

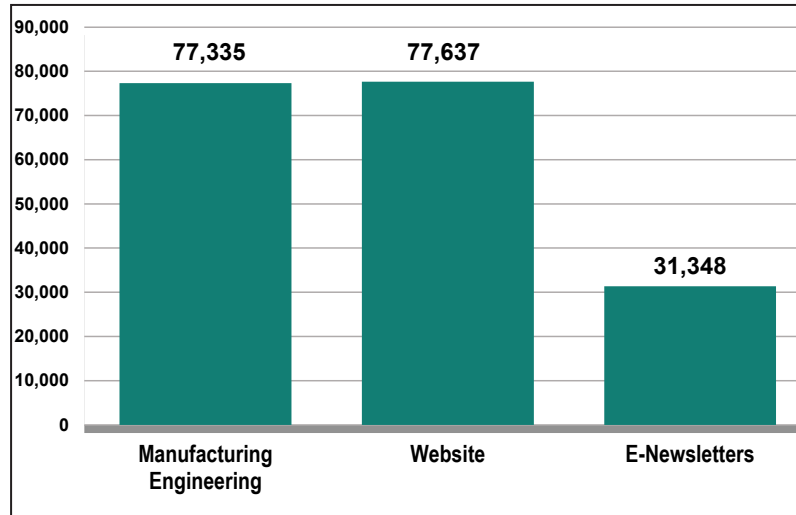
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2023

TOTAL GROSS CONTACTS

186,320



EXECUTIVE SUMMARY

Channels	Contacts	Period
Manufacturing Engineering Total Qualified Circulation	77,335	6 months ended December 31, 2023
Website Activity Page Impressions	170,418	6 months ended December 31, 2023
Visits	94,827	
Unique Browsers	77,637	
E-Newsletter Total Average Net Distribution Per Issue	31,348	6 months ended December 31, 2023
Social Media X Followers	22,751	As of January 2, 2024
Facebook Likes	8,000	
YouTube Subscribers	2,390	
YouTube Views	780	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2023

Subject to Audit

Field Served:

MANUFACTURING ENGINEERING serves manufacturing industries with primary focus on metalworking industries. Industries include primary metal, fabricated metal products, machinery (except electrical), electric & electronic equipment, transportation equipment, instruments & related equipment, and misc. manufacturing industries. Wholesale trade, professional, scientific & technical services, and other manufacturing industries as described in the Business/Occupational Analysis also served.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		77,335
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		66,936
Qualified Nonpaid Individual - Digital		10,181
Total Qualified Nonpaid Individual		77,117
Qualified Nonpaid Association - Print		151
Qualified Nonpaid Association - Digital		67
Total Qualified Nonpaid Association		218
Total Average Qualified Nonpaid Circulation		77,335

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	480
Total Nonqualified Allocated for Shows & Conventions	480
Nonqualified Miscellaneous, Including Staff Copies - Print	1,230
Nonqualified Miscellaneous, Including Staff Copies - Digital	16
Total Nonqualified Miscellaneous, Including Staff Copies	1,246
Total Average Nonqualified Circulation	1,726

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
	Aug	67,451	9,721		77,172
	Sep	68,304	9,745		78,049
	Oct	66,551	10,823		77,374
	Nov	66,082	10,521		76,603
	Dec/Jan	67,051	10,433		77,484

