

MachineDesign[®]

AUDIENCE ENGAGEMENT REPORT

JANUARY-JUNE 2023

Machine Design — Audience Engagement Report

JANUARY-JUNE 2023

Machine Design drives mechanical design innovation by providing how-to content and insights on emerging applications to design engineers and managers in OEM, processing and R&D. Engaging this complex design community with solution based content and technical expertise we deliver a qualified audience for your content marketing and media strategies by leveraging our high-quality content and user behavioral insights to target and lead engineers smoothly from discovery, to consideration, to purchase.

AVERAGE MONTHLY REACH



Manufacturing Industries	
Machinery	27%
Primary Metal Manufacturing or Fabricated Metal Prod	25%
Electrical Equipment, Appliance & Component	23%
Computer & Electronic Product	19%
Automotive	16%
Aerospace	15%
Machine Tool/Automation	14%
Medical Devices	12%
Material Handling Equipment or Services	11%
OEM Systems Integrator	11%

Top Job Function	
Product or Systems Design Engineer	36%
Engineering Management	27%
Research and Development	13%
Design of Equipment for in-plant use	10%
Testing and Evaluation	5%
Other Design Engineering Function	3%

Top Products or Technologies Our Audience Works with	
Mechanical Components	53.80%
Materials	38.32%
Motion Control	32.39%
Motors	32.02%
Automation	28.84%
3D Printing	26.63%
CAD	26.43%

COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Machine Design community. Data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua and Omeda.

JANUARY-JUNE 2023

AVERAGE MONTHLY SESSIONS



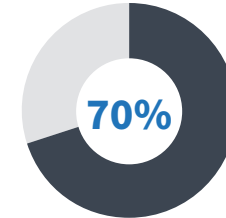
164,530

AVERAGE UNIQUE MONTHLY VISITORS

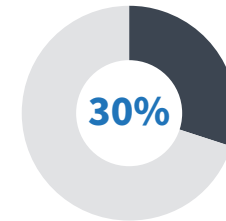


129,321

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



259,364

COMBINED SOCIAL REACH



62,502

AVERAGE MONTHLY NEW SITE REGISTRATIONS



200

MACHINE DESIGN
MAGAZINE SUBSCRIBERS



75,000

JANUARY-JUNE 2023

NEWSLETTER REACH



249,210

AVERAGE TOTAL OPEN RATE



35.37%

AVERAGE TOTAL CTR



1.10%

	Monthly Average	Average Total Open Rate
In Motion	22,477	33.89%
Product Spotlight	29,534	32.24%
Machine Design Today	60,150	36.98%
3D Printing & CAD	25,547	39.23%
Medical Design	21,499	40.86%
Robots & Automation	25,963	33.30%
Future Tech	42,732	43.75%
Show Daily	56,863	34.96%

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

JANUARY-JUNE 2023

TOP TOPICS



The Factory of the Future



Digital Twins



Manufacturing Process Optimization



Robots & Cobots



3D Printing

WEBINAR - ENGAGEMENT

	Average
Registrants are in management or engineers	56%
Estimated registrants from typical webinar	200+
Median Attendee Conversion Rate	49%
Total webinar registrants YTD	3,076

TOP VIEWED ARTICLES

- Defect Detection in Metal 3D Printing, Multi-Metal Design, Plus a Novel Design Approach
- Small Battery Holder Characteristics: Design and Demand Trends
- Pass the Shock Test: a Case Study in Designing a Custom Isolator
- Getting the Most from Investment Casting
- How to Build Your Own Injection Molding Machine
- Welding Systems Gain Control, Better Commissioning
- Modernizing the B2B Procurement Process
- Access to Automation: Apps, Metaverse and Cobots at Low Cost
- A Primer on Valves Used in Chromatography and Spectrometry Analysis
- Cut Time and Costs by Customizing Motion Control Systems with Standard Components

