

**Electronic  
Design**®

# AUDIENCE ENGAGEMENT REPORT

JANUARY-JUNE 2023

# Electronic Design – Audience Engagement Report

JANUARY-JUNE 2023

*Electronic Design* inspires innovation by providing expertise and insights on emerging technologies to electronics engineers of tomorrow. Hands-on, practical application content attracts and engages an audience of engineering professionals responsible for design and development of electronics in leading edge markets including aviation, automotive and aerospace.

## AVERAGE MONTHLY REACH



**773,641**

## REACH DECISION MAKERS

**64%**

of audience are engineers

**35%**

of audience are managers and above

### Top Job Function

Design Engineer	36.61%
Engineering Management	21.44%
Executive or Operating Management	13.85%
Research and Development	6.98%
Software Development	3.14%

Top Industries Served	
Industrial	35%
Computers/Computer	29%
Communications/Cellular/Broadcast	25%
Consumer	25%
Automotive	24%
Test	22%
Defense/Military	21%
Medical	19%
Aviation	18%
ICs & Semiconductors	16%

Top Products or Technologies Our Audience Works with	
Analog	53%
Components	51%
Test and Measurement	51%
Power	47%
Embedded Hardware	46%
Wireless	35%
Embedded Software	28%
Automation	22%
IoT Integration	21%
Robotics	18%

## COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Electronic Design community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JANUARY-JUNE 2023

AVERAGE MONTHLY SESSIONS



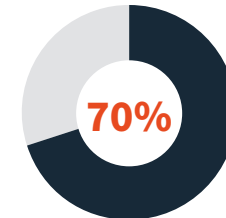
**298,520**

AVERAGE UNIQUE MONTHLY VISITORS



**215,998**

DESKTOP VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



**480,288**

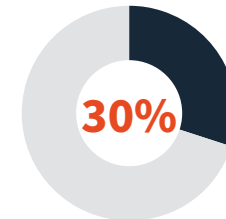
COMBINED SOCIAL REACH



**69,889**

▲ 1% increase Year-to-Date

MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY NEW SITE REGISTRATIONS



**650**

ELECTRONIC DESIGN  
MAGAZINE SUBSCRIBERS



**60,000**

# Electronic Design – Newsletter Engagement & Insights

JANUARY-JUNE 2023

NEWSLETTER REACH



**345,232**

AVERAGE TOTAL OPEN RATE



**38.04%**

AVERAGE TOTAL CTR



**1.38%**

	Monthly Average	Average Total Open Rate
Analog & Power Source	41,739	37.91%
Electronic Design Today	71,029	37.61%
Automotive Electronics	29,002	35.29%
Product Spotlight	44,964	34.52%
Power & Analog Update Newsletter	19,845	44.07%
Connected Solutions	37,208	37.60%
ED Update	31,751	39.37%
Embedded Update	11,882	39.84%
Test & Measurement News	20,420	29.41%
Top Stories of the Week	40,935	43.98%
Show Daily	64,722	38.79%

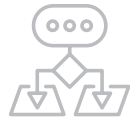
\*Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

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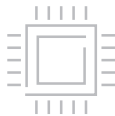
## TOP TOPICS



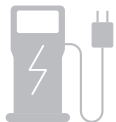
Power Management Systems



Test & Measurement Solutions



Chip Shortage Impact & Future



Vehicle Electrification & On-board Systems



Machine Learning

## WEBINAR - ENGAGEMENT

	Average
Registrants are in management or engineers	75%
Estimated registrants from typical webinar	200+
Median Attendee Conversion Rate	49%
Total webinar registrants YTD	7,580

## TOP VIEWED ARTICLES

- TI Names Insider as New CEO, Replacing Rich Templeton
- Edge AI Opportunities Abound at embedded world
- 1700-V SiC Devices Take Aim at Renewable-Energy Era
- Understanding the 2023 Chip Market Collapse
- 6G is Coming
- The Evolution of Modern Calibration
- Digital Twins, AI, and Advanced Test Trends in 2023
- Is It Time for Engineers to Enter Augmented Reality, Too?
- Power-Saving A/D Conversion for High-Accuracy Measurements
- MEMS vs. Crystal Oscillators: It’s All in the Application