BUSINESS/OCCUPATIONAL ANALYSIS																
NAICS Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing				Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Marketing/ Sales (M)	Other Qualified Personnel (N)
									Production		Engineering					
									Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
	331	PRIMARY METAL MANUFACTURING														
1.	3311	Iron and Steel Mills and Ferroalloy Manufacturing	349	0.5	293	56		131	54	29	56	14	19	22	24	
2.	3312	Steel Product Manufacturing from Purchased Steel	320	0.4	266	54		108	44	21	67	18	12	17	33	
3.	3313	Alumina and Aluminum Production and Processing	475	0.6	411	64		160	58	33	78	40	14	49	43	
4.	3314	Nonferrous Metal (except Aluminum) Production and Processing	244	0.3	212	32		78	22	22	39	28	5	23	27	
5.	3315	Foundries	337	0.4	282	55		101	38	39	64	33	21	24	16	1
		Sub-Total NAICS 331	1,725	2.3	1,464	261		578	216	144	304	133	71	135	143	1
	332	FABRICATED METAL PRODUCT MANUFACTURING														
6.	33211	Forging and Stamping	1,637	2.1	1,400	237		572	224	130	313	128	67	124	78	1
7.	33221	Cutlery and Handtool Manufacturing	350	0.5	283	67		114	33	32	58	29	8	49	27	
8.	33231	Plate Work and Fabricated Structural Product Manufacturing	3,431	4.5	3,086	345		1,612	493	375	455	103	87	171	131	4
9.	33232	Ornamental and Architectural Metal Products Manufacturing	2,991	3.9	2,619	372		1,452	429	278	438	114	57	118	102	3
10.	33241	Power Boiler and Heat Exchanger Manufacturing	94	0.1	82	12		34	11	6	20	5	6	11	1	
11.	33242	Metal Tank (Heavy Gauge) Manufacturing	215	0.3	195	20		91	31	25	40	9	6	8	5	
12.	33243	Metal Can, Box and Other Metal Container (Light Gauge) Manufacturing	67	0.1	52	15		16	8	6	20	7		9	1	
13.	33251	Hardware Manufacturing	271	0.4	235	36		83	32	31	52	33	6	25	9	
14.	33261	Spring and Wire Product Manufacturing	484	0.6	416	68		156	74	33	100	34	14	41	32	
15.	33271	Machine Shops	9,046	11.8	8,418	628		6,540	653	410	657	308	171	130	166	11
16.	33272	Turned Product and Screw, Nut and Bolt Manufacturing	442	0.6	389	53		153	58	56	63	48	29	22	13	
17.	33281	Coating, Engraving, Heat Treating and Allied Activities	734	1.0	623	111		316	97	41	94	32	21	40	92	1
18.	33291	Metal Valve Manufacturing	950	1.2	795	155		270	125	69	154	93	48	119	72	
19.	332991	Ball and Roller Bearing Manufacturing	176	0.2	139	37		27	16	16	27	44	12	15	19	
20.	332992	Small Arms Ammunition Manufacturing	11	0.0	9	2		3		2	1	2	3			
21.	332993	Ammunition (except Small Arms) Manufacturing	12	0.0	10	2		4	1	3		1	1	2		
22.	332994	Small Arms Manufacturing (pt)	122	0.2	90	32		20	12	15	15	34	9	16	1	
23.	332996	Fabricated Pipe and Pipe Fitting Manufacturing	322	0.4	281	41		125	44	35	59	19	13	18	9	
24.	332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	932	1.2	809	123		389	135	87	144	56	13	69	39	
		Sub-Total NAICS 332	22,287	29.1	19,931	2,356		11,977	2,476	1,650	2,710	1,099	571	987	797	20

