MANUFACTURING AUTOMATION

MEET OUR COMMUNITY*

"Your magazine keeps me up-to-date on all aspects of the manufacturing process"

INFLUENTIAL

one-third are owners, partners or managers, or industry professionals; almost 75% have been in the industry over 16 years

79% Over one-third are involved in purchases above $100,000

91% A staggering 91% are actively involved in purchases

+ CONNECTED

85% 85% plan on buying equipment or services over the next 12 months

69% say trade magazine industry e-newsletters and websites are important or very important to staying informed

63% look at our print and digital content for new products

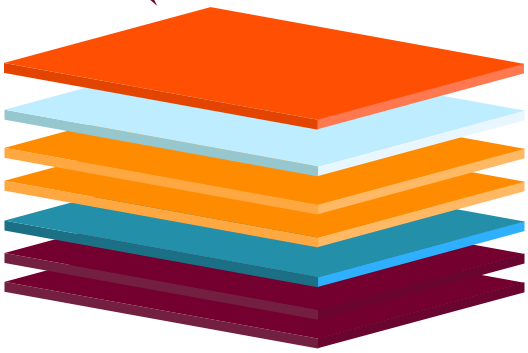
OPEN-MINDED

two-thirds recall having recommended and/or bought something they saw advertised in Manufacturing AUTOMATION

70% say Manufacturing AUTOMATION is important or very important to keeping up-to-date with their industry

"Very relevant information... I particularly enjoy new product information"

WELL READ



76% say trade magazines are important or very important in staying informed

68% have read at least 3 of the last 4 issues they received: 48% have read all four

92% read "one or two" or most of the articles

39% of subscribers pass their copy on to 2 to 4 others for an effective average readership of 38,000 to 76,000

* Based on John Hrycak multi-sector survey performed in Feb/March 2014. Results accurate within +/- 3.8%