

The background of the entire page is a photograph of an industrial manufacturing environment. In the foreground, a blue robotic arm is positioned over a workbench, with its gripper holding a small white plastic component. Several other similar white components are already placed on the workbench. In the background, another yellow robotic arm is visible, also working on a similar assembly line. The scene is brightly lit, typical of a factory floor.

NED

NEW EQUIPMENT DIGEST®

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2023

New Equipment Digest — Audience Engagement Report

JULY-DECEMBER 2023

New Equipment Digest connects suppliers of industrial products and solutions with a global network of buyers, engineers, and business leaders eager to find the latest manufacturing equipment on the market. We deliver the latest industrial product information, plus market trends and manufacturing news to readers in tens of thousands of facilities across the U.S. and beyond.

AVERAGE MONTHLY REACH



253,782

▲ 1.3% vs Monthly Average for Previous 6 Months

COMPANIES THAT ENGAGE



BAE SYSTEMS

CATERPILLAR®



Honeywell Raytheon

LOCKHEED MARTIN



JOHN DEERE

**Rockwell
Collins**

SIEMENS

REACH PURCHASERS

96%

indicate they are responsible for recommending, selecting, or buying industrial equipment or services

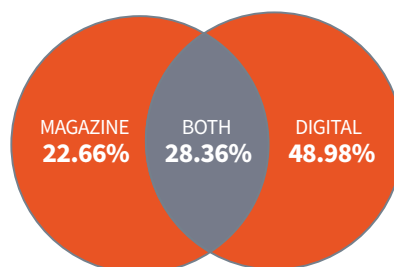
49%

of NED's readers are in mid to large size companies over 50 employees

Buying Team Reach	%
Corporate & Executive Management	40.26%
Engineering, R&D, IT, and Technical Management	33.70%
Operations, Production & Plant Management	18.37%
Other Management and other Titles*	7.68%

*Including Purchasing, Sourcing, Distribution, Warehousing, Logistics, Sales, Business Development, and other Management

MAGAZINE/DIGITAL OVERLAP



Top Industries Served	%
Food, Paper, Chemical, Plastics, and other Process Industries	17.09%
Primary/Fabricated Metal Manufacturing	13.45%
Machinery Manufacturing	11.52%
Automotive/Aerospace/Transportation Manufacturing	10.06%
Wholesaler or Distributor of Durable or Non-Durable Goods	8.82%
Professional, Scientific & Technical Services	8.32%
Electrical Equipment, Appliance & Component Manufacturing	6.51%
Computer & Electronic Product Manufacturing	5.43%

Purchase Authority	%
Material Handling & Packaging	57.71%
Controls & Instrumentation	52.64%
Electrical/Electronic Components	52.60%
Hydraulics & Pneumatics	48.81%
Safety	47.61%
Environmental & Energy	46.73%
Assembly & Fastening	45.73%
Facility Operations	45.11%
Tools, Hand & Power	43.99%
Machine Tools & Metalworking	41.64%
Motion Control	41.44%
Adhesives/Sealants/Lubricants/Chemicals	39.97%
Process Equipment	37.09%

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

JULY-DECEMBER 2023

AVERAGE MONTHLY SESSIONS



24,956

▲ 4.6% vs Monthly Average for Previous 6 Months

AVERAGE UNIQUE MONTHLY VISITORS



20,426

▲ 1.9% vs Monthly Average for Previous 6 Months

AVERAGE MONTHLY PAGE VIEWS



48,172

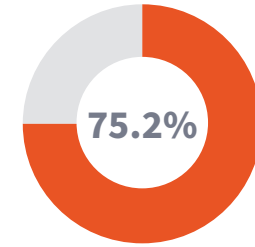
▲ 12.5% vs Monthly Average for Previous 6 Months

