



**AMERICAN
MACHINIST**

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2023

American Machinist — Audience Engagement Report



JULY-DECEMBER 2023

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.

AVERAGE MONTHLY REACH



72,099

REACH DECISION MAKERS

79%

of audience are managers and above

Buying Team Reach	%
Corporate & Executive Mgmt	21.73%
Engineering R&D and Technical Mgmt	30.61%
Operations, Production & Plant Mgmt	19.87%
Purchasing, Distribution, & other titles	27.79%

Top Industries Served	%
Machinery Mfg.	15.22%
Fabricated Metal Mfg.	10.51%
Automotive Mfg.	8.04%
Aerospace Mfg.	7.33%
Primary Metal Mfg.	6.62%
Electrical Equipment, Appliance & Component Mfg.	3.54%

COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the American Machinist community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2023

AVERAGE MONTHLY SESSIONS



17,441

AVERAGE UNIQUE MONTHLY VISITORS



13,683

AVERAGE MONTHLY PAGE VIEWS



31,424

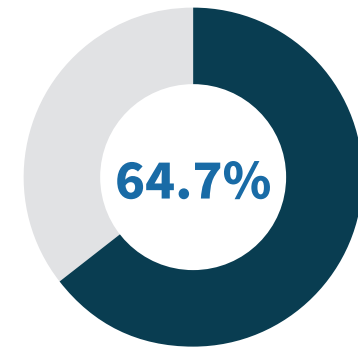
▲ 9.3% vs. Monthly Average for Previous 6 Months

COMBINED SOCIAL REACH

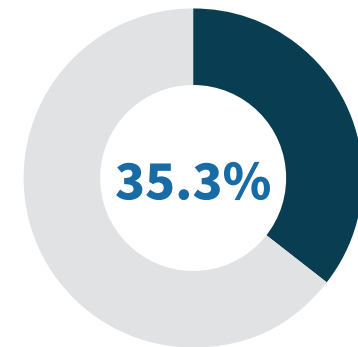


36,687

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



American Machinist — Enewsletter Engagement & Insights



JULY-DECEMBER 2023

ENEWSLETTER REACH



17,971

AVERAGE TOTAL OPEN RATE



48.44%

AVERAGE TOTAL CTR



1.76%

	Monthly Average	Average Total Open Rate	Average Total CTR
American Machinist Weekly Update	8,060	51.01%	2.44%
American Machinist Solutions Spotlight	9,911	45.87%	1.08%

JULY-DECEMBER 2023

TOP TOPICS



Product Design/
Development



Recession/Weak
Mfg. Demand



Infrastructure/
Reshoring



Automation/Digitization



Labor/Skills Shortage

WEBINAR - ENGAGEMENT

	Average
Registrants from typical webinar	150+
Median Registrant Conversion Rate	40%

TOP VIEWED ARTICLES

- Aerospace Shop Cuts Machining Steps – and Drives More Business
- Optimizing Tools for High-Volume Deep Drilling
- Learning by Doing with Wire EDM
- What's So Hard About Grinding?
- Tips for Creating Better Machine Shop Workflow
- Using Machining Insights to Streamline Engineering
- Choosing the Right Coolants and Lubricants for Machining
- Solving the Hard Case of Harder Iron
- Making Tools to Make Machining Simple
- Optimizing Tools for High-Volume Deep Drilling

TOP WEBINARS OF 2023

- Getting Started with Cobot Welding
- Tools to monitor and maximize your cobot work cells
- 10 Points for Benchmarking Your Cobot Supplier
- Increase Your Profit Per Part with Cobot Machine Tending Solutions