BUSINESS/OCCUPATIONAL ANALYSIS (CONTINUED)																
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									Production		Engineering					
									Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
	333	MACHINERY MANUFACTURING														
25.	333111	Farm Machinery and Equipment Manufacturing (pt)	1,592	2.1	1,369	223		655	200	93	310	129	50	100	51	4
26.	333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	216	0.3	172	44		74	31	14	52	17	6	19	3	
27.	333120	Construction Machinery Manufacturing	2,730	3.6	2,347	383		1,116	298	129	516	274	70	250	73	4
28.	333131	Mining Machinery and Equipment Manufacturing	1,056	1.4	935	121		483	112	51	160	104	24	80	42	
29.	333132	Oil and Gas Field Machinery and Equipment Manufacturing	543	0.7	457	86		144	88	36	112	67	31	39	26	
30.	333241	Food Product Machinery Manufacturing	270	0.4	232	38		95	41	30	55	16	10	20	3	
31.	333242	Semiconductor Machinery Manufacturing	30	0.0	24	6		6	5	1	4	5	3	5	1	
32.	333243	Sawmill, Woodworking and Paper Machinery Manufacturing	122	0.2	108	14		47	21	18	13	9		7	7	
33.	333248	All other Industrial Machinery Manufacturing	597	0.8	514	83		202	78	49	99	58	12	52	46	1
34.	333310	Commercial and Service Industry Machinery Manufacturing	538	0.7	452	86		160	72	40	124	55	14	53	18	2
35.	333413	Industrial and Commercial Fan and Blower Manufacturing	303	0.4	243	60		81	41	21	65	16	6	42	29	2
36.	333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	299	0.4	245	54		119	24	20	59	24	17	16	20	
37.	333415	Air-Conditioning and Warm Air Heating Equipment	551	0.7	461	90		138	66	48	152	46	13	65	22	1
38.	333511	Industrial Mold Manufacturing	143	0.2	120	23		61	10	15	19	15	2	12	9	
39.	333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	804	1.0	694	110		337	93	78	120	56	25	45	46	4
40.	333515	Cutting Tool and Machine Tool Accessory Manufacturing	533	0.7	445	88		157	65	54	79	36	18	40	82	2
41.	333517	Machine Tool Manufacturing	872	1.1	737	135		282	75	70	128	79	21	71	140	6
42.	333519	Rolling Mill and other Metalworking Machinery Manufacturing	179	0.2	159	20		60	18	18	23	16	5	15	23	1
43.	333611	Turbine and Turbine Generator Set Unit Manufacturing	294	0.4	227	67		96	27	23	48	45	13	30	12	
44.	333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	113	0.1	91	22		19	25	4	18	21	4	12	10	
45.	333613	Mechanical Power Transmission Equipment Manufacturing	124	0.2	109	15		39	11	11	19	19	4	12	9	
46.	333618	Other Engine Equipment Manufacturing (pt)	139	0.2	113	26		53	5	6	26	23	6	13	6	1
47.	333912	Air and Gas Compressor Manufacturing	263	0.3	225	38		107	35	13	34	21	10	17	25	1
48.	333914	Measuring, Dispensing, and other Pumping Equipment Manufacturing	387	0.5	333	54		127	56	21	77	43	7	34	21	1
49.	333921	Elevator and Moving Stairway Manufacturing	55	0.1	44	11		23	6	4	10	5	1	5	1	
50.	333922	Conveyor and Conveying Equipment Manufacturing (pt)	538	0.7	448	90		198	70	49	89	44	6	46	33	3
51.	333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	210	0.3	178	32		96	20	17	35	9	5	20	8	