COMBINED SOCIAL REACH

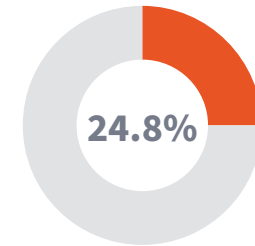


5,026

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



71,500

New Equipment Digest — eNewsletter Engagement & Insights

JULY-DECEMBER 2023

ENEWSLETTER REACH



152,300

▲ 1.4% vs Monthly Average for Previous 6 Months

AVERAGE TOTAL OPEN RATE



33.62%

AVERAGE TOTAL CTR



0.71%

	Monthly Average	Average Total Open Rate	Average Total CTR
Daily Industry Insider	28,667	34.68%	0.63%
Week in Review	13,551	36.70%	1.22%
Maintenance & Operations	21,428	29.46%	0.58%
Material Handling & Robotics	31,243	34.49%	0.45%
Tools & PPE	19,764	30.68%	0.95%
NED Solutions Spotlight	37,648	35.70%	0.40%

New Equipment Digest — What's Trending in 2023

JULY-DECEMBER 2023

TOP TOPICS



On-Demand
Manufacturing



Artificial Intelligence



Automation & Robots



Electrical & Electronics



Predictive Maintenance

WEBINAR - ENGAGEMENT

	Average
Estimated registrants from typical webinar	100-200+
Median Registrant Conversion Rate	40%

TOP VIEWED ARTICLES

- Titanium Block Multitool
- Fun Innovations Friday: New Technology Generates Electricity 'Out of Thin Air'
- An Air Cleaning Alternative for the 21st Century
- Defining Quality, Balanced Brake Discs
- Top 5 Applications for Service Robots
- 5 Industries Putting 3D Printing to the Test
- How Do You Choose the Right Clamp Meter?
- 16 Hot New Products Debuting at PACK EXPO Las Vegas!
- All About Automatic Transfer Switches: A Guide
- 5 Clever Tips for Improving Plant Floor Efficiency

TOP WEBINARS OF 2023

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

TOP DIRECTORY SECTIONS

- Machine Tools & Metal Working
- Electrical & Electronics
- Safety
- Controls & Instrumentation
- Material Handling & Packaging

New Equipment Digest — Sworn Publisher's Statement

JULY-DECEMBER 2023

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2023 Issues	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Qualified Non-Paid Subscribers
July/August	39,996	31,497	71,493
September/October	39,995	31,498	71,493
November/December	39,997	31,498	71,495
Total Qualified Circulation	39,996	31,498	71,494

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Qualified Non-Paid Subscribers	Total Paid	Total Subscribers
Qualified Circulation	39,996	31,498	71,494	6	71,500

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

United States Postal Service		
Statement of Ownership, Management, and Circulation (Requester Publications Only)		
1. Publication Title: NEW EQUIPMENT DIGEST		
2. Publication Number: 378-940		
3. Filing Date: 09/20/2023		
4. Issue of Frequency: 8-Monthly: Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec		
5. Number of Issues Published Annually: 8		
6. Annual Subscription Price: Free to Qualified		
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 1233 Contact Person: Debbie M Brady Janesville Ave, Fort Atkinson, WI 53538 Telephone: 941-208-4402		
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: John DiPaola, Vice President & Group Publisher, Endeavor Business Media, LLC 30 Burton Hills Blvd., Ste 185, Nashville, TN 37215; Editor: Laura Davis, Editor-in-Chief, Endeavor Business Media, LLC 30 Burton Hills Blvd., Ste 185, Nashville, TN 37215; Managing Editor: Anna Smith, Editorial Assistant, Endeavor Business Media, LLC 30 Burton Hills Blvd., Ste 185, Nashville, TN 37215		
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204; Resolute Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northcreek Magazine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Inevary Holdings, LP, 44225 Hillsboro Pike, Nashville, TN 37215; Everside Fund II, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Suncap Endeavor 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) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A		
13. Publication Title: NEW EQUIPMENT DIGEST		
14. Issue Date for Circulation Data Below: July/August 2023		
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months
a. Total Number of Copies (Net press run)		49,614
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)		No. Copies of Single Issue Published 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.)		42,367
(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.)		0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®		83
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)		0
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))		42,441
d. Nonrequested Distribution (By Mail and Outside the Mail)		37,225
(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)		7,008
(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)		21
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))		7,029
f. Total Distribution (Sum of 15c and 15e)		49,470
g. Copies not Distributed		144
h. Total (Sum of 15f and g)		49,614
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)		85.79%
16. Electronic Copy Circulation		85.79%
a. Requested and Paid Electronic Copies		4,244
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)		46,685
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)		53,714
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)		91.13%
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the: Date of this publication: November/December 2023 Date: 9/20/23		
18. Debbie M Brady, Manager User Marketing		
I 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

