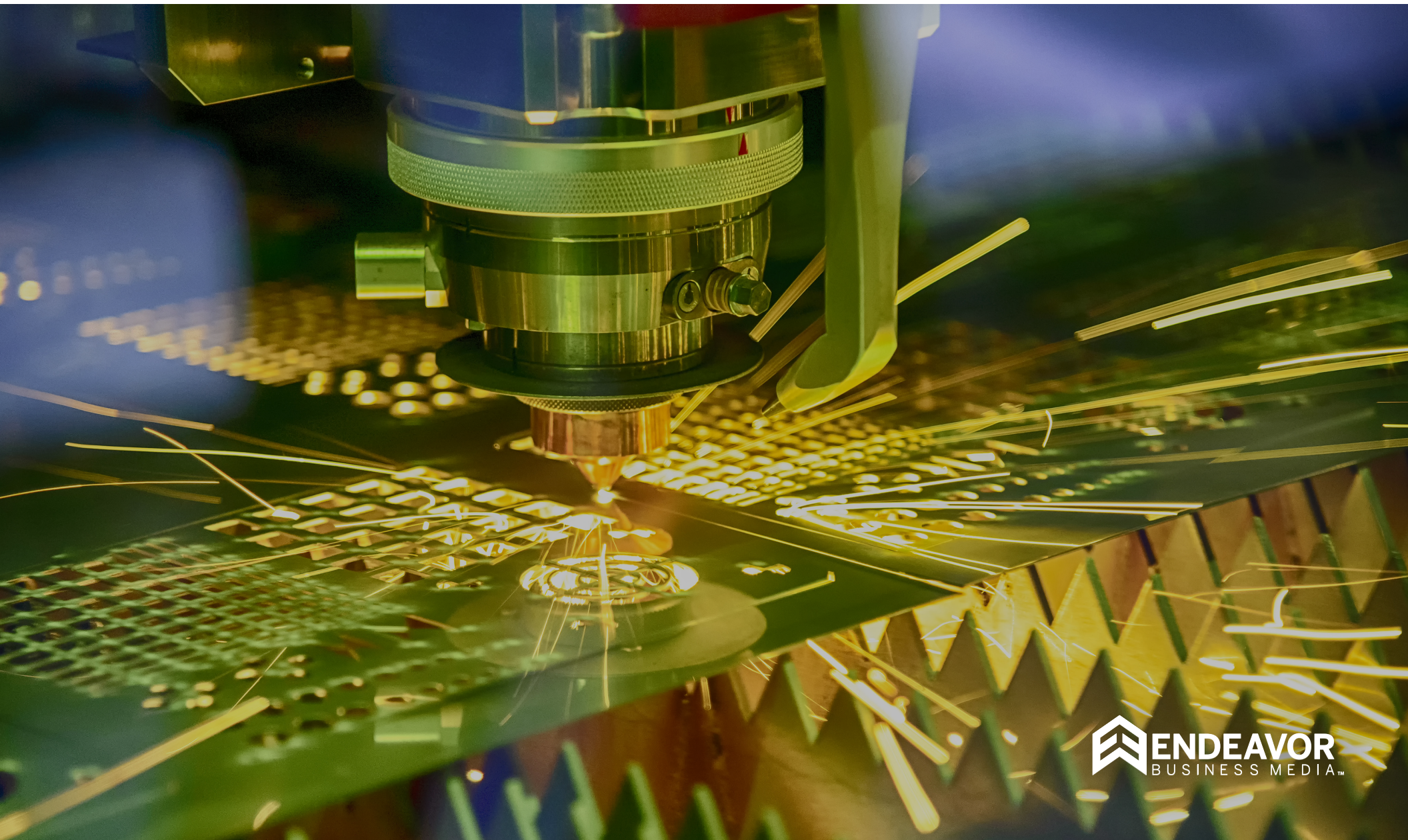


AUDIENCE ENGAGEMENT REPORT



Smart Industry — Audience Engagement Report

JANUARY-JUNE 2024

Smart Industry provides insights for accelerating the digital transformation of manufacturing to an audience of professional decision-makers across industrial verticals. Smart Industry focuses on emerging best practices and spurring business development for those propelling the next industrial revolution, while employing the full scope of digital media—from publishing to podcasting—to connect technology and solution providers to a global audience eager to adopt those tools. We cover manufacturing IT, OT and the digital future.