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NAICS Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing				Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Marketing/ Sales (M)	Other Qualified Personnel (N)
									Production		Engineering					
									Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
52.	333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	199	0.3	165	34		67	32	16	52	11	3	14	4	
53.	333991	Power-Driven Handtool Manufacturing	66	0.1	62	4		22	5	5	5	8	2	9	10	
54.	333992	Welding and Soldering Equipment Manufacturing	235	0.3	197	38		73	19	13	32	15	7	34	41	1
55.	333993	Packaging Machinery Manufacturing	145	0.2	127	18		51	22	17	21	13	4	17		
56.	333994	Industrial Process Furnace and Oven Manufacturing	182	0.2	153	29		60	24	23	31	10	1	16	16	1
57.	333995	Fluid Power Cylinder and Actuator Manufacturing	88	0.1	78	10		33	9	3	15	9		8	11	
58.	333996	Fluid Power Pump and Motor Manufacturing	95	0.1	64	31		16	17	4	12	18	5	18	5	
59.	333999	Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,399	1.8	1,228	171		518	175	174	213	89	28	94	107	1
		Sub-Total NAICS 333	15,910	20.8	13,556	2,354		5,815	1,896	1,188	2,827	1,425	433	1,330	960	36
	334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING														
60.	3341	Computer and Peripheral Equipment Manufacturing	202	0.3	156	46		53	11	8	26	22	9	42	31	
61.	3342	Communications Equipment Manufacturing	196	0.3	154	42		57	26	12	29	17	5	42	8	
62.	3343	Audio and Video Equipment Manufacturing	51	0.1	35	16		16	2	5	10	6	1	10	1	
63.	3344	Semiconductor and Other Electronic Component Manufacturing	737	1.0	585	152		177	72	50	130	112	32	114	48	2
64.	334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	512	0.7	449	63		134	91	12	121	58	32	55	8	1
65.	334511	Search, Detection, Navigation, Guidance, Aeronautical and Nautical System and Instrument Manufacturing	1,223	1.6	1,033	190		182	198	56	389	200	53	131	10	4
66.	334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use	160	0.2	129	31		58	23	13	36	18	3	7	2	
67.	334513	Instruments and Related Products Manufacturing for Measuring, Displaying and Controlling Industrial Process Variables	409	0.5	342	67		83	48	49	64	70	13	61	21	
68.	334514	Totalizing Fluid Meter and Counting Device Manufacturing	57	0.1	49	8		13	11	6	13	6	1	3	4	
69.	334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	133	0.2	108	25		29	13	16	30	17	2	23	3	
70.	334516	Analytical Laboratory Instrument Manufacturing	244	0.3	213	31		72	20	26	40	25	14	34	13	
71.	334517	Irradiation Apparatus Manufacturing	101	0.1	84	17		43	7	5	14	7	11	12	2	
72.	334519	Other Measuring and Controlling Device Manufacturing	515	0.7	422	93		161	55	44	98	57	19	47	33	1
73.	3346	Manufacturing and Reproducing Magnetic and Optical Media	9	0.0	6	3		6						1	2	
		Sub-Total NAICS 334	4,549	5.9	3,765	784		1,084	577	302	1,000	615	195	582	186	8

BUSINESS/OCCUPATIONAL ANALYSIS (CONTINUED)																
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									Production		Engineering					
									Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
	335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING														
74.	33513	Electric Lighting Equipment Manufacturing	358	0.5	310	48		133	41	16	67	20	9	60	12	
75.	33521	Small Electrical Appliance Manufacturing	40	0.1	33	7		11	5	4	11	1		5	3	
76.	33522	Major Appliance Manufacturing	120	0.2	91	29		17	7	10	50	6	5	24		1
77.	33531	Electrical Equipment Manufacturing	1,064	1.4	857	207		338	119	74	222	119	24	116	50	2
78.	33591	Battery Manufacturing	33	0.0	30	3		8	4	1	4	8	1	6	1	
79.	33592	Communication and Energy Wire and Cable Manufacturing	84	0.1	69	15		22	9	6	16	9	6	12	3	1
80.	33593	Wiring Device Manufacturing	238	0.3	188	50		54	32	27	50	26	3	38	8	
81.	33599	All Other Electrical Equipment and Component Manufacturing	452	0.6	358	94		124	45	46	66	48	9	62	50	2
		Sub-Total NAICS 335	2,389	3.1	1,936	453		707	262	184	486	237	57	323	127	6
	336	TRANSPORTATION EQUIPMENT MANUFACTURING														
82.	336110	Automobile and Light Duty Motor Vehicle Manufacturing	921	1.2	798	123		436	78	27	160	110	12	92	6	
83.	336120	Heavy Duty Truck Manufacturing	266	0.3	221	45		74	30	15	84	29	9	23	2	
84.	336211	Motor Vehicle Body Manufacturing (pt)	667	0.9	563	104		269	64	44	138	74	19	47	11	1
85.	336212	Truck Trailer Manufacturing	390	0.5	362	28		193	62	21	68	27	6	10	3	
86.	336213	Motor Home Manufacturing	55	0.1	53	2		21	7	2	17	6		2		
87.	336214	Travel Trailer and Camper Manufacturing (pt)	259	0.3	227	32		144	35	9	32	24	3	9	3	
88.	336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	140	0.2	123	17		48	30	5	31	13	5	7	1	
89.	336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing (pt)	313	0.4	281	32		88	44	16	84	42	9	22	7	1
90.	336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	83	0.1	72	11		21	7	2	24	14	5	8	2	
91.	336340	Motor Vehicle Brake System Manufacturing	54	0.1	46	8		9	11	2	18	10		4		
92.	336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	174	0.2	149	25		36	29	15	34	32	12	14	1	1
93.	336360	Motor Vehicle Seating and Interior Trim Manufacturing	119	0.2	104	15		24	22	15	42	4	4	7		1
94.	336370	Motor Vehicle Metal Stamping	296	0.4	263	33		71	45	22	100	28	13	13	4	
95.	336390	All Other Motor Vehicle Parts Manufacturing (pt)"	2,384	3.1	2,079	305		604	371	111	673	278	90	207	41	9
96.	336411	Aircraft Manufacturing	1,298	1.7	1,111	187		380	153	54	270	261	53	104	15	8

