

# 2018 Audience Report

**NED**™ New  
Equipment  
Digest®

## Report Summary

The 2018 Audience Report provides summarized audience data for the *NED* brand. This report is a deeper dive into the online and print habits of the engaged audience including topics consumed, webinars they are attending and their eNewsletter subscriptions.

## NED Is Where Industrial Products Meet the Market

*New Equipment Digest* connects suppliers of industrial products and solutions with a global network buyers, engineers, and business leaders eager to find the latest manufacturing equipment on the market. We deliver the latest industrial product information, plus market trends and manufacturing news to readers in tens of thousands of facilities across the U.S. and beyond.

## Brand Reach Summary

Page Views (Monthly Average)	158,777
Website Visitors (Monthly Average)	53,633
Desktop Visitors (Monthly Average)	49,935
Mobile Visitors (Monthly Average)	3,698
eNewsletter Subscribers	74,881
Social Media Followers (Facebook, Twitter, LinkedIn, Instagram)	3,866
Magazine Subscribers	125,222

## Source Statement

The Audience Report provides an integrated view of the *New Equipment Digest* community. The data provided within is obtained via internal and third party sources, including: Chartbeat, Google Analytics, Omniture, Eloqua and Omeda (Hallmark/Marketing Database) and postal print verification.

## Top Companies Engaged with NED





## Top Read Articles

- Ten Ways Industry Uses 3D Scanning
- Survey of Electricians Reveals Shocking Stats
- Making the New Industrial Giant: MegaBots & Eagle Prime Has Landed
- Google Glass 2.0 Shatters Industrial Expectations
- NED 2017 Holiday Gift Guide
- Stick & Slide: The Latest in Adhesives & Lubricants
- Heart and Sole: A Case for American Manufacturing
- LiFi Ready for its Moment in the Spotlight
- 5 Material Handling Trends in the Auto Industry
- For Ultimate Battery Storage, Just Add H2
- Ford Exoskeleton Trial Strengthens Workers in Body and Spirit
- Top Drone: 13 Reasons Why Your Plant Should Request a Flyby
- 10 Tools to Spice up Your Life This Fall
- Futurist Says “Fast & Furious” Changes Coming to Manufacturing
- 3D Metal Printing is the New Normal
- Rising Up: Hybrid 3D Printing Positioned to Scale Up and Break Out
- Editor’s Pick: Light up Your Life with These 10 LED Products
- 10 Must-Have Skills for All Engineers
- The OEE Challenge: How Advanced Motion Controllers Minimize Downtime
- Picture This: Thermal Imagers Bring Plant Safety and Maintenance into Focus



## Top Attended Webinar

- Machine Safety or Productivity?

## New Equipment Digest Sworn Publisher’s Statement

New Equipment Digest is a B2B brand providing new product information to corporate buyers and influencers from plant operations and engineering to the C-suite and purchasing. New Equipment Digest not only reports new products, but also covers upcoming trends within industries and product categories.

## Qualified Circulation By Issue

IN THE LAST 6 MONTHS

2017 issues	Print	Digital	Total Qualified
July	74,212	30,283	104,495
August	74,996	54,606	129,602
September	75,143	51,978	127,121
October	75,151	54,020	129,171
November	75,151	60,445	135,596
December	72,480	52,838	125,318
<b>Total Qualified Circulation</b>	<b>74,522</b>	<b>50,695</b>	<b>125,217</b>

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Paid	Total Subscribers
Qualified Circulation	74,522	50,695	125,217	5	125,222

