



**FOUNDRY** Management  
& Technology®

# AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2023

# Foundry Management & Technology — Audience Engagement Report

JULY-DECEMBER 2023

Foundry Management & Technology has been an independent source of information for the foundry and metalcasting industries since 1892. Foundry Management & Technology provides executives, production management, purchasing, and process control personnel with information that focuses exclusively on their needs and the needs of their suppliers, and provides a comprehensive directory to the metalcasting market.

## AVERAGE MONTHLY REACH



**49,852**

## REACH DECISION MAKERS

**69%**

of audience are managers and above



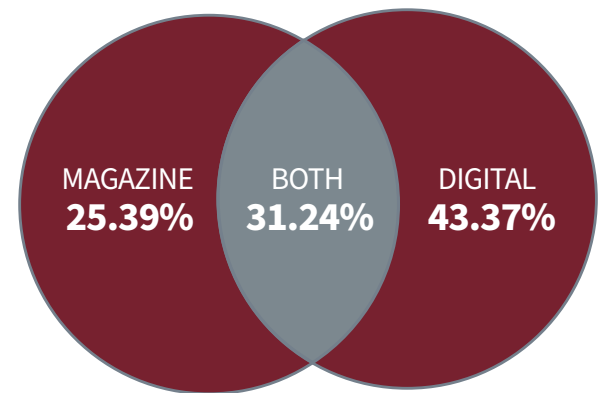
## COMPANIES THAT ENGAGE



| Job Function   | %      |
|--|--------|
| President, Vice President, Owner, General Manager or other Corporate Executive                                   | 50.05% |
| Production Management  | 12.95% |
| Metallurgical & Inspection, Process Control Engineer & Other Process Control Personnel, and Purchasing Personnel | 10.75% |
| Production Engineering and Foreman, Supervisory & Other Production Personnel                                     | 18.87% |
| Other Titles Not Represented Above   | 7.38%  |

| Major Metal Cast   | %      |
|--|--------|
| Steel (Carbon or Alloy)  | 27.46% |
| Aluminum   | 19.59% |
| Gray Iron  | 13.21% |
| Stainless Steel  | 11.05% |
| Ductile or Nodule Iron   | 8.15%  |
| Brass or Bronze  | 5.60%  |
| Other Metals (including Titanium, Nickel, Malleable Iron, Magnesium, Zinc) | 14.93% |