BUSINESS/OCCUPATIONAL ANALYSIS (CONTINUED)																
NAICS Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Company Management, Corporate Executives and Purchasing (B, L)	Manufacturing				Quality Assurance Control (P, Q)	Product Design Research and Development (H, I, J)	Marketing/ Sales (M)	Other Qualified Personnel (N)
									Production		Engineering					
									Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
97.	336412	Aircraft Engine and Engine Parts Manufacturing (pt)	837	1.1	684	153		139	111	63	197	203	66	47	11	
98.	336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	2,127	2.8	1,849	278		560	318	115	462	360	116	163	31	2
99.	336414	Guided Missile and Space Vehicle Manufacturing	297	0.4	245	52		65	43	24	70	52	9	33	1	
100.	336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	176	0.2	161	15		46	15	8	42	49	5	11		
101.	336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	220	0.3	203	17		85	26	10	38	42	9	8	2	
102.	336510	Railroad Rolling Stock Manufacturing	112	0.1	91	21		39	11	6	24	11	6	13	2	
103.	336611	Ship Building & Repairing	333	0.4	271	62		102	54	32	67	38	14	25	1	
104.	336612	Boat Building	249	0.3	227	22		124	33	6	50	10	4	18	4	
105.	336991	Motorcycle, Bicycle, and Parts Manufacturing (pt)	119	0.2	101	18		51	15	11	21	10	2	8	1	
106.	336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing (pt)	142	0.2	125	17		59	11	8	34	7	15	5	3	
107.	336999	All Other Transportation Equipment Manufacturing	237	0.3	189	48		91	23	14	64	11	5	26	2	1
		Sub-Total NAICS 336	12,268	16.0	10,598	1,670		3,779	1,648	657	2,844	1,745	491	926	154	24
	337	FURNITURE AND RELATED PRODUCT MANUFACTURING														
108.	3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	302	0.4	263	39		121	35	29	45	18	1	42	10	1
109.	3372	Office Furniture (including Fixtures) Manufacturing	301	0.4	257	44		95	41	43	62	13	7	35	4	1
110.	3379	Other Furniture Related Product Manufacturing	10	0.0	8	2		2	3		1	1		2		1
		Sub-Total NAICS 337	613	0.8	528	85		218	79	72	108	32	8	79	14	3
	339	MISCELLANEOUS MANUFACTURING														
111.	339112	Surgical and Medical Instrument Manufacturing	1,926	2.5	1,636	290		370	318	106	445	261	151	243	32	
112.	339113	Surgical Appliance and Supplies Manufacturing	743	1.0	649	94		242	115	25	157	71	39	81	9	4
113.	339114	Dental Equipment and Supplies Manufacturing	263	0.3	226	37		106	33	9	46	18	23	25	2	1
114.	339115	Ophthalmic Goods Manufacturing	127	0.2	111	16		35	34	7	21	12	10	6	1	1
115.	339116	Dental Laboratories	228	0.3	212	16		150	33	12	18	4	4	7		
116.	3399	Other Miscellaneous Manufacturing	1,120	1.5	956	164		427	152	109	155	59	20	128	65	5
		Sub-Total NAICS 339	4,407	5.8	3,790	617		1,330	685	268	842	425	247	490	109	11
		Sub-Total Metalworking Manufacturing	64,148	83.7	55,568	8,580		25,488	7,839	4,465	11,121	5,711	2,073	4,852	2,490	109