## Business and Industry

Business and Industry	Total	%
Oil & Gas Extraction, Mining & Petroleum, Coal	2,700	2.00%
Food, Beverage & Tobacco Manufacturing	5,943	4.40%
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.)	1,497	1.11%
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products)	1,889	1.40%
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture)	1,635	1.21%
Paper Manufacturing (including Printing, Publishing & related support activities)	5,904	4.37%
Chemical Manufacturing & Pharmaceutical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Clearing Compounds)	4,469	3.31%
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum)	4,339	3.21%
<b>Sub-Total: Manufacturing (Discrete &amp; Processing)</b>	<b>28,376</b>	<b>21.01%</b>
Primary Metal Manufacturing	6,568	4.86%
Fabricated Metal Product Manufacturing	11,247	8.33%
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking)	14,284	10.58%
Computer & Electronic Product Manufacturing (including Computer & Peripheral Equipment, Computer Software, Communications & Telephone Apparatus, Radio, Television & Wireless Communications Equipment, Audio & Video Equipment, Semiconductor & Other Electron Mfg. Navigational, Measuring, Electromedical & Control Instruments)	4,895	3.62%
Electrical Equip, Appliance & Component Mfg.	7,325	5.42%
Transportation Equipment Manufacturing (including Motor Vehicles, Trailers & Parts, Aerospace Products & Parts, Aircraft & Aircraft Engines & Parts, Guided Missiles & Space Vehicles, Railcars, Ships & Boats, Motorcycles, Military Armored Vehicles, Tanks & Components)	2,395	1.77%
Automotive Manufacturing	4,802	3.56%
Aerospace Manufacturing	4,252	3.15%
Measuring Instruments Mfg & Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies)	4,111	3.04%
Other Miscellaneous Manufacturing (Including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments)	5,900	4.37%
<b>Sub-Total: Manufacturing (OEM)</b>	<b>65,779</b>	<b>48.70%</b>
<b>Sub-Total: Manufacturing Industries</b>	<b>94,155</b>	<b>69.71%</b>
Wholesaler or Distributor of Durable or Non-Durable Goods	9,910	7.34%
Systems Integrator or Contractor	5,432	4.02%
3rd Party Logistics Provider	1,197	0.89%
Professional, Scientific & Technical Services	11,331	8.39%
Other industries allied to the field (including Engineering Services, Construction, Agriculture, Forestry, Mining, Utilities, Transportation & Warehousing, Information Management, Admin & Support Svcs, Educational Svcs and Public Administration)	13,040	9.65%
<b>Sub-Total: Non-Manufacturing Industries</b>	<b>40,910</b>	<b>30.29%</b>
<b>Grand Total</b>	<b>135,065</b>	<b>100.00%</b>

## Purchasing Authority

**95.6%** OF NED RESPONDENTS ARE INVOLVED IN PURCHASING INDUSTRIAL PRODUCTS.

This is an analysis of **104,998** or **77.7%** of respondents who responded to the questions “Which of the following products or services, if any, do you recommend, specify, authorize and/or purchase in your jobs?” Since any one respondent may have checked more than one response, the totals for these products and services should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Products or Services	Responses	% of Respondents
Controls & Instrumentation	54,786	52.2%
Electrical/Electronic Components	53,751	51.2%
HVAC	27,995	26.7%
Pipe/Valves/Fittings/Tubing	40,420	38.5%
Process Equipment	37,662	35.9%
Assembly/Fastening/Tools	47,780	45.5%
Facilities/Maintenance/Plant Operations	48,794	46.5%
Material Handling Equipment or Services	48,342	46.0%
Packaging Equipment	42,556	40.5%
Tools, Hand & Power	44,245	42.1%
Adhesives/Sealants/Lubricants/Chemicals	40,868	38.9%
Materials/Compounds	35,685	34.0%
Fluid Power	40,454	38.5%
Motion Control	42,826	40.8%
Metalworking/Welding/Fabrication	43,368	41.3%
Machine Tool/Automation Technology	38,492	36.7%
Safety Equipment/Worker Protection	45,186	43.0%
Emergency Response	31,356	29.9%
Environmental Compliance	38,496	36.7%
Green Technology/Alternative Energy	36,023	34.3%
None of the above	4,574	4.4%
<b>Total Respondents</b>	<b>104,998</b>	<b>100.0%</b>

## Subscribers by State

### STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Subscribers
Alabama	1,798
Arizona	1,677
Arkansas	1,077
California	13,097
Colorado	1,960
Connecticut	2,119
D. C.	199
Delaware	306
Florida	5,273
Georgia	3,209
Idaho	713
Illinois	7,790
Indiana	4,114
Iowa	2,275
Kansas	1,730
Kentucky	1,889
Louisiana	1,095
Maine	586
Maryland	1,895
Massachusetts	3,403
Michigan	6,001
Minnesota	4,086
Mississippi	862
Missouri	2,894
Montana	417
Nebraska	1,250
Nevada	598
New Hampshire	863
New Jersey	3,704
New Mexico	498
New York	6,748

State	Subscribers
North Carolina	4,118
North Dakota	478
Ohio	8,578
Oklahoma	1,427
Oregon	1,763
Pennsylvania	7,317
Rhode Island	520
South Carolina	1,976
South Dakota	582
Tennessee	2,680
Texas	8,221
Utah	1,228
Vermont	351
Virginia	2,732
Washington	2,575
West Virginia	650
Wisconsin	5,530
Wyoming	224