TOP WEBINARS OF 2023

- Commonly Overlooked & Misapplied Machine Safety Requirements
- How to Evaluate What Components to Produce with Additive Manufacturing
- Introduction to Actuators and How Integrated Actuators Decrease Your Time to Market
- Maintain-Operate-Design: A New Plan For Plant Systems
- Getting Started with Cobot Automation

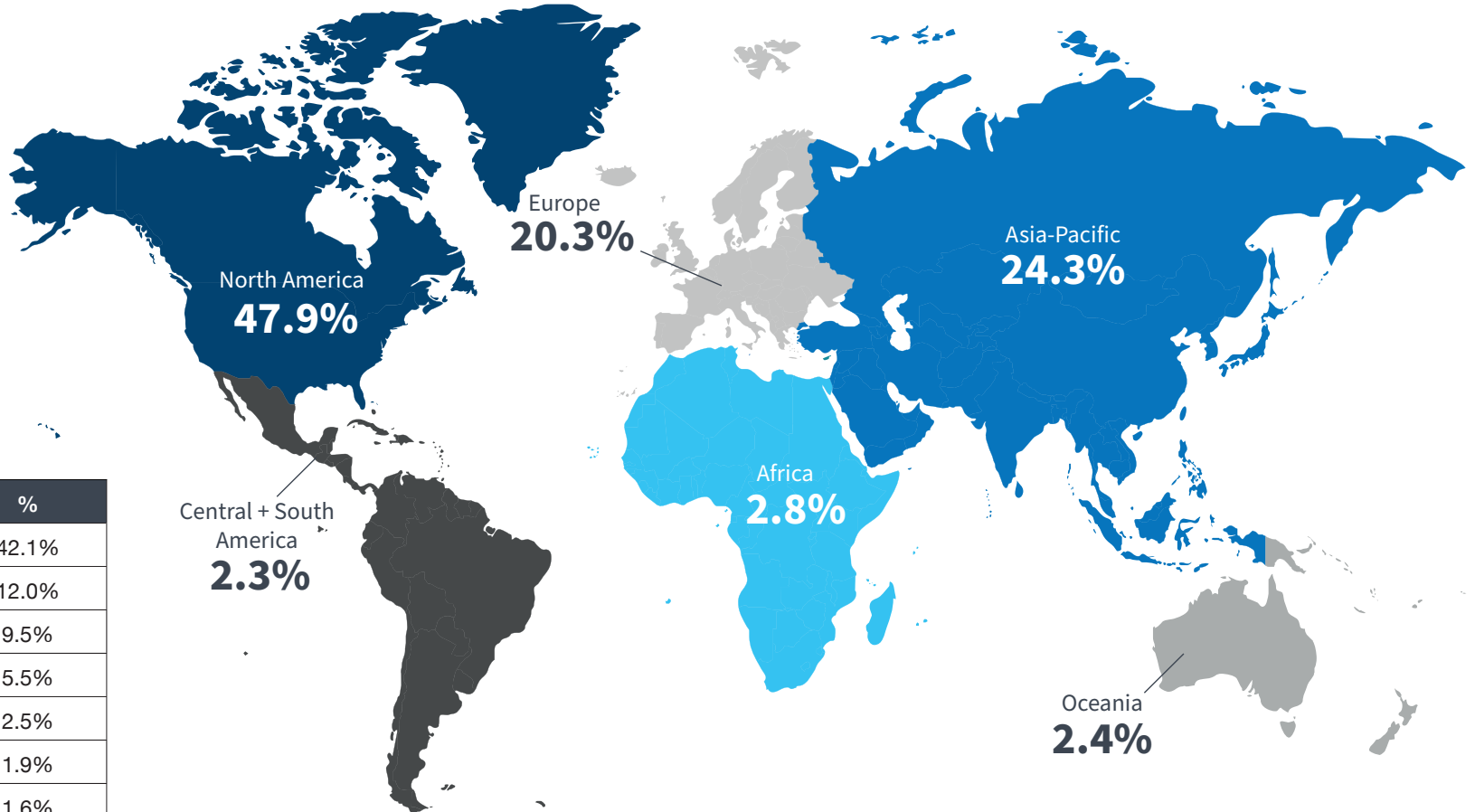
HIGHLY ENGAGED CONTACTS

13,552

Content Downloads and Articles Printed H1-23

Machine Design — Visits by Region

JANUARY-JUNE 2023



Country	%
United States	42.1%
India	12.0%
United Kingdom	9.5%
Canada	5.5%
Australia	2.5%
Philippines	1.9%
Germany	1.6%
Malaysia	1.2%
Netherlands	1.0%
Singapore	1.0%
France	0.8%
South Africa	0.9%
Italy	0.8%
Turkey	0.8%

JANUARY-JUNE 2023

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2023 issues	Print	Digital	Total Qualified
January/February	32,266	42,740	75,006
March/April	33,292	41,708	75,000
May/June	33,832	41,174	75,006
Average Qualified Circulation for 6-Month Period	33,130	41,874	75,004

	Total Qualified Non-Paid Print	Both	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Subscribers
Average Qualified Circulation	33,127	3	41,874	75,004	75,004

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

United States Postal Service
Statement of Ownership, Management, and Circulation (Requester Publications Only)

1. Publication Title: MACHINE DESIGN
2. Publication Number: 323-980
3. Filing Date: 9/19/2022
4. Issue of Frequency: 10 times per year: Jan, Feb/Mar, Apr, May, Jun, July, Aug/Sept, Oct, Nov, Dec
5. Number of Issues Published Annually: 10
6. Annual Subscription Price: Free to Qualified
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 1233 Contact Person: Debbie M Brady
Janeville Ave, Fort Atkinson, WI 53538 Telephone: 941-208-4402
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, LLC, 30 Burton Hills Blvd., Ste. 185,