## MAGAZINE/DIGITAL OVERLAP



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

JULY-DECEMBER 2023

AVERAGE MONTHLY SESSIONS



**16,137**

AVERAGE UNIQUE MONTHLY VISITORS



**12,255**

AVERAGE MONTHLY PAGE VIEWS



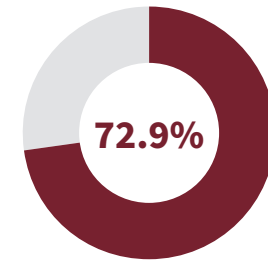
**33,819**

COMBINED SOCIAL REACH

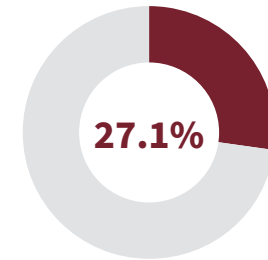


**1,778**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY NEW SITE REGISTRATIONS



**18**

MAGAZINE SUBSCRIBERS



**16,000**

JULY-DECEMBER 2023

ENEWSLETTER REACH



**15,937**

AVERAGE TOTAL OPEN RATE



**44.87%**

AVERAGE TOTAL CTR

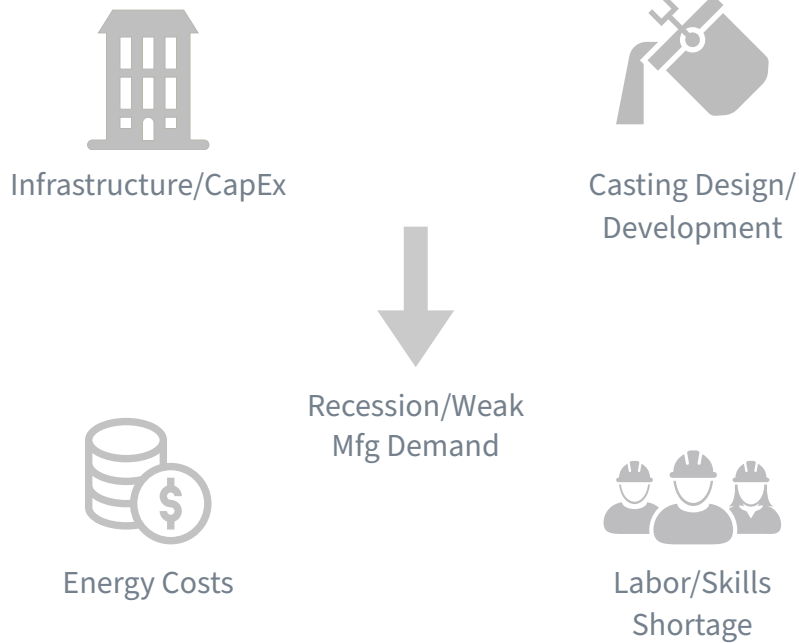


**2.90%**

|                             | Monthly Average | Average Total Open Rate | Average Total CTR |
|-----------------------------|-----------------|-------------------------|-------------------|
| Foundry M&T Weekly Update   | 8,153           | 49.64%                  | 4.73%             |
| Foundry Solutions Spotlight | 7,940           | 40.10%                  | 1.06%             |

JULY-DECEMBER 2023

## TOP TOPICS



## WEBINAR - ENGAGEMENT

|  | Average  |
|--|----------|
| Median Attendee Conversion Rate            | 49%      |
| Estimated registrants from typical webinar | 100-150+ |

## TOP VIEWED ARTICLES

- New Directions in Recycling Foundry Sand
- How to Melt High-Tech Alloys
- Choosing the Right Melting Furnace
- Opening the Black Box of Iron Casting
- 3DP Grants Design Uniformity, Process Consistency to Metal Filtration
- A Layered Approach to Large, High-Value Parts
- Optimizing Foundries’ Costs in Use – With Value
- New Directions in Recycling Foundry Sand
- Artificial Intelligence Saves Energy Costs in Mold Filling
- Research Seeks to Cut CO2 Emissions from Refractory Recycling

## TOP WEBINAR OF 2023

- Evolution of the True Cost of Oxidation and Oxides

JULY-DECEMBER 2023

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

| 2023 Issues                     | Print         | Digital      | Total Qualified Subscribers |
|---------------------------------|---------------|--------------|-----------------------------|
| July/August                     | 12,000        | 4,000        | 16,000                      |
| September                       | 12,000        | 4,000        | 16,000                      |
| October                         | 12,000        | 4,000        | 16,000                      |
| November/December               | 12,000        | 4,000        | 16,000                      |
| <b>Average of the 6 months:</b> | <b>12,000</b> | <b>4,000</b> | <b>16,000</b>               |

|                               | Total Qualified Non-Paid Print | Digital | Total Qualified Subscribers |
|-------------------------------|--------------------------------|---------|-----------------------------|
| Average Qualified Circulation | 12,000                         | 4,000   | 16,000                      |