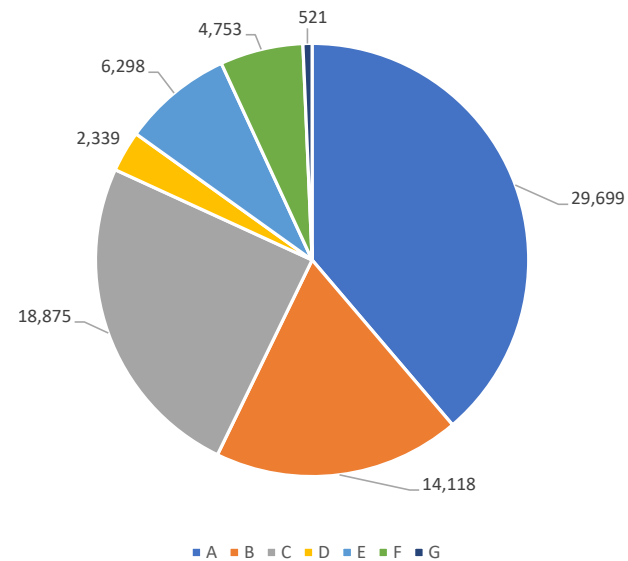
BUSINESS/OCCUPATIONAL ANALYSIS (CONTINUED)																
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									Production		Engineering					
									Management (C, R)	Department (D, S)	Management (E)	Department (F, G)				
117.	325	Chemical Manufacturing	568	0.7	475	93		147	53	42	61	43	10	104	105	3
118.	326	Plastics and Rubber Products Manufacturing	889	1.2	758	131		241	110	83	136	78	45	126	68	2
119.	327	Nonmetallic Mineral Product Manufacturing	335	0.4	296	39		146	25	30	44	19	6	40	25	
120.		Other Mfg NAICS: 311-316,321-324	790	1.0	697	93		352	62	72	94	49	11	85	63	2
		Sub-Total Non-Metalworking Manufacturing	2,582	3.4	2,226	356		886	250	227	335	189	72	355	261	7
		Sub-Total Manufacturing Industries	66,730	87.1	57,794	8,936		26,374	8,089	4,692	11,456	5,900	2,145	5,207	2,751	116
121.	111-115	Agriculture														
122.	211-213	Mining	6	0.0	4	2		2	1					2		1
123.	221	Utilities	1	0.0	1									1		
124.	236-238	Construction	10	0.0	5	5		1	1			1	1	1	2	3
125.	423-425	Wholesale Trade Durable Goods	6,181	8.1	5,363	818		2,250	507	412	627	265	111	428	1,527	54
126.	441-459	Retail Trade	7	0.0	5	2		1			1	2			1	2
127.	481-493	Transportation and Warehousing	6	0.0	4	2			1			1	1			3
128.	511-562	Services	3,136	4.1	2,591	545		1,040	178	197	365	170	65	590	466	65
129.	611	Educational Services	305	0.4	139	166		3	3	3	3	7	1	24		261
130.	621-624	Health Care	8	0.0	7	1			2		1			1		4
131.	711-713	Arts, Entertainment, Recreation	2	0.0	1	1		1				1				
132.	721-722	Accommodations and Food	1	0.0		1								1		
133.	811-814	Other Services	20	0.0	15	5		9	1		3			2	1	4
134.	921-928	Public Administration	190	0.2	153	37		18	10	21	40	32	15	41	5	8
		Sub-Total Non-Manufacturing	9,873	12.9	8,288	1,585		3,325	704	633	1,040	479	194	1,091	2,002	405
		Total Qualified Circulation	76,603	100.0	66,082	10,521		29,699	8,793	5,325	12,496	6,379	2,339	6,298	4,753	521

The North American Industry Classification System (Business & Industry codes) were introduced in 1997. The NAICS system has evolved from the Standard Industrial Classification (SIC) numerical coding system.