## TOP WEBINARS OF 2023

- MEASUREMENT 101: A Beginner’s Guide to the Basics
- Fundamentals of Radiated Susceptibility Focusing on Requirements, Equipment, and Application
- Direct RF Technology to Advance Edge Digital Signal Processing
- Overcoming Obstacles in Touch HMI and System Control Integration with an Integrated MCU
- Handling High-Performance Camera Connectivity for Machine Vision Applications

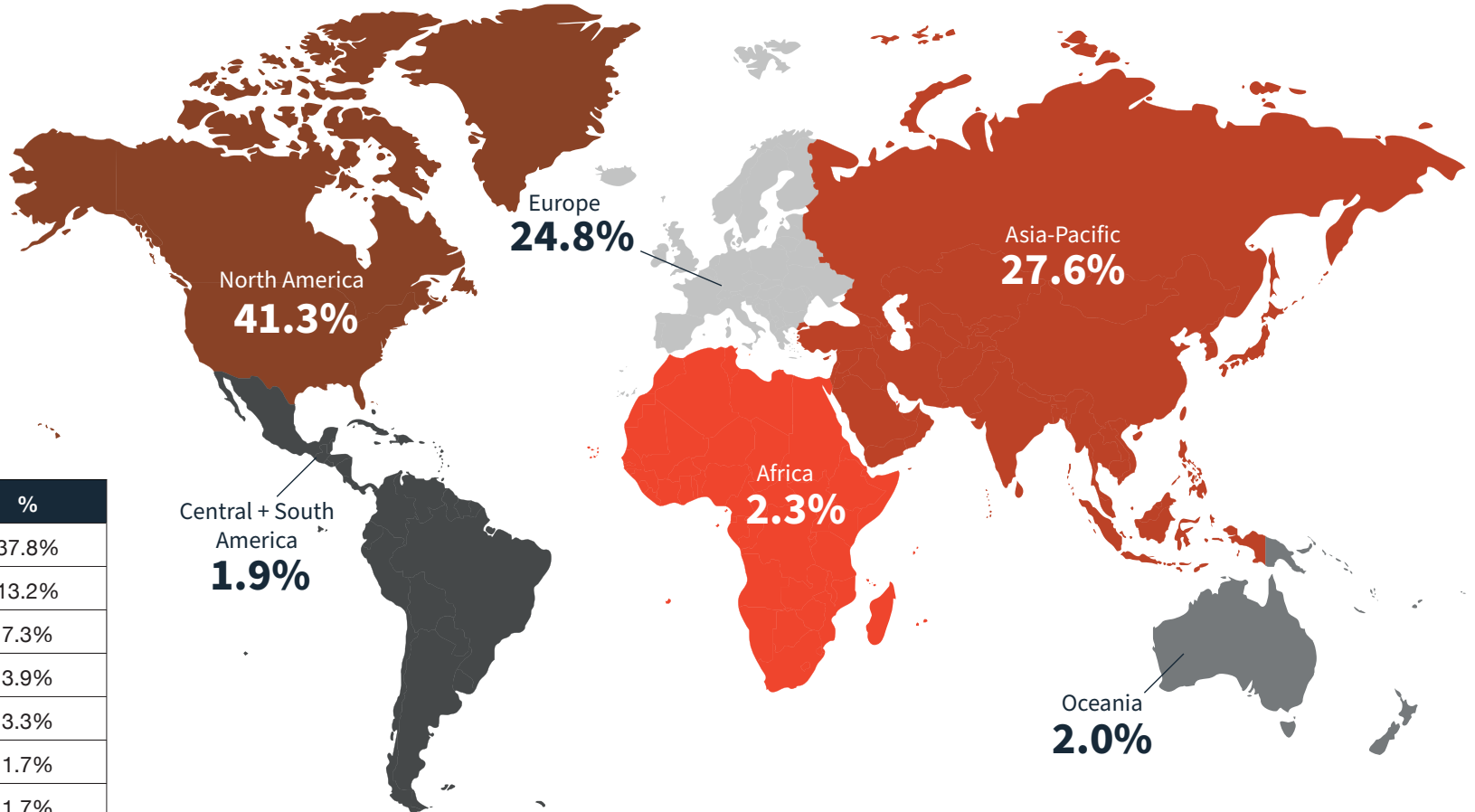
## HIGHLY ENGAGED CONTACTS

**29,071**

Content Downloads and Articles Printed H1-23

# Electronic Design — Visits by Region

JANUARY-JUNE 2023



Country	%
United States	37.8%
India	13.2%
United Kingdom	7.3%
Canada	3.9%
Germany	3.3%
Taiwan	1.7%
South Korea	1.7%
Australia	1.6%
France	1.5%
Norway	1.5%
Sweden	1.4%
Italy	1.3%
Singapore	1.1%
Philippines	1.1%

# Electronic Design — Sworn Publisher's Statement



JANUARY-JUNE 2023

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2023 Issues	Print	Digital	Total Qualified
Spring 2023	21,247	38,753	60,000
Summer 2023	27,692	32,308	60,000
<b>Average Qualified Circulation for 6-Month Period</b>	<b>24,470</b>	<b>35,530</b>	<b>60,000</b>

	Total Qualified Non-Paid Print	Both	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Subscribers
Average Qualified Circulation	21,276	3,194	35,530	60,000	60,000

## U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

United States Postal Service		(Requester Publications Only)	
<b>Statement of Ownership, Management, and Circulation</b>			
1. Publication Title: ELECTRONIC DESIGN			
2. Publication Number: 172-080			
3. Filing Date: 9/9/2022			
4. Issue of Frequency: Bi-Monthly - Jan/Feb, Mar/Apr, May/Jun, July/Aug, Sept/Oct, Nov/Dec			
5. Number of Issues Published Annually: 6			
6. Annual Subscription Price: Free to Qualified			
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 1233 Janesville Ave, Fort Atkinson, WI 53538			
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215			
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Tracy Smith, Endeavor Business Media, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215; Editor: William Wong, Endeavor Business Media, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215; Managing Editor: _____			
