

About This Report

This report summarizes the collective information about the audience served by Digital Engineering. Reported herein is both aggregate and unduplicated data regarding magazine circulation, email newsletter circulation, social media followers and website activity. The contents of this report are derived from publisher's own data for the periods shown unless otherwise noted.

Tom Cooney, Group Publisher
Michelle Loureiro, Senior Audience Marketing Mgr

Contact Information

Digital Engineering
Peerless Media
50 Speen St, Ste 302
Framingham MA 01701 USA
<https://www.digitalengineering247.com/>
www.peerlessmedia.com
Ph: 508-663-1590

About Digital Engineering

Digital Engineering is edited for design engineers and engineering managers with the news and information they need to succeed in the global manufacturing market. *DE's* coverage includes 3D printing/additive manufacturing, MCAD, CAM, engineering analysis, PLM, data acquisition, hardware, and software developments.

The audience includes qualified recipients who participate in product or system design engineering, engineering analysis, industrial design, corporate management, engineering or IT management, testing/measurement/quality inspection, research & development and other qualified functions and are recipients who evaluate, recommend, specify, buy, or authorize the purchase of computers, hardware

Executive Audience Summary

Online Issue: June 2023

Publisher's Data

Online Issue 56,011

Total Online Issue Circulation 56,011

Email Newsletters: June 2023

Publisher's Data

247 Newswire 42,192

New & Noteworthy Product Introduction 43,053

Check It Out 44,115

Product Spotlight 44,528

Total Email Newsletter Distribution 53,502

Marketing Databases: June 2023

Publisher's Data

3rd Party Emails 45,274

Webcasts 49,490

White Papers 48,862

Special Focus Issues 49,632

Website: 6-month averages, June 2023

Publisher's Data



Average Monthly Users 34,248

Average Monthly Page Views 51,505

Social Media: June 2023

Publisher's Data

Twitter Followers 4,124

Facebook Followers 6,389

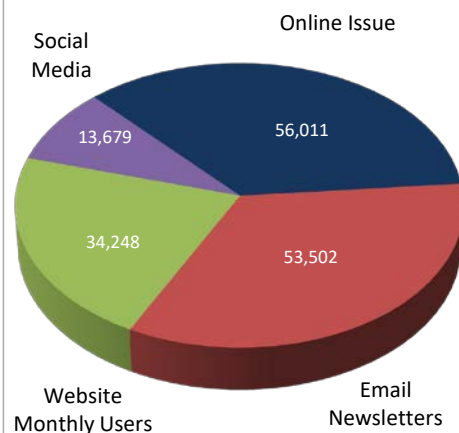
LinkedIn Followers 1,662

YouTube Subscribers 1,504

Total Social Media 13,679

Total Audience by Channel

Total Channel Reach = 157,440*



Publisher's Data, June 2023

*No attempt has been made to identify or eliminate duplication that may exist across media channels.

Total Online Issue Subscribers	56,011
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Source: Publisher's Own Data, June 2023

GEOGRAPHIC	SUBSCRIBERS
North America	50,997
Europe	2,076
Africa	339
Asia	1,633
Asia Pacific	211
Caribbean/Central America	40
Middle East	247
South America	356
Awaiting Classification	112
Total	56,011

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	25,168
Engineering Analysis	19,102
Industrial Design	12,893
Corporate Management	11,641
Engineering Management	16,009
IT Management	8,145
Testing/Measurement/Quality Inspection	18,153
Research & Development	22,747
Engineering Faculty	4,231
Engineering Student	2,081

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	16,311
Communications Systems & Equipment	11,455
Industrial Machinery & Products	18,880
Automotive or Transportation	12,744
Consumer Products	11,992
Medical Products & Equipment	9,704
Power or Energy (oil, gas, electricity, solar)	11,119
Materials	9,949
Aerospace/Defense	11,606
Government or Military	11,414
Research and Development	13,514
Construction	8,102
University	4,453

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	13,880
500-999	2,864
100-499	8,109
1-99	23,756
Awaiting Classification	7,402
Total	56,011

Total Newsletter Subscribers	53,502
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Source: Publisher's Own Data, June 2023

GEOGRAPHIC	SUBSCRIBERS
North America	49,394
Europe	1,675
Africa	274
Asia	1,351
Asia Pacific	170
Caribbean/Central America	25
Middle East	195
South America	301
Awaiting Classification	117
Total	53,502

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	23,998
Engineering Analysis	18,089
Industrial Design	12,917
Corporate Management	11,003
Engineering Management	14,207
IT Management	7,395
Testing/Measurement/Quality Inspection	16,941
Research & Development	21,518
Engineering Faculty	3,723
Engineering Student	1,866

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	15,378
Communications Systems & Equipment	10,703
Industrial Machinery & Products	17,075
Automotive or Transportation	11,754
Consumer Products	11,142
Medical Products & Equipment	9,022
Power or Energy (oil, gas, electricity, solar)	10,158
Materials	9,215
Aerospace/Defense	10,663
Government or Military	10,496
Research and Development	12,831
Construction	7,383
University	3,927

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	12,770
500-999	2,624
100-499	7,404
1-99	21,486
Awaiting Classification	9,218
Total	53,502

Source: Publisher's Own Data, June 2023

GEOGRAPHIC	SUBSCRIBERS
North America	41,977
Europe	284
Africa	316
Asia	1,708
Asia Pacific	224
Caribbean/Central America	22
Middle East	241
South America	368
Awaiting Classification	134
Total	45,274

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	19,372
Engineering Analysis	14,612
Industrial Design	10,461
Corporate Management	9,065
Engineering Management	11,717
IT Management	6,127
Testing/Measurement/Quality Inspection	14,109
Research & Development	17,227
Engineering Faculty	2,753
Engineering Student	1,409

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	12,576
Communications Systems & Equipment	8,826
Industrial Machinery & Products	13,918
Automotive or Transportation	9,379
Consumer Products	9,107
Medical Products & Equipment	7,238
Power or Energy (oil, gas, electricity, solar)	8,385
Materials	7,420
Aerospace/Defense	8,595
Government or Military	8,758
Research and Development	10,094
Construction	6,139
University	2,866

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	10,542
500-999	2,110
100-499	6,123
1-99	17,729
Awaiting Classification	8,770
Total	45,274

Average Unique Users

Web Traffic

WEBSITE SESSIONS, USERS, PAGE VIEWS SUMMARY					
6-month Totals and Averages					
Month	Sessions	Users	Page Views	Pages/ Session	Avg. Time on Page
January 2023	40,212	33,342	50,677	1.26	3:00
February 2023	37,924	31,514	48,175	1.27	3:03
March 2023	45,375	37,427	56,777	1.25	2:59
April 2023	38,776	32,035	48,392	1.25	3:05
May 2023	41,366	35,082	52,034	1.26	2:53
June 2023	42,076	36,085	52,974	1.26	2:41
Averages	40,955	34,248	51,505	1.26	2.76

GEOGRAPHIC ANALYSIS OF USERS		
June 2023		
Region	Users	%
Americas	18,098	50.2%
Asia	7,459	20.7%
Europe	9,222	25.6%
Africa	640	1.8%
Oceania	631	1.7%
Other	35	0.1%
Total	36,085	100.0%