- (B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, Partner, President, Vice President.
- (C) MANUFACTURING PRODUCTION MANAGEMENT titles include Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Plant Manager, Production Manager, Shop Manager, Tool Room Manager and Works Manager. Includes corporate titles in production department.
- (D) MANUFACTURING PRODUCTION DEPARTMENT titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor.
- (E) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Manufacturing Engineering, Chief Methods Engineer, Manager of Process Engineering, Director of Production Engineering, Manager of Tool Design and Head of Tool Engineering. Includes corporate titles in engineering department.
- (F) MANUFACTURING ENGINEERING (ENGINEERS) includes most engineering titles where the individual does not manage the department.
- (G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include Diemaker, Expediter, Leadman, Chief Machinist and Chief Toolmaker.
- (P) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering.
- (Q) QUALITY ASSURANCE/CONTROL ENGINEERING titles include Quality Assurance Engineer, Quality Control Foreman, Quality Supervisor.
- (H) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research.
- (I) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERING titles include Design Project Engineer, Development Engineer, Research & Design Engineer.
- (J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Draftsman.
- (R) FACTORY AUTOMATION MANAGEMENT titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design, Chief Systems Engineer.
- (S) FACTORY AUTOMATION ENGINEERING titles include Factory Automation Engineer, Automation Foreman, Systems Designer, Systems Engineer.
- (L) PURCHASING titles include Buyer, Procurement Chief, and Purchasing Manager.
- (M) MARKETING/SALES
- (N) OTHER QUALIFIED PERSONNEL

Functions	Total Qualified	%
A. Company Management, Corporate Executives and Purchasing	29,699	38.8
B. Manufacturing Production: Management & Department	14,118	18.4
C. Manufacturing Engineering: Management & Department	18,875	24.6
D. Quality Assurance Control	2,339	3.1
E. Production Design Research and Development	6,298	8.2
F. Marketing/Sales	4,753	6.2
G. Other Qualified Personnel	521	0.7
Total Qualified	76,603	100.0

Breakout of Qualified Circulation by Function



AGE OF SOURCE ANALYSIS					
Source	Print	Digital	Print & Digital	Total	Percent
Total Direct Request From Recipient	44,466	10,452		54,918	71.7
Total Direct Request From Recipient's Company	1			1	
Total Communication Other Than Request	12,132			12,132	15.8
Association	145	69		214	0.3
Business Directories	6,804			6,804	8.9
Lists					
Acquired Circulation					
Other Sources	2,534			2,534	3.3
Total Qualified Subscriptions	66,082	10,521		76,603	100.0
Percent	86.3	13.7		100.0	
Single Copy Sales					
Total Qualified Circulation				76,603	