Nashville, TN 37215; Editor: Bob Vavra, Endeavor Business Media, LLC, 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; Northcross Mezzanine Fund II, LP, 212 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invigory Holdings, LP, 44235 Hillisboro Pike, Nashville, TN 37215; Everside Fund II,
LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY
10017; Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Founders Fund, LP, 155 East 44th St, Suite 2101
- 10 Grand Central, New York, NY 10017; SunCap Endeavor 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: MACHINE DESIGN
14. Issue Date for Circulation Data Below: Aug/Sept 2022
15. Extent and Nature of Circulation
a. Total Number of Copies (Net press run)
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)
(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.)
(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.)
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))
d. Nonrequested Distribution (By Mail and Outside the Mail)
(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)
(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)
(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)
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))
f. Total Distribution (Sum of 15c and 15e)
g. Copies not Distributed
h. Total (Sum of 15f and g)
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)
16. Electronic Copy Circulation
a. Requested and Paid Electronic Copies
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the:
18. 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).

Each Issue During Preceding 12 Months	Average No. Copies	No. Copies of Single Issue Published Nearest to Filing Date
47,554		47,507
35,137		34,216
0		0
917		742
0		0
36,054		34,958
10,823		11,875
0		0
0		0
50		50
10,873		11,925
46,927		46,883
627		624
47,554		47,507
76.83%		74.96%
-		-
36,054		34,958
46,927		46,883
76.83%		74.96%

