

2017

# IndustryWeek

Industry Overview

ADVERTISING

LEAD GENERATION & NURTURING

CONTENT

RESEARCH

EVENTS

**Penton** Manufacturing  
and Supply Chain

[manufacturing.penton.com](http://manufacturing.penton.com)

# IndustryWeek on the Forefront of Change

IndustryWeek is the only media brand dedicated to championing the people and companies that are making the U.S. manufacturing sector a global leader. We are the essential information source for the decision-makers and disruptors driving manufacturing's latest transformation, the 4th Industrial Revolution, with a core focus on how companies develop and deploy talent and technology to achieve transformational leadership practices, revolutionary business models, state-of-the-art production systems, and next-generation products made possible by the convergence of maturing technologies.

IW identifies the stunning new technologies and talent best practices that are reshaping manufacturing businesses and the growth opportunities they present by profiling the companies and executives who are leading the technology advancements.

## TOP 4 Reasons Why Our Subscribers Read

- 1 Learn best practices from world-class manufacturers.
- 2 Operate more efficient and profitable companies.
- 3 Get information on new products and services.
- 4 Stay up-to-date on a global industry.

## Advertising With IndustryWeek Helps You:

- Position your brand with today's hottest manufacturing & business topics and trends.
- Launch new products to a broad audience of buyers.
- Reach a new generation of manufacturers.
- Generate leads and strong inquiries directly from buyers.

## Reach Manufacturing Decision Makers With Your Message

INDUSTRYWEEK TOTAL MONTHLY AUDIENCE\*

# 754,000

**90k**

MAGAZINE



**320k**

DESKTOP



**86k**

MOBILE



**204k**

ENEWSLETTER



**54k**

SOCIAL



\*Monthly Audience includes desktop & mobile visitors, total eNewsletter recipients, social networking followers, and app downloads as noted is publisher's own data for the 6 month period January through June 2016.

# Our Audience

## Who Reads IndustryWeek?\*



**44%**

Corporate & Executive Management

*CEO, COO, CFO, CIO, Executive VP, and GM*



**30.8%**

Operations, Production & Plant Management

*VPs and Directors of Operations, IT and Production, and Plant Managers*



**17.8%**

Engineering, R&D, Design & Technical Management

*VPs and Directors of Engineering, R&D, and Information Systems/Technology*



**4.5%**

Purchasing & Sourcing Management

*VPs and Directors of Purchasing and Sourcing*



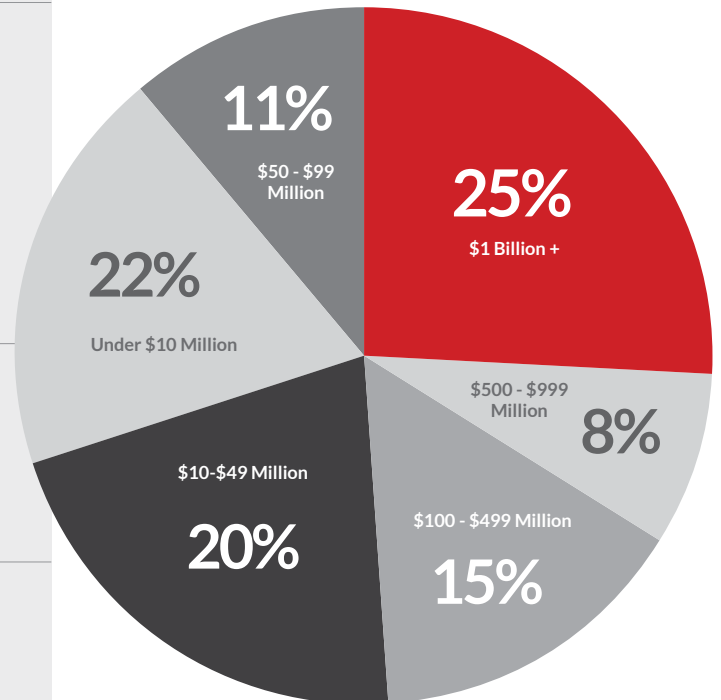
**4%**

Other Titled and Non-titled Management Personnel

## Companies That Read\*\*



## Annual Revenue\*



\*Figures are publisher's own data.

# IndustryWeek.com

- 8 Essentials of Building a Strong Team
- Who is Killing American Manufacturing
- Three Reasons Why Visual Management Boards Fail
- Five Rules for Selecting the Best KPIs to Drive Operational Improvement
- How to Reduce Costs through Supply Chain Network Optimization
- OEE Learn How to Use It Right
- How to Build More Impactful Centers of Excellence
- Best Practices for Using Value Stream Mapping as a Continuous Improvement Tool
- Procurement 2025 10 Challenges that Will Transform Global Sourcing
- Meet the 2015 IndustryWeek Best Plants Award Winners Champions of Manufacturing
- The Automotive Industry Economic Impact And Location Issues
- What is Smart Manufacturing
- 5S without 5Y Is Just Housekeeping
- 5 Manufacturing Trends that will Shape the Market in 2015
- 500 Largest US Manufacturers Manufacturing Giants
- Millennial Retention Needs More Attention
- Why America Has a Shortage of Skilled Workers
- The Internet of Things Will Make Manufacturing Smarter
- Five Steps to Improved Manufacturing Quality
- Achieving Competitive Advantage Through Supply Chain Management