GEOGRAPHIC ANALYSIS				
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	1,094	126		1,220
Arizona	722	96		818
Arkansas	392	51		443
California	6,407	1,211		7,618
Colorado	580	82		662
Connecticut	2,731	458		3,189
Delaware	95	10		105
District of Columbia	28	4		32
Florida	2,082	252		2,334
Georgia	2,518	344		2,862
Idaho	246	28		274
Illinois	4,945	896		5,841
Indiana	2,356	377		2,733
Iowa	1,026	151		1,177
Kansas	814	101		915
Kentucky	741	115		856
Louisiana	497	40		537
Maine	308	40		348
Maryland	546	75		621
Massachusetts	2,845	435		3,280
Michigan	4,281	768		5,049
Minnesota	1,800	253		2,053
Mississippi	272	34		306
Missouri	1,230	164		1,394
Montana	124	14		138
Nebraska	433	35		468
Nevada	173	24		197
New Hampshire	772	120		892
New Jersey	1,086	121		1,207
New Mexico	152	26		178
New York	1,948	314		2,262
North Carolina	1,706	293		1,999
North Dakota	157	27		184
Ohio	3,945	610		4,555
Oklahoma	567	66		633
Oregon	619	87		706
Pennsylvania	2,598	380		2,978
Rhode Island	322	39		361
South Carolina	1,240	249		1,489
South Dakota	272	26		298
Tennessee	1,394	216		1,610
Texas	4,200	797		4,997
Utah	481	66		547
Vermont	246	41		287
Virginia	929	119		1,048
Washington	980	146		1,126
West Virginia	122	17		139
Wisconsin	2,895	480		3,375
Wyoming	49	3		52
TOTAL 48 CONTERMINOUS STATES	65,966	10,427		76,393
Alaska	41	1		42
Hawaii	34			34
TOTAL ALASKA & HAWAII	75	1		76
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	66,041	10,428		76,469
Poss. & Other Areas	10	4		14
U.S. & POSS., etc.	66,051	10,432		76,483
Canada	28	74		102
International	3	15		18
Military or Civilian Personnel Overseas				
Total International	31	89		120
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	66,082	10,521		76,603

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.sme.org			
Month	Page Impressions	Visits	Unique Browsers
July	128,748	77,574	71,070
August	181,034	103,188	83,000
September	173,867	92,941	71,041
October	179,971	96,727	74,046
November	182,203	103,522	85,035
December	176,685	95,012	81,632

E-NEWSLETTER - Manufacturing Weekly			
Month	Manufacturing Weekly	Month	Manufacturing Weekly
July		October	
July 7	31,033	October 3	31,498
July 11	31,045	October 6	31,952
July 14	31,028	October 10	31,924
July 18	30,975	October 13	31,865
July 21	30,925	October 17	32,005
July 25	30,896	October 20	31,967
August		October 24	31,902
August 1	30,848	October 27	31,942
August 4	30,797	October 31	32,075
August 8	30,761	November	
August 11	30,748	November 3	32,044
August 15	30,739	November 7	32,109
August 18	29,711	November 10	31,956
August 22	30,655	November 14	31,833
August 25	30,627	November 17	31,735
August 29	30,672	November 21	31,824
September		December	
September 1	30,632	December 1	31,359
September 5	30,619	December 5	31,338
September 8	31,697	December 8	31,308
September 12	31,679	December 12	31,405
September 15	31,659	December 15	31,257
September 19	31,631	December 19	31,278
September 22	31,606		
September 26	31,581		
September 29	31,525		

Manufacturing Weekly (45 issued in the period)

SOCIAL MEDIA	
Channel	As of January 2, 2024
X Followers	22,751
Facebook Likes	8,000
YouTube Subscribers	2,390
YouTube Views	780

NOTES

Definition of Recipient Qualification:

Qualified recipients are corporate executives, owners and managers, manufacturing production management and department, manufacturing engineering management and department, quality assurance & control management and department, product design/R&D management, engineers and department, factory automation management and department, and purchasing professionals. Also qualified are sales/marketing professionals and others allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Association Subscriptions: Represent copies served to members of SME. Receipt of this publication is a stated condition of membership. This publication is the official journal of SME.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the Nov issue.

Miscellaneous: Age Of Source: 12,547 copies, or 16.4% of Total Qualification Circulation is > 24 months.

Total Gross Contacts Include : Total Gross Contacts include Qualified Circulation, Unique Browsers and Average Newsletter Distribution per issue.

Website Data Source: Google Analytics

Website Domains: Domains included in website traffic www.sme.org

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: Subject to Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

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SME
1000 Town Center Suite 1910
Southfield, MI 48075
T: (313) 425-3000
www.sme.org

JAKE VOLSCKO
Vice President, Integrated Media

MARY VENIANAKIS
Audience Manager