AVERAGE MONTHLY REACH



42,921

Purchase Authority	%
Sensors & Instrumentation	79.24%
Automation Systems	69.90%
Software, Computing & HMI	63.32%
Robotics & Motion	61.07%
Networking & Connectivity	38.70%
Other Industrial Equipment & Systems	69.15%

Top Industries Served	%
Process Manufacturing	21.60%
Industrial Machinery & Equipment	17.36%
System Integrators & Engineering Design Firms	15.32%
Discrete Manufacturing	12.53%
Electric, Gas & Sanitary Services	4.51%
Solution Providers to Industry	3.20%
Electronic & Electrical Equipment & Components	2.21%
Educational, Institutional or Government	2.01%
Fabricated Metal Products	1.53%
Food & Kindred Products	1.45%
Miscellaneous Manufacturing Industries	1.28%

COMPANIES THAT ENGAGE

3M

Honeywell

NORTHROP
GRUMMAN



SHERWIN-WILLIAMS

CATERPILLAR®



Tyson



DUPONT



PEPSICO

Buying Team Reach	%
Engineering/Project Management & Execution	27.82%
Manufacturing/Production/Operations	26.84%
Corporate & Executive	24.61%
IT/Networks/Cybersecurity/Software	4.19%
Logistics/Supply Chain	2.40%
Purchasing & Procurement	0.57%
Other	13.58%

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

JANUARY-JUNE 2024

AVERAGE
MONTHLY SESSIONS



18,058

AVERAGE UNIQUE
MONTHLY VISITORS



14,956

AVERAGE MONTHLY
PAGE VIEWS



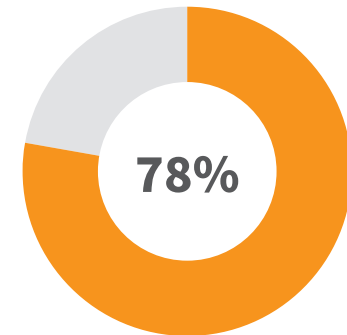
27,388

COMBINED SOCIAL REACH

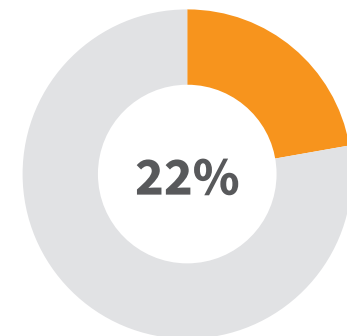


8,080

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MONTHLY PODCAST DOWNLOADS

3,118

JANUARY-JUNE 2024

ENEWSLETTER REACH



16,783

AVERAGE TOTAL OPEN RATE



41.23%

AVERAGE TOTAL CTR



1.53%

	Monthly Average	Average Total Open Rate
Smart Industry Update	8,754	39.90%
Smart Industry Top 5	8,038	42.56%

JANUARY-JUNE 2024

TOP TOPICS



Artificial intelligence



Retaining and
accessing data



OT security



Cybersecurity



Digital Transformation

TOP VIEWED ARTICLES

- Industrial OT widely vulnerable to intrusion, survey finds
- Tailoring OT-IT convergence for enhanced data access, management
- Cybersecurity report shows threats to OT skyrocketing
- How one manufacturer made all its digitized data easily searchable. Hint: It was AI
- Survey: 90% of manufacturers are using AI, but many feel they lag behind competitors
- Manufacturing leads in cyberattacks for a third straight year, so what are some defenses?
- Navigating red-alert security challenges in manufacturing
- Your competitors are using AI. Why risk falling behind them?
- Future-proofing your operations: Automation support through the looming labor crisis
- With AI, the time is now, say manufacturing technologists, futurist, 'evangelist'