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37205; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37205; Resolute Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northcreek Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invergarry Holdings, LP, 44235 Hillisboro Pike, Nashville, TN 37215; Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017			
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A			
13. Publication Title: ELECTRONIC DESIGN			
14. Issue Date for Circulation Data Below: July/August 2022		Average No. Copies Each Issue During Preceding 12 Months	
15. Extent and Nature of Circulation		Nearest to Filing Date	
a. Total Number of Copies (Net press run)		36,888	
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)		31,146	
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		32,045	
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		0	
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®		1,471	
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)		0	
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))		32,617	
d. Nonrequested Distribution (By Mail and Outside the Mail)		3,320	
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		3,504	
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		0	
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% limit mailed at Standard Mail® or Package Services Rates)		0	
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)		133	
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))		3,638	
f. Total Distribution (Sum of 15c and 15e)		36,254	
g. Copies not Distributed		634	
h. Total (Sum of 15f and g)		36,888	
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)		89.97%	
16. Electronic Copy Circulation		92.14%	
a. Requested and Paid Electronic Copies		-	
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)		32,617	
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)		36,254	
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 15f x 100)		89.97%	
I certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies:			
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the:		Issue of this publication: September/October 2022	
18. _____		Date: 9/9/22	
Debbie M Brady, Manager User Marketing			
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			

PS Form 3526-R, July 2014

We hereby make oath and say that all data set forth in this statement are true. | July 2023 | Tracy Smith, Executive Vice President, Design & Engineering | Matt Downing, Associate Director, Digital Audience Development

