



IndustryWeek

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2023

IndustryWeek — Audience Engagement Report

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IndustryWeek covers a nearly \$11 trillion* manufacturing industry undergoing a technological transformation, even as it attracts a new breed of employees and copes with global competition. A growing manufacturing audience trusts IndustryWeek to keep them abreast of leading edge ideas and news on technology, operations, leadership, supply chain and workforce management.

AVERAGE MONTHLY REACH



410,719

SALES VOLUME

39%

have annual sales over \$100 million

20%

have annual sales over \$1 billion

Primary Area of Responsibility	%
Operations/Plant Operations	49.87%
Engineering/Technology	24.13%
Corporate/Administration	13.67%
Sales/Marketing	6.43%
Supply Chain/Logistics	5.90%

*Survey of IndustryWeek audience September 2023

COMPANIES THAT ENGAGE



Top Industries Served	%
Machinery Manufacturing	11.24%
Fabricated Metal Manufacturing	8.84%
Other Miscellaneous Manufacturing	8.12%
Electrical Equipment, Appliance & Component Manufacturing	7.08%
Automotive Manufacturing	6.61%
Food Beverage Tobacco Product Mfg.	5.46%
Primary Metal Manufacturing	5.46%
Computer & Electronic Product Manufacturing	5.43%
Paper Manufacturing	3.89%
Aerospace Manufacturing	3.85%
Transportation Equipment Manufacturing	3.62%
Chemical Product Manufacturing	3.26%
Plastics & Rubber Manufacturing	3.21%
Medical Equipment & Supplies Manufacturing	3.10%
Oil & Gas Extraction Mining	2.30%
Lumber & Wood Product Manufacturing	1.83%
Textile Mills & Apparel Manufacturing	1.49%
Non-Metallic Mineral Product Manufacturing	1.34%
Pharmaceutical Manufacturing	1.30%
Furniture & Fixtures Manufacturing	1.22%
Measuring Instruments Manufacturing	0.75%
Petroleum & Refining Manufacturing	0.68%

*Federal Reserve Bank of St. Louis data for 12 months ending January, 2022.

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

JULY-DECEMBER 2023

AVERAGE MONTHLY SESSIONS



127,217

AVERAGE UNIQUE MONTHLY VISITORS



90,029

AVERAGE MONTHLY PAGE VIEWS



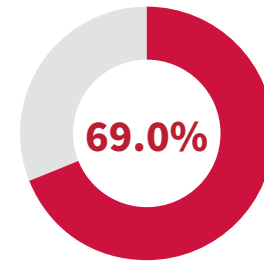
195,476

COMBINED SOCIAL REACH

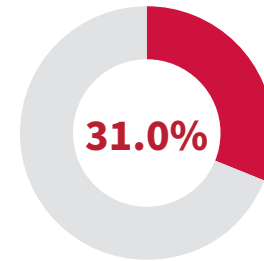


79,762

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



REGISTERED INDUSTRYWEEK SITE MEMBERS



19,539

JULY-DECEMBER 2023

ENEWSLETTER REACH



203,740

AVERAGE TOTAL OPEN RATE



45.27%

AVERAGE TOTAL CTR



1.49%

	Monthly Average	Average Total Open Rate	Average Total CTR
Daily Headlines Morning	48,726	43.17%	1.23%
Daily Headlines Afternoon	45,143	41.60%	1.02%
Continuous Improvement	17,601	49.48%	1.78%
Manufacturing Technology	22,238	44.61%	1.37%
Leadership Insights	13,723	50.13%	2.09%
Workforce Watch	13,154	46.84%	1.63%
Supply Chain Insights	14,715	48.44%	1.51%
Quick Manufacturing News	28,442	37.90%	1.27%

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TOP TOPICS



Organized Labor/Strikes



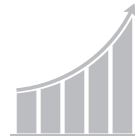
Worker Shortages



Leadership



Cybersecurity & Reporting Requirements



Interest Rates

WEBINAR - ENGAGEMENT

	Average
Registrants from typical webinar	250+
Median Registrant Conversion Rate	43%
Total webinar registrants	18,591