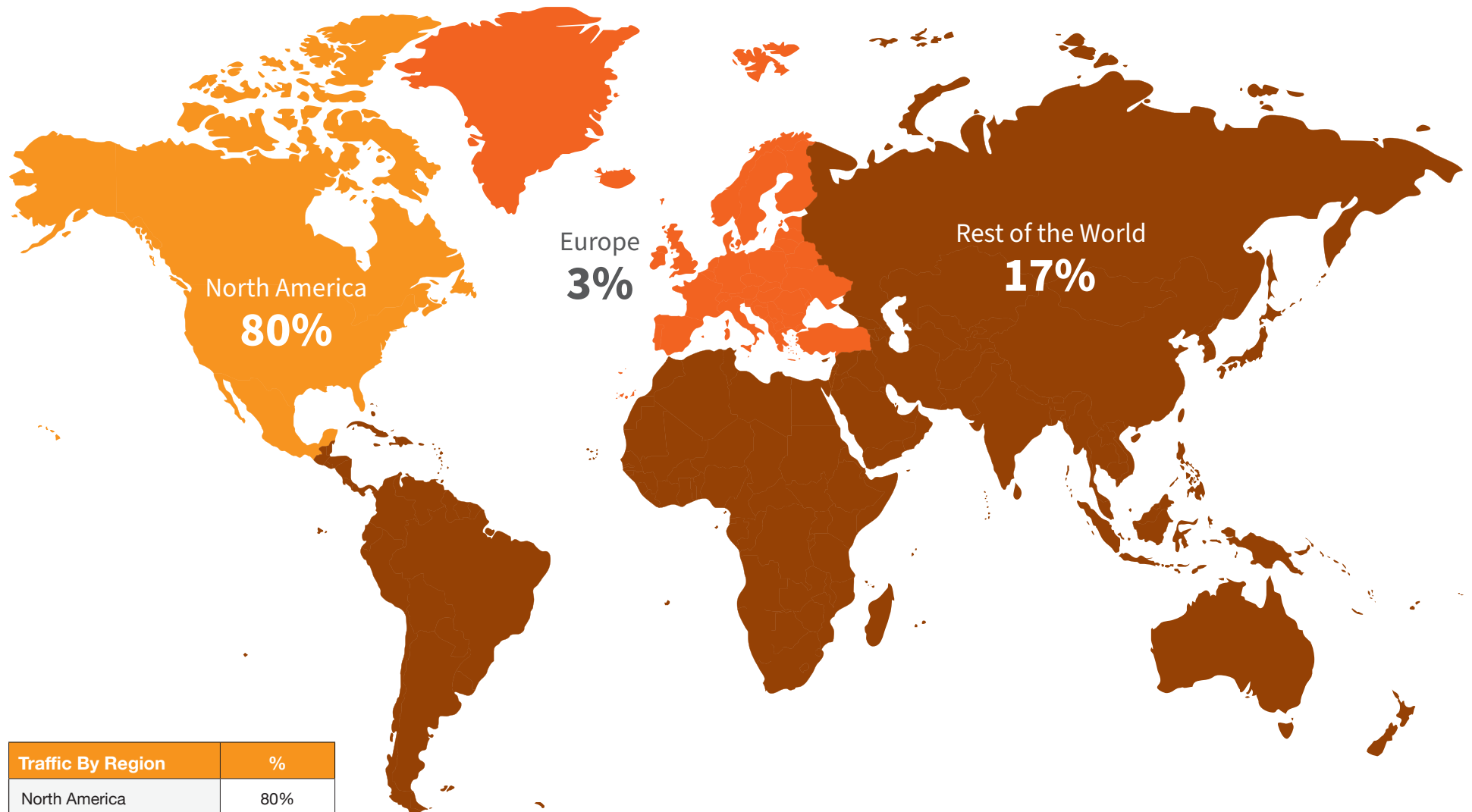
TOP PODCASTS OR STREAMS

- How DIY automation can help small, medium-size businesses:
- Cybersecurity landscape and SEC rules for 2024
- The Crystal Ball Report 2024: A preview podcast
- Podcast: Manufacturing, AI, and how companies are utilizing disruptive technologies
- Episode 1 of (R)Evolutionizing Manufacturing: Where to begin a digital transformation

TOP WEBINARS OF 2024

- 4 Ways Manufacturers Can Increase Profitability Using Communications Technologies
- Getting the "Ts" to Get Along: How the "Odd Couple" Corporate Cultures of IT and OT Can and Do Work Together
- SEC Cybersecurity Rules: What's Your Regulatory Risk?
- Webinar with Verdantix; Break Down Asset Data Silos with a Single Source of Truth

JANUARY-JUNE 2024



Traffic By Region	%
North America	80%
Europe	3%
Rest of the World	17%

We hereby make oath and say that all data set forth in this statement are true. | July 2024 | John DiPaola, Vice President | Josh Stelzer, Digital Audience Development Manager