October, 2022
Date
Debbie M Brady, Manager User Marketing
9/19/22

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

Machine Design — Primary Business & Industry

JANUARY-JUNE 2023

MN: BEST DESCRIBES MANUFACTURING INDUSTRY	Product or Systems Design Engineer	Design of Equipment for in-plant use	Research and Development	Testing and Evaluation	Engineering Management	Component Engineer	Hobbyist or Maker	Professor or Instructor	Student	Other	Other Design Eng Function	Grand Total	%
Aerospace	4,220	1,150	1,935	821	3,897	88	120	164	85	178	169	12,827	17.10%
Automotive	3,793	1,411	1,564	695	4,186	95	203	215	101	214	155	12,632	16.84%
Computer & Electronic Products	4,782	1,160	2,384	937	4,477	83	365	320	144	169	171	14,992	19.99%
Defense/Military	1,330	392	591	190	1,760	63	46	71	34	120	67	4,664	6.22%
Electrical Equipment, Appliance & Component	5,753	1,640	2,208	1081	5,585	115	249	279	102	264	245	17,521	23.36%
Food, Beverage & Tobacco	1,283	651	510	218	1,623	26	99	78	37	112	82	4,719	6.29%
Furniture & Fixtures	887	343	391	147	1,045	17	152	86	34	69	39	3,210	4.28%
Green Technology/Alternative Energy	2,152	674	1137	397	2,478	46	159	181	72	133	117	7,546	10.06%
Industrial	2,302	929	827	297	3,740	128	99	120	58	284	125	8,909	11.88%
Lumber and Wood Product	1,329	495	479	194	1,448	28	245	114	43	81	48	4,504	6.01%
Machine Tool/Automation Technology	3,454	1409	1395	553	3,674	65	181	247	92	193	143	11,406	15.21%
Machinery	7,178	2,678	2,111	1003	7,072	138	239	304	127	358	286	21,494	28.66%
Material Handling Equipment & Services	2,630	1134	782	437	3,009	61	104	116	38	156	131	8,598	11.46%
Medical Devices	2963	949	1625	554	3,013	60	95	169	54	162	110	9,754	13.01%
OEM Systems Integrator	2,944	869	891	467	2,823	39	85	95	38	129	102	8,482	11.31%
Off-Highway	2,129	639	706	373	2,161	48	87	83	25	108	66	6,425	8.57%
Packaging Equipment	2,000	957	676	362	2,453	43	71	97	26	146	106	6,937	9.25%
Paper	926	541	395	166	1,392	17	84	84	32	96	69	3,802	5.07%
Plastics and Rubber	2135	992	950	346	2,324	45	139	120	47	167	85	7,350	9.80%
Primary Metal Mfg or Fabricated Metal Products	5,986	2,599	1960	913	7,524	132	254	240	71	456	300	20,435	27.25%
Other	1249	641	679	315	1640	23	71	224	34	416	172	5,464	7.29%
Respondents	22,762	8,528	8,955	4,057	24,214	530	1079	1051	424	1396	1,085	74,081	98.77%
Grand Total	22,992	8,630	9,090	4,144	24,321	530	1,079	1,051	424	1,624	1,121	75,006	100.01%
	30.65%	11.51%	12.12%	5.52%	32.43%	0.71%	1.44%	1.40%	0.57%	2.16%	1.49%		

Machine Design — Subscribers by State

JANUARY-JUNE 2023

SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Total
Alabama	939
Arizona	1,177
Arkansas	420
California	8,147
Colorado	1,185
Connecticut	1,360
D. C.	175
Delaware	190
Florida	2,964
Georgia	1,651
Idaho	427
Illinois	3,730
Indiana	2,010
Iowa	1,072
Kansas	813
Kentucky	843
Louisiana	588
Maine	280
Maryland	1,096
Massachusetts	2,137
Michigan	3,531
Minnesota	2,222
Mississippi	400
Missouri	1,466
Montana	220
Nebraska	487
Nevada	357
New Hampshire	557

State	Total
New Jersey	1,914
New Mexico	344
New York	3,225
North Carolina	2,018
North Dakota	232
Ohio	4,586
Oklahoma	707
Oregon	1,009
Pennsylvania	3,613
Phode Island	309
South Carolina	1,026
South Dakota	200
Tennessee	1,336
Texas	4,435
Utah	706
Vermont	174
Virginia	1,546
Washington	1,444
West Virginia	274
Wisconsin	2,809
Wyoming	89
Total 48 Contiguous States	72,440
Alaska	49
Hawaii	58
Total Alaska & Hawaii	107
Possessions & Other Areas	97

Circulation Outside the U.S.	Total
Total Canada	2,142
Total Mexico	6
Total Foreign	214
Grand Total	75,006

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS

