



AUDIENCE OVERVIEW

DIGITAL ENGAGEMENT & INSIGHTS

AMERICAN MACHINIST[®]

AUDIENCE ENGAGEMENT REPORT
1ST HALF — 2019

American Machinist Audience Engagement Report

1st Half — 2019

American Machinist connects marketers with an audience of metalworking professionals from key industries such as aerospace, industrial machinery, machine tools, and automotive. Focused on the products and practices of metalworking, including cutting, tooling, forming, materials, robotics, quality, cleaning and finishing, and shop operations, American Machinist serves executive and corporate leaders; operations and production personnel, plant management; and purchasing and sourcing management.

**AMERICAN
MACHINIST**



93,565

Average Monthly Reach

REACH DECISION MAKERS

95.90%

of audience are managers and above



TOP INDUSTRIES SERVED

Machinery Mfg.

16.21%

Fabricated Metal Mfg.

10.96%

Primary Metal Mfg.

10.10%

Automotive Mfg.

7.23%

Electrical Equipment, Appliance & Component Mfg.

3.39%

Aerospace Mfg.

2.93%

COMPANY SIZE

1-19 Employees 30.16%

20-99 Employees 26.19%

100-249 Employees 16.97%

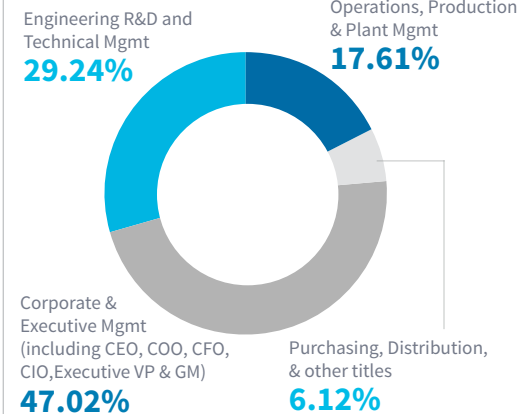
250-499 Employees 9.65%

500 & Over Employees 17.03%

COMPANIES THAT ENGAGE



BUYING TEAM REACH



#1 DIGITAL LEADERS IN VISITORS, PAGE VIEWS AND SOCIAL FOLLOWERS



40,800

Average Monthly Visits



33,924

Average Unique Monthly Visitors



79,840

Average Monthly Page Views



11,017

Facebook



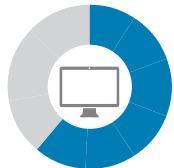
15,214

LinkedIn



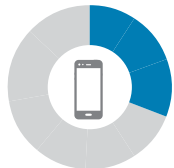
14,593

Twitter



67%

Desktop Visitors Average Monthly



33%

Mobile Visitors Average Monthly

650

Site Registrations in
the First Half

▲ 2% Increase vs. previous 6 months

AMERICAN MACHINIST WEEKLY UPDATE



11,941

eNewsletter Reach

29.16%

Avg Total Open Rate

▲ 36% Year-to-Date

5.76%

Avg Total CTR

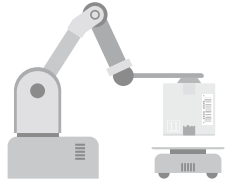
▲ 59% Year-to-Date

American Machinist — What's Trending in 2019

1st Half — 2019

**AMERICAN
MACHINIST**

TOP TOPICS



Robots/cobots



Artificial
Intelligence



738 MAX



Machine tool / cutting
tool demand



IIoT / Industry 4.0

TOP VIEWED ARTICLES

- 6 Robotics Trends Taking Over Manufacturing
- Eight Simple Ways to Reduce Hidden Tooling Costs
- 5 Automation Challenges Slowing the Advance of IIoT
- Cutting-Tool Demand Shows Manufacturing Still Strong
- EU Machine Tool Orders Fell in 2018, but Output Rose
- Machine Tool Demand Wavering, YTD Gains are Solid
- The Creative Influence of IIoT on Manufacturers
- Quick Tips for Incorporating the IIoT Into Your Machine Shop
- Simple Set-Up Puts Cobots to Work
- Teaming Up to Reduce Set-up Times

WEBINAR - ENGAGEMENT

78.26%

Attendees classified as
manager and above

150+

Estimated registrants
from typical webinar

50 minutes

Avg. Live Event Duration

41 minutes

Avg. Live Attendee Duration

TOP WEBINARS FROM 2018

- Manufacturing and Artificial Intelligence: How Computer Vision Drives ROI
- The CAD Interoperability Survival Guide
- Leveraging ERP to Enhance Your Customers' Experience

TOP CALCULATORS

- Speeds/Feeds Conversions
- Tool Life Durations
- Thread Cutting Values
- Turning Surface Finishes
- Tool Life Speed Adjustments
- Horsepower/Kilowatt Conversions
- Breakeven