New Equipment Digest — Primary Business & Industry

JULY-DECEMBER 2023

Job Title						
BUSINESS & INDUSTRY	Grand Total	% of Total	Corporate & Executive Management	Engineering, IT/ Technology, R&D, Design & Technical Management	Operations, Production & Plant Management	Other Management and Other Titles
Oil & Gas Extraction, Mining	986	1.4%	495	222	196	73
Food, Beverage & Tobacco Mfg.	2,783	3.9%	1,533	297	774	179
Textile Mills & Apparel Mfg.	974	1.4%	569	101	255	49
Lumber & Wood Product Mfg.	1,514	2.1%	922	169	316	107
Furniture & Fixtures Mfg.	1,244	1.7%	779	137	265	63
Paper Mfg.	5,036	7.0%	3,108	416	1,192	320
Chemical Product Mfg.	1,360	1.9%	556	346	381	77
Pharmaceutical Mfg.	394	0.6%	134	137	81	42
Petroleum & Refining Mfg.	284	0.4%	124	62	83	15
Plastics & Rubber Mfg.	1,668	2.3%	787	336	422	123
Non-Metallic Mineral Product Mfg.	1,040	1.5%	606	129	264	41
Primary Metal Mfg.	4,439	6.2%	2,678	824	740	197
Fabricated Metal Product Mfg.	5,885	8.2%	3,518	992	1,037	338
Machinery Mfg.	7,295	10.2%	3,759	1,863	1,172	501
Electrical Equipment, Appliance & Component Mfg.	3,806	5.3%	1,624	1,307	618	257
Computer & Electronic Product Mfg.	4,400	6.2%	1,014	2,915	379	92
Transportation Equip. Mfg. (Excluding Auto & Aerospace)	2,064	2.9%	1,081	521	317	145
Automotive Mfg.	2,974	4.2%	1,460	850	539	125
Aerospace Mfg.	2,038	2.9%	525	1,175	268	70
Measuring Instruments Mfg.	323	0.5%	125	113	50	35
Medical Equipment & Supplies Mfg.	1,761	2.5%	665	674	349	73
Other Miscellaneous Manufacturing	1,628	2.3%	605	404	381	238
Wholesaler or Distributor of Durable or Non-Durable Goods	6,980	9.8%	4,230	756	1,137	857
Systems Integrator or Contractor	2,464	3.4%	1,255	656	383	170
3rd Party Logistics Provider	725	1.0%	372	104	146	103
Professional, Scientific & Technical Services	4,165	5.8%	1,687	1,389	701	388
Others Allied to the Field	3,270	4.6%	161	153	94	2,862
Grand Total	71,500	100.0%	34,372	17,048	12,540	7,540

New Equipment Digest — Subscribers by State

JULY-DECEMBER 2023

MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	1,107
Arizona	810
Arkansas	583
California	6,008
Colorado	966
Connecticut	1,157
D. C.	98
Delaware	151
Florida	3,137
Georgia	2,058
Idaho	350
Illinois	3,824
Indiana	2,172
Iowa	1,008
Kansas	867
Kentucky	1,014
Louisiana	789
Maine	320
Maryland	1,008
Massachusetts	1,719
Michigan	3,298
Minnesota	1,957
Mississippi	531
Missouri	1,586
Montana	210
Nebraska	520
Nevada	330
New Hampshire	394

State	Total
New Jersey	1,849
New Mexico	287
New York	3,348
North Carolina	2,269
North Dakota	250
Ohio	4,644
Oklahoma	756
Oregon	852
Pennsylvania	3,978
Rhode Island	285
South Carolina	1,270
South Dakota	266
Tennessee	1,635
Texas	4,552
Utah	575
Vermont	199
Virginia	1,485
Washington	1,110
West Virginia	353
Wisconsin	2,941
Wyoming	115
Total 48 Contiguous States	70,991
Alaska	36
Hawaii	58
Total U.S. Possessions	82
Total USA	71,167

Circulation Outside the U.S.	Total
Total Canada	181
Total Mexico	10
Total Foreign	142
Grand Total	71,500

MAGAZINE SUBSCRIBERS BY REGION