## Categories

- Leadership
- Operations
- Technology
- Workforce
- Supply Chain
- Finance
- Global Economy
- Expansion Management
- Innovation

**Top Searched Keywords**

- Technology
- Value Stream Mapping
- Supply Chain Analytics
- Employee Engagement
- Internet of Things
- Six Sigma
- Lean Manufacturing
- Smart Factory
- Gemba Walk
- Emerging Technologies
- IoT
- Best Plants
- OEE
- Operational Excellence
- Supply Chain
- Top Manufacturing Companies

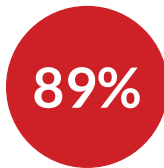
# IndustryWeek eNewsletters

We routinely qualify our newsletter subscribers by monitoring their open and click thru metrics to ensure our files are up to date with engaged and proactive subscribers. All new subscribers are **100% opt-in** to make certain you reach a qualified audience every time.

<h3>Daily Headlines</h3> <p>Frequency: Daily</p> <p>Subscribers: 45,000</p> <p>Open Rate: 35%</p> <p>CTR: 10%</p>	<h3>Quick Manufacturing News</h3> <p>Frequency: Daily</p> <p>Subscribers: 31,000</p> <p>Open Rate: 34%</p> <p>CTR: 10.5%</p>	<h3>Weekly Hotlist</h3> <p>Frequency: Weekly</p> <p>Subscribers: 36,000</p> <p>Open Rate: 29%</p> <p>CTR: 5%</p>
<h3>Continuous Improvement</h3> <p>Frequency: Weekly</p> <p>Subscribers: 51,000</p> <p>Open Rate: 27%</p> <p>CTR: 4.5%</p>	<h3>Manufacturing Technology</h3> <p>Frequency: Weekly</p> <p>Subscribers: 15,000</p> <p>Open Rate: 31%</p> <p>CTR: 4.3%</p>	<h3>Leadership Insights</h3> <p>Frequency: Weekly</p> <p>Subscribers: 15,000</p> <p>Open Rate: 29%</p> <p>CTR: 4%</p>
<h3>3D Printing 360</h3> <p>Frequency: Twice Monthly</p> <p>Subscribers: 19,700</p> <p>Open Rate: 44%</p> <p>CTR: 8.3%</p>	<h3>Supply Chain Insights</h3> <p>Frequency: Weekly</p> <p>Subscribers: 35,000</p> <p>Open Rate: 24%</p> <p>CTR: 4%</p>	<h3>Workforce Watch</h3> <p>Frequency: Weekly</p> <p>Subscribers: 6,000</p> <p>Open Rate: 50%</p> <p>CTR: 10.5%</p>

# Manufacturing & Technology Conference & Expo

The IndustryWeek Manufacturing & Technology Conference & Expo is the only event designed to keep manufacturing decision-makers, from design to delivery, at the forefront of manufacturing's digital transformation. The three-day event focuses on the key elements of advanced manufacturing: technology integration, operational excellence, design/engineering, talent development and supply chain. Our newly expanded M&T expo allows attendees to experience some of today's most disruptive technologies and equipment innovations first-hand. Exhibitors offer wide range of products and services ranging from automation, software, robotics, 3D, wearables, lean, workforce, material handling, supply chain, safety, and machine tools.



of attendees hold senior operations and production management titles



of attendees are from companies with an annual sales volume of over \$100 million



of attendees would recommend this conference to a colleague



estimated attendees

## Past Attending Companies

3M  
American Greetings  
Autoliv North America  
Avery Dennison  
BIC Corp.  
The Boeing Co.  
Boston Scientific  
Bunge North America  
Carrier Corporation  
Central Life Sciences  
Case New Holland  
Cummins  
Dupont  
Eaton Corporation  
Ethicon  
Ford Motor Company  
Gardner Denver  
General Cable  
Global Brass & Copper

Harley-Davidson Motor Co.  
The HON Company  
ISP Chemicals  
John Deere  
Johnson & Johnson  
Kohler Co.  
Landis+Gyr  
La-Z-Boy  
Life Technologies  
Lincoln Electric Company  
Lockheed Martin  
Nordson Corporation  
Orbital Sciences Corporation  
Raytheon  
SSP Fittings Corp.  
Thomas & Betts  
The Timken Company  
Toyota  
Wyeth Pharmaceuticals

## Past Attendee Titles

Chief Executive Officer  
Chief Operating Officer  
Continuous Improvement Mgr  
Dir of Manufacturing  
Dir of Continuous Improvement  
Dir of Operations  
Dir of Production  
Dir of Engineering  
Dir of Materials Mgmt  
Dir of Quality  
EVP of Operations  
EVP of Manufacturing  
Engineering Manager  
Facilities Manager  
General Manager  
Lean Manager  
Materials Manager  
Mgr Manufacturing Innovation  
Operations Manager  
Plant Manager  
President  
Production Manager  
Purchasing Manager  
Six Sigma Manager  
Sr. Dir of Mfg Operations  
Sr. Manufacturing Engineer  
VP of Manufacturing  
VP of Global Operations  
VP of Operations  
VP of Business Integration



The IndustryWeek Manufacturing & Technology Conference & Expo will continue to feature the IndustryWeek Best Plants awards program, to highlight best practices in operational leadership, workforce development and continuous improvement.