



POWER & MOTION

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024

Power & Motion — Audience Engagement Report

POWER&MOTION

JULY-DECEMBER 2024

Power & Motion provides a strategic review of modern motion systems and their power sources—pneumatic, hydraulics, electrical and hybrid, as well as the hardware, software, training and maintenance needed to build a more productive and efficient system.

AVERAGE MONTHLY REACH



175,341

Top Manufacturing Industries	
Machinery	12%
Fabricated Metal Product	9%
Professional, Scientific & Technical Services	7%
Repair & Maintenance	7%
Wholesaler or Distributor of Durable or No...	6%
Automotive	5%
Electrical Equipment, Alliance & Component	5%

Top Job Function	
Corporate Management	28%
Product & Design Engineering Management	24%
Plant & Manufacturing Engineering Management	16%
Component Engineer	8%
Sales Management	5%
Academic/Instructor/Student	4%

COMPANIES THAT ENGAGE

BAE SYSTEMS



CATERPILLAR®



LOCKHEED MARTIN



**NOV
NATIONAL
OILWELL VARCO**

**NORTHROP
GRUMMAN**

Schlumberger

Raytheon

The Audience Engagement Report provides an integrated view of the Hydraulics & Pneumatics community. Data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua and Omeda. Screen reader support enabled.

JULY-DECEMBER 2024

AVERAGE MONTHLY SESSIONS



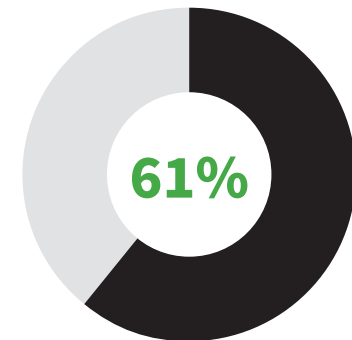
68,095

AVERAGE UNIQUE MONTHLY VISITORS



52,504

DESKTOP VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



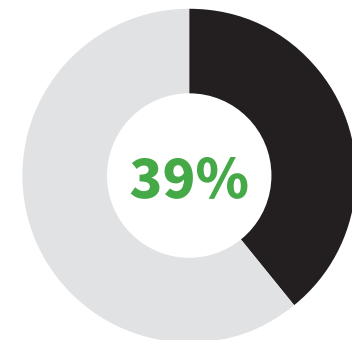
119,160

COMBINED SOCIAL REACH



47,410

MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY NEW SITE REGISTRATIONS



51

Power & Motion — Newsletter Engagement & Insights

POWER&**MOTION**

JULY-DECEMBER 2024

NEWSLETTER REACH



59,836

AVERAGE TOTAL OPEN RATE



37.12%

AVERAGE TOTAL CTR



1.08%

	Monthly Average	Average Total Open Rate
Power & Motion News	17,522	34.97%
Product Spotlight	14,167	35.97%
Market Trends in Power & Motion	12,602	40.63%
In Focus	13,159	40.96%
Show Daily Expo News	14,311	33.06%

JULY-DECEMBER 2024

TOP TOPICS



Motion Control



Automation
Solutions



Smart Fluid
Power System



Mobile Hydraulic
Advancements



AI & Software for
Fluid Power Design

Webinar Engagement	Average
Estimated registrants from typical webinar	200-250
Median Attendee Conversion Rate	45%

Years in Industry	Average
Under 30 years	49%
30 years or more	51%

Certification Level <small>*Can select multiple levels</small>	Average
ME	68%
EE	32%
PE	9%

TOP VIEWED ARTICLES

- Maximizing Efficiency: The Next Frontier in Electric Motor Technology
- The Future of Hydraulic Systems in Mobile Machinery
- Mobile Hydraulics: The Trends and Technologies Shaping the Industry
- Mexico's Boom: The New Hub for U.S. Manufacturers
- Electrohydrostatic Actuation Captures the Best of Hydraulic and Electromechanical
- The Rising Influence of Sustainability on Hydraulics and Pneumatics
- A Return to Growth for Mobile Hydraulics in 2025
- ePTOs Enable Continued Use of Hydraulics in Electric Vehicles
- Preventative and Predictive Maintenance in Fluid Power: The Technologies and Benefits
- PFAS Regulations: The Impacts for Fluid Power and Electromechanical Systems

TOP WEBINARS OF 2024

- The Role Efficiency Plays in Achieving Sustainability Goals
- Requirements for Today's Hydraulic Systems in Mobile Applications
- Oil Condition Monitoring Improves Hydraulic System Maintenance
- Mastering Thermal Management in EVs: Insights into Hose and Fitting Solutions for Enhanced Performance and Sustainability
- How 3D Printing Offers New Design Opportunities

HIGHLY ENGAGED CONTACTS

2,235 Content Downloads and
Articles Printed H2-24

Power & Motion — Visits by Region

POWER&**MOTION**

JULY-DECEMBER 2024