## U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

| United States Postal Service   |  | (Requester Publications Only) |         |
|--|--|-------------------------------|---------|
| <b>Statement of Ownership, Management, and Circulation</b>   |  |                               |         |
| 1. Publication Title: FOUNDRY MANAGEMENT & TECHNOLOGY  |  |                               |         |
| 2. Publication Number: 207-160   |  |                               |         |
| 3. Filing Date: 08/21/2023   |  |                               |         |
| 4. Issue of Frequency: Jan, Feb, Mar, Apr, May, Jun, July/Aug, Sept, Oct, Nov/Dec  |  |                               |         |
| 5. Number of Issues Published Annually: 10   |  |                               |         |
| 6. Annual Subscription Price: FREE TO QUALIFIED  |  |                               |         |
| 7. Complete Mailing Address of Known Office of Publication (Not Printer): Endavor Business Media, LLC, 1233<br>Janesville Ave, Fort Johnson, WI 53239  |  |                               |         |
| 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endavor Business Media, LLC, 30 Burton Hills Blvd., Ste 185,<br>Nashville, TN 37215   |  |                               |         |
| 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor: Publisher: John DiPaola, Endavor Business Media, LLC, 30 Burton Hills Blvd., Ste 185,<br>Nashville, TN 37215; Editor: Robert Brooks, Endavor Business Media, LLC, 30 Burton Hills Blvd., Ste 185, Nashville, TN 37215; Managing Editor: .  |  |                               |         |
| 10. Owner - Full name and complete mailing address: Endavor Media Holdings I, LLC, 305 Tower Place, Nashville, TN 37204; Endavor Media Holdings II, LLC, 305 Tower Place,<br>Nashville, TN 37204; Resolute Capital partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN<br>37215; Northcreek Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invegray Holdings, LP, 4425 Hillsboro Pike, Nashville, TN 37215; Everade Fund II,<br>LP, 155 East 44th St, Suite 2101 - 10 Grand Central New York, NY 10017; Everade Endavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY<br>10017; Everade Endavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everade Founders Fund, LP, 155 East 44th St, Suite 2101<br>- 10 Grand Central, New York, NY 10017; Sunag Endavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central New York, NY 10017; |  |                               |         |
| 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)<br>The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A  |  |                               |         |
| 13. Publication Title: FOUNDRY MANAGEMENT & TECHNOLOGY   |  |                               |         |
| 14. Issue Date for Circulation Data Below: July/August 2023  |  | Average No. Copies            |         |
| 15. Extent and Nature of Circulation   |  | Each Issue During             |         |
| a. Total Number of Copies (Net press run)  |  | Preceding 12 Months           |         |
| b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)  |  | Nearest to Filing Date        |         |
| (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.)  |  | 12,291                        |         |
| (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.)   |  | 9,368                         |         |
| (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®  |  | 0                             |         |
| (4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)   |  | 240                           |         |
| c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))  |  | 9,608                         |         |
| d. Nonrequested Distribution (By Mail and Outside the Mail)  |  | 9,248                         |         |
| (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)  |  | 2,462                         |         |
| (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                             |         |
| (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                             |         |
| (4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)   |  | 4                             |         |
| e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))   |  | 2,466                         |         |
| f. Total Distribution (Sum of 15c and 15e)   |  | 12,074                        |         |
| g. Copies not Distributed  |  | 206                           |         |
| h. Total (Sum of 15f and g)  |  | 12,281                        |         |
| i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)  |  | 79.57%                        |         |
| 16. Electronic Copy Circulation  |  | 78.52%                        |         |
| a. Requested and Paid Electronic Copies  |  | 961                           |         |
| b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)  |  | 948                           |         |
| c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)  |  | 10,569                        |         |
| d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)   |  | 13,035                        |         |
| 17. I, <input type="checkbox"/> certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies:  |  | 13,035                        |         |
| 17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the:  |  |                               |         |
|  |  | issue of this publication:    | Oct-23  |
|  |  | Date:                         | 8/21/23 |
| Debbie M Brady, Manager User Marketing   |  |                               |         |
| 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. | January, 2024 | John DiPaola, Vice President, Manufacturing | Frank Chloupek, Director, User Marketing