**Total 48 U.S. Contiguous States** 135,076

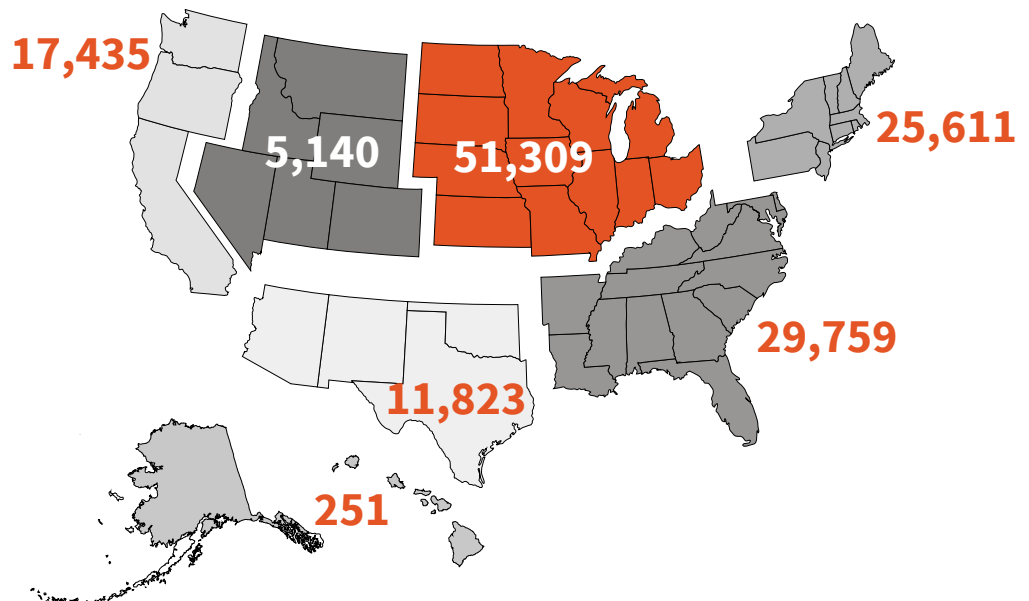
State	Subscribers
Alaska	108
Hawaii	143
<b>Total Alaska &amp; Hawaii</b>	<b>251</b>

Possessions & Other Areas	265
<b>Total U.S. Possessions</b>	<b>265</b>

Canada	3
International	1
Military/Civilian Overseas, APO/FPO	4
<b>Total International</b>	<b>8</b>
<b>Grand Total</b>	<b>135,600</b>

## Subscribers by Region

### U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



# U.S. Postal Statement of Ownership, Management, and Circulation

United States Postal Service		(Requester Publications Only)	
Statement of Ownership, Management, and Circulation			
1. Publication Title:	NED New Equipment Digest		
2. Publication Number:	378-940		
3. Filing Date:	10/1/17		
4. Issue of Frequency:	Monthly		
5. Number of Issues Published Annually:	12		
6. Annual Subscription Price:	Free to Qualified		
7. Complete Mailing Address of Known Office of Publication (Not Printer):	Penton, Media, Inc., 9800 Metcalf Ave., Overland Park, Johnson County, KS 66212-2216	Contact Person:	Desiree Torres
		Telephone:	646-374-3928
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer):	Penton Media, Inc., 1166 Avenue of Americas 10th Floor New York, NY 10036		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor -	Publisher: Jacque Niemec, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518		
	; Editor: Travis Hessman, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518		
	; Managing Editor: Karen Field, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518		
10. Owner - Full name and complete mailing address:	Penton Media, Inc., 1166 Avenue of the Americas, New York, NY 10036; Penton Operating Holdings, Inc. (owns 100% of the stock of Penton Media, Inc.), 1166 Avenue of the Americas, New York, NY 10036		
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:	NED New Equipment Digest		
14. Issue Date for Circulation Data:	August 2017		
15. Extent and Nature of Circulation	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date	
a. Total Number of Copies (Net press run)	78,249	78,766	
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.)	61,451	47,390	
(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	0	
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	71	67	
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	0	0	
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))	61,522	47,457	
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)	15,503	30,971	
(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	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	0	
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)	10	0	
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))	15,513	30,971	
f. Total Distribution (Sum of 15c and 15e)	77,035	78,428	
g. Copies not Distributed	1,214	338	
h. Total (Sum of 15f and g)	78,249	78,766	
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	79.86%	60.51%	
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)	61,522	47,457	
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)	77,035	78,428	
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)	79.86%	60.51%	
<input type="checkbox"/> 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.	Date	Nov-17
18	Desiree Torres		10/1/17
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.

Signed: January 31, 2018

David Blaza, Sales Director

Frank Chloupek, Director, User Marketing