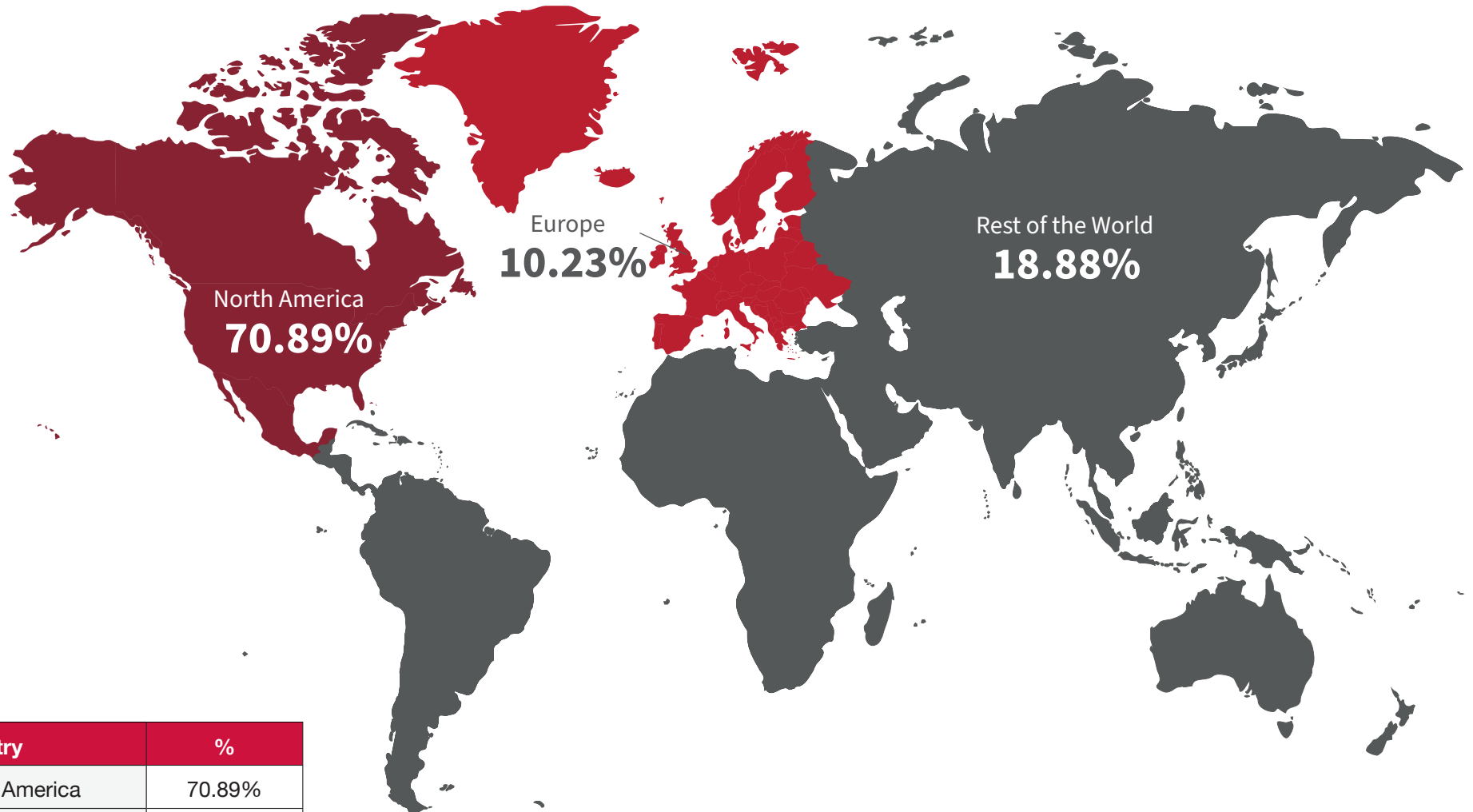
TOP VIEWED ARTICLES

- EV Battery Investments Slideshow
- The Panama Canal Continues to Reduce Daily Transit Capacity
- What Should I Be Observing When I Walk the Shop Floor?
- How to Keep Your Gemba Walks Fresh
- Ford Postpones \$12B in EV Investments
- Hackers Publish Stolen Boeing Data
- UAW Strike Update—Ford, GM Lay Off Workers
- Clorox Cyberattack Cost \$356 Million
- Production Pulse: Leadership Lessons from Toyota
- U.S. Steel Puts Itself Up For Sale After Rejecting Cleveland-Cliffs

TOP WEBINARS

- What Matters to Your Workforce? Are Manufacturing Leaders Missing the Mark?
- Protecting Your Critical Manufacturing Infrastructure
- Build an Employee-Centric Culture in Manufacturing
- AI in Manufacturing: From Data Disorder to Operational Insights
- Artificial Intelligence in ERP: Should Manufacturers Expect a Huge Boost in Productivity?
- Manufacturing Economy Update: How Was 2023's First Half, and Whats Ahead in H2?

JULY-DECEMBER 2023



Country	%
North America	70.89%
Europe	10.23%
Rest of the World	18.88%

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