# Foundry Management & Technology – Primary Business & Industry

JULY-DECEMBER 2023

| BREAKOUT OF AUDIENCE CIRCULATION (DECEMBER 2023 ISSUE)   | Gray & Ductile Iron | Malleable Iron | Steel         | Aluminum      | Brass/Bronze | Magnesium    | Other Nonferrous Metals | Other         | Total Circulation | Percent of Total |
|--|---------------------|----------------|---------------|---------------|--------------|--------------|-------------------------|---------------|-------------------|------------------|
| <b>Foundries: Executive Management &amp; Purchasing Personnel</b>  |                     |                |               |               |              |              |                         |               |                   |                  |
| Presidents, Vice Presidents, Owners, General Managers, Corporate Execs   | 1,237               | 102            | 2,706         | 1,334         | 459          | 32           | 180                     | 1,105         | 7,155             | 44.72%           |
| Purchasing Personnel   | 125                 | 12             | 221           | 128           | 19           | 2            | 21                      | 115           | 643               | 4.02%            |
| <b>Production Management &amp; Personnel</b>   |                     |                |               |               |              |              |                         |               |                   |                  |
| Production Management (Plant Managers, Foundry Superintendents, Asst. Superintendents, Other Personnel)                                  | 368                 | 24             | 838           | 352           | 101          | 10           | 49                      | 329           | 2,071             | 13.33%           |
| Production Engineering (Chief Engineers, Foundry Engineers, Plant Engineers, and Other Engineering Personnel)                            | 284                 | 24             | 671           | 360           | 67           | 8            | 60                      | 322           | 1,796             | 11.23%           |
| Foreman, Supervisory & Others  | 223                 | 20             | 437           | 193           | 63           | 3            | 32                      | 222           | 1,193             | 7.46%            |
| <b>Process Control Personnel</b>   |                     |                |               |               |              |              |                         |               |                   |                  |
| Process Control Engineers (Research Engineers, Sand Engineers, Process Engineers, Other Foremen & Supervisory Process Control Personnel) | 138                 | 8              | 180           | 100           | 28           | 8            | 26                      | 61            | 549               | 3.43%            |
| Metallurgical & Inspection Personnel (Metallurgists, Technical Directors, Chemists, Inspectors, Lab Technicians)                         | 119                 | 5              | 111           | 54            | 20           | 2            | 23                      | 44            | 378               | 2.36%            |
| <b>Other Metalcasting Personnel</b>  |                     |                |               |               |              |              |                         |               |                   |                  |
| Other Metalcasting Personnel   | 231                 | 8              | 351           | 193           | 34           | 4            | 23                      | 1,371         | 2,215             | 13.84%           |
| <b>Grand Total</b>   | <b>2,725</b>        | <b>203</b>     | <b>5,515</b>  | <b>2,714</b>  | <b>791</b>   | <b>69</b>    | <b>414</b>              | <b>3,569</b>  | <b>16,000</b>     | <b>100.00%</b>   |
| <b>% of Total</b>  | <b>17.03%</b>       | <b>1.27%</b>   | <b>34.47%</b> | <b>16.96%</b> | <b>4.94%</b> | <b>0.43%</b> | <b>2.59%</b>            | <b>22.31%</b> |                   |                  |

\* Definition of Audience Circulation: Recipients are companies and their personnel in the cast metals industry from management levels through production and other departments related to foundry production. A limited number of educational institutions (including faculties), libraries, trade associations, government and military agencies and departments and personnel, foundry equipment manufacturers and supply dealers, consultants, testing laboratories, also included in the audience circulation.

# Foundry Management & Technology — Subscribers by State

JULY-DECEMBER 2023

## MAGAZINE SUBSCRIBERS BY STATE

| State         | Total |
|---------------|-------|
| Alabama       | 341   |
| Arizona       | 116   |
| Arkansas      | 119   |
| California    | 907   |
| Colorado      | 122   |
| Connecticut   | 222   |
| D. C.         | 9     |
| Delaware      | 15    |
| Florida       | 409   |
| Georgia       | 297   |
| Idaho         | 53    |
| Illinois      | 794   |
| Indiana       | 633   |
| Iowa          | 262   |
| Kansas        | 139   |
| Kentucky      | 163   |
| Louisiana     | 106   |
| Maine         | 66    |
| Maryland      | 75    |
| Massachusetts | 305   |
| Michigan      | 876   |
| Minnesota     | 382   |
| Mississippi   | 76    |
| Missouri      | 293   |
| Montana       | 45    |
| Nebraska      | 100   |
| Nevada        | 35    |
| New Hampshire | 85    |

| State                             | Total         |
|-----------------------------------|---------------|
| New Jersey                        | 285           |
| New Mexico                        | 34            |
| New York                          | 457           |
| North Carolina                    | 271           |
| North Dakota                      | 41            |
| Ohio                              | 1,277         |
| Oklahoma                          | 202           |
| Oregon                            | 222           |
| Pennsylvania                      | 1,039         |
| Rhode Island                      | 69            |
| South Carolina                    | 167           |
| South Dakota                      | 31            |
| Tennessee                         | 337           |
| Texas                             | 758           |
| Utah                              | 93            |
| Vermont                           | 32            |
| Virginia                          | 184           |
| Washington                        | 271           |
| West Virginia                     | 49            |
| Wisconsin                         | 880           |
| Wyoming                           | 12            |
| <b>Total 48 Contiguous States</b> | <b>13,756</b> |
| Alaska                            | 6             |
| Hawaii                            | 3             |
| <b>Total Alaska &amp; Hawaii</b>  | <b>8</b>      |
| <b>Total U.S. Possessions</b>     | <b>13,773</b> |

| Circulation Outside the U.S. | Total         |
|------------------------------|---------------|
| Total Canada                 | 436           |
| Total Foreign                | 1,791         |
| <b>Grand Total</b>           | <b>16,000</b> |

## MAGAZINE SUBSCRIBERS BY STATE

