Designing new manufacturing processes/systems: 49%
- Quality assurance: 42%
- Supervising production workers/operations: 27%
- Production/Operations management: 35%
- Product design: 35%
- Engineering management: 32%
- Other: 3%

**Involved In One Or More: 89%**

*Multiple responses permitted*

In your involvement with purchases of industry products, what are your most important sources of information?

- Manufacturers/suppliers: 56%
- Trade shows/exhibits: 55%
- Internet: 54%
- Colleagues: 38%
- Magazine advertising: 32%
- Dealers: 31%
- Catalogs/directories/buyers guides: 26%
- Webinars: 18%
- Seminars/meetings: 16%
- Clients: 16%
- Market research reports: 16%
- Magazine editorial: 14%
- Advertorials (ads that provide product information in the style of an editorial or journalistic article): 13%
- Social Media: 13%
- None of the above: 7%

*Multiple responses permitted*
What action(s) have you taken during the past year as a result of advertisements and/or articles in MANUFACTURING ENGINEERING?

- Bought products or services advertised: 20%
- Recommend/specified products: 29%
- Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue: 28%
- Discussed an ad/article with someone else in the company: 36%
- Requested additional information from a company, sales representative or distributor: 27%
- Visited an advertiser's Website: 49%
- Other action: 3%

Took One Or More Actions: 76%

Multiple responses permitted

In what format would you prefer to receive MANUFACTURING ENGINEERING?

- Print: 35%
- Digital publication (Replica of print publication in digital format): 32%
- Both: 22%
- No preference: 11%
Please indicate if you agree with each of the statements below.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>The advertising in <em>MANUFACTURING ENGINEERING</em> educates and is an important part of the publication.</td>
<td>89%</td>
<td>11%</td>
</tr>
<tr>
<td>I read through <em>MANUFACTURING ENGINEERING</em> as much for the advertising as for the articles.</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Companies that advertise build trust and are seen as a reliable source.</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>My respect for <em>MANUFACTURING ENGINEERING</em> could positively influence my opinion of advertisements appearing within.</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>An advertisement within <em>MANUFACTURING ENGINEERING</em> is more likely to be given consideration than direct vendor solicitation.</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Editorial</td>
<td>Page</td>
<td>Read Half Or More</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>SME SPEAKS: Guest Editorial: Reclaiming Our Freedoms in the COVID-19 Era</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>ADVANCED MANUFACTURING NOW: Innovation In Manufacturing Processes: QA Advances as Gage Management Improves</td>
<td>12</td>
<td>19%</td>
</tr>
<tr>
<td>ADVANCED MANUFACTURING NOW: Innovation In Manufacturing Processes: Empowered Employees Key to Digital Transformation</td>
<td>14</td>
<td>19%</td>
</tr>
<tr>
<td>RESEARCH FOCUS: Trends In Manufacturing Research: Tech Harmonization Study Targets Software, Training</td>
<td>16</td>
<td>11%</td>
</tr>
<tr>
<td>NEWS DESK: Trends And Idea In Manufacturing: IMTS 2020 Canceled Because of COVID-19</td>
<td>18</td>
<td>27%</td>
</tr>
<tr>
<td>ADDITIVE MANUFACTURING UPDATE: Advances In Additive Manufacturing: Forging Solutions for the Future of 3D Printing</td>
<td>24</td>
<td>27%</td>
</tr>
<tr>
<td>SHOP SOLUTIONS: Wiscon Products: Wisconsin Shop Has a Rich History of Evolving to Succeed</td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td>SHOP SOLUTIONS: HACO A/S: Danish Manufacturer Makes Big Parts with Heavy-Duty Machine Tools</td>
<td>32</td>
<td>19%</td>
</tr>
<tr>
<td>MACHINE TOOLS: Print, Cut, or Use the Best of Both?</td>
<td>39</td>
<td>27%</td>
</tr>
<tr>
<td>SOFTWARE: ERP in the Age of Industry 4.0</td>
<td>48</td>
<td>20%</td>
</tr>
<tr>
<td>METROLOGY: Gages Step Up the Tech</td>
<td>56</td>
<td>18%</td>
</tr>
<tr>
<td>WORKFORCE DEVELOPMENT: Promoting STEM Careers for Women</td>
<td>64</td>
<td>25%</td>
</tr>
<tr>
<td>SMART MANUFACTURING: Connecting the Dots in Manufacturing</td>
<td>70</td>
<td>24%</td>
</tr>
<tr>
<td>Editorial</td>
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</tr>
<tr>
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<tr>
<td>WORKFORCE PIPELINE: Perspectives On Workforce Developments: Hands on at University of Daytona</td>
<td>110</td>
<td>24%</td>
</tr>
<tr>
<td>VIEWPOINTS: Opinion, Analysis And Ideas: Shift Happens!</td>
<td>112</td>
<td>17%</td>
</tr>
<tr>
<td>TOTAL ISSUE AVERAGE</td>
<td></td>
<td>22%</td>
</tr>
</tbody>
</table>
Tell us how useful MANUFACTURING ENGINEERING is to you and how you use it in your job.

- Finding new tools & ideas.
- Useful.
- Great for tooling innovations.
- Learning new process and for vendors.
- ME keeps me up-to-date on the latest technology for manufacturing.
- A resource for up-to-date information and insights into new and emerging technologies.
- Technical updating.
- I usually have enough time to skim through and see if there is anything directly relating to what we or I do on a day to day basis.
- I consult with it all of the time.
- It introduces or reintroduces production equipment and innovations that I can potentially use to help better our company.
- Good.
- I flip through it occasionally. It’s useful for discovering new process or items I may not be aware of.
- Keeps me up to date on the industry and new products and new ideas.
- Keeps me in the loop bit isn’t critical.
- Opens up solutions to my everyday needs to solve solution and helps me improve our manufacturing processes.
- Finding leads on improvements.
- We have to constantly evaluate where we need to go in the future to be cost competitive and ME offers us a source of real-life examples and sources.
- Keeping me current.
To keep abreast of new products, technologies and advances in manufacturing.

Latest trends and share issues with my engineering student son.

There are informative articles.

Great resource.

It helps me to keep up with changes in manufacturing.

I like reading the articles on the latest innovations and trends.

We see innovative approaches to common problems that all fabricators encounter. It’s great to get a new perspective and see the possibilities.

Good resource.

The magazine is a reference for current and trending technology.

Teaches me about new technology and skills that might be useful to develop.

Very informative.

It's fun to read through for gaining information.

Each issue provides important information that helps in the operation of my organization.

Makes me aware of all the new trends in manufacturing engineering.

Beneficial to stay in touch with what's current.

It's a good source of techniques that we can study, plus the advertisers keep us posted on new tooling.

To stay up-to-date with technology and to spur innovation within the organization.

Manufacturing Engineering has been helpful in my career as it is always giving me the up-to-date information on the newest technology and innovation in the industry.

Gives me good ideas of what could be implemented at our facility.
• It's one of my favorite sources for technologies and solutions that might disrupt our industry.

• I enjoy reading the technical articles and seeing the new waves of technology being used throughout several industries.

• I use it as a source for education and awareness of new products and technologies.

• Helps me find new vendors for items that we may need and can’t always find at a reasonable price. Expands my horizon.

• Helps discover new products or jog new ideas.

• It's a resource.

• I read it to keep up on business trends, seldom look at the ads; being in the Quality field I read the ads in the Quality magazines - only if an advertiser does it in both magazines do I read/review it in ME.

• I use it to gain new insight on equipment and processes in the industry.

• I share it with students who are interested in manufacturing engineering.