# Electronic Design — Primary Business & Industry

JANUARY-JUNE 2023

Industry (multiple choice)	Design and Development Engineering Mgmt	Research and Development	Hardware or Software Development	Design and Development Engineer	Hobbyist or Maker	Executive or Operating Mgmt	Student/Professor/ Instructor or Academic	Other	Total Magazine Subscribers
Aviation	2,103	681	259	3,273	88	1,947	203	452	9,006
Automotive	2,906	1,072	499	4,305	224	3,070	305	696	13,077
Military/Defense	2,832	1,093	469	4,664	97	2,396	245	551	12,347
Computers/Computer Networks	3,454	1,219	1,199	5,119	463	3,749	574	597	16,374
Communications/Cellular/Broadcast	3,065	903	569	4,259	234	2,969	338	598	12,935
Consumer Electronics	2,726	1,060	658	4,724	387	2,861	404	461	13,281
ICs & Semiconductors	1,830	681	314	2,902	104	1,588	256	358	8,033
Medical	2,257	1,018	424	3,598	116	2,499	323	521	10,756
Industrial	4,049	1,278	685	7,029	210	3,846	324	836	18,257
Test Equipment	2,621	1,062	512	4,467	217	2,243	341	512	11,975
Aerospace	1,642	778	327	2,843	60	1,463	162	422	7,697
Data Centers	945	390	282	1,190	83	1,219	164	267	4,540
Smart Home/Buildings	1,079	526	312	1,570	265	1,597	228	266	5,843
Other including Acad/Lab/Con	1,499	714	270	2,607	195	2,032	517	1,041	8,882
<b>Total</b>	<b>33,008</b>	<b>12,475</b>	<b>6,779</b>	<b>52,550</b>	<b>2,743</b>	<b>33,479</b>	<b>4,384</b>	<b>7,578</b>	<b>152,996</b>
<b>Total Respondents</b>	<b>12,141</b>	<b>4,733</b>	<b>2,816</b>	<b>21,755</b>	<b>1,203</b>	<b>12,060</b>	<b>1,660</b>	<b>3,632</b>	<b>60,000</b>
<b>Average Number of Industries Specified Per Respondent*</b>	<b>2.72</b>	<b>2.64</b>	<b>2.41</b>	<b>2.42</b>	<b>2.28</b>	<b>2.78</b>	<b>2.64</b>	<b>2.09</b>	<b>2.55</b>



# Electronic Design — Subscribers by State

JANUARY-JUNE 2023

## SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Total
Alabama	748
Arizona	1,215
Arkansas	263
California	8,055
Colorado	1,166
Connecticut	871
D. C.	225
Delaware	134
Florida	3,095
Georgia	1,295
Idaho	322
Illinois	2,359
Indiana	1,159
Iowa	546
Kansas	513
Kentucky	482
Louisiana	353
Maine	196
Maryland	1,261
Massachusetts	2,042
Michigan	2,223
Minnesota	1,338
Mississippi	277
Missouri	931
Montana	147
Nebraska	297
Nevada	376
New Hampshire	472

State	Total
New Jersey	1,649
New Mexico	390
New York	3,141
North Carolina	1,478
North Dakota	130
Ohio	2,475
Oklahoma	482
Oregon	889
Pennsylvania	2,294
Phode Island	229
South Carolina	637
South Dakota	144
Tennessee	904
Texas	3,810
Utah	453
Vermont	126
Virginia	1,459
Washington	1,315
West Virginia	205
Wisconsin	1,319
Wyoming	73
<b>Total 48 Contiguous States</b>	<b>55,963</b>
Alaska	47
Hawaii	93
<b>Total Alaska &amp; Hawaii</b>	<b>140</b>
Possessions & Other Areas	60
<b>Total U.S. Possessions</b>	<b>56,163</b>

Circulation Outside the U.S.	Total
Total Canada	2,694
Total Mexico	555
Total Foreign	588
<b>Grand Total</b>	<b>60,000</b>

## SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS

