DE247 Digital Engineering

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.

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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 or

Executive Audience Summary

Online Issue: December 2024 — *Publisher's Data*

Online Issue	54,954
Total Online Issue Circulation	**54,954**

Email Newsletters: December 2024 — *Publisher's Data*

247 Newswire	37,795
New & Noteworthy Product Introduction	36,848
Check It Out	38,272
Product Spotlight	38,354
Total Email Newsletter Distribution	**43,191**

Marketing Databases: December 2024 — *Publisher's Data*

3rd Party Emails	41,244
Webinars	43,215
White Papers	43,178
Top Videos	38,785
Special Focus Issues	42,812

Website: 12-month averages ending December 2024 — *Publisher's Data*

Google Analytics

Average Monthly Users	**32,917**
Average Monthly Page Views	**52,958**

Social Media: December 2024 — *Publisher's Data*

Twitter - X Followers	4,115
Facebook Followers	6,321
LinkedIn Followers	2,005
YouTube Subscribers	1,710
Total Social Media	**14,151**

Total Audience by Channel

Total Channel Reach = 145,213*
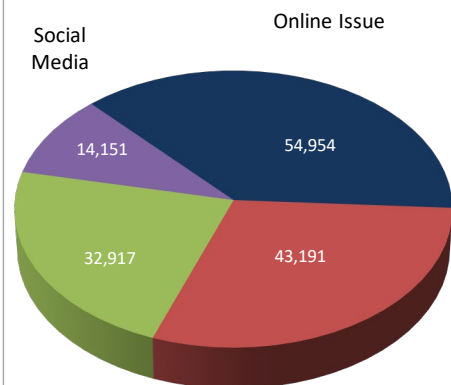
- Social Media — 14,151
- Online Issue — 54,954
- Email Newsletters — 43,191
- Website Monthly Users — 32,917

Publisher's Data, December 2024

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

DE247
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Total Online Issue Subscribers	54,954

GEOGRAPHIC	SUBSCRIBERS
North America	50,206
Europe	1,946
Africa	342
Asia	1,601
Asia Pacific	217
Caribbean/Central America	60
Middle East	236
South America	346
Total	**54,954**

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	22,919
Engineering Analysis	17,405
Industrial Design	12,310
Corporate Management	12,395
Engineering Management	14,677
IT Management	7,409
Testing/Measurement/Quality Inspection	16,006
Research & Development	20,632
Other Engineering	2,540
Operations	2,239
Engineering Faculty	3,832
Engineering Student	1,959

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	15,004
Communications Systems & Equipment	10,488
Industrial Machinery & Products	17,370
Automotive or Transportation	11,834
Consumer Products	10,949
Medical Products & Equipment	9,003
Power or Energy (oil, gas, electricity, solar)	10,291
Materials	9,228
Aerospace/Defense	10,886
Government or Military	10,585
Research and Development	12,757
Construction	7,594
University	4,314

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	12,983
500-999	2,371
100-499	6,854
1-99	20,547
Awaiting Classification	12,199
Total	**54,954**

Total Newsletter Subscribers	43,191

GEOGRAPHIC	SUBSCRIBERS
North America	39,791
Europe	1,421
Africa	245
Asia	1,130
Asia Pacific	151
Caribbean/Central America	33
Middle East	165
South America	255
Total	**43,191**

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	18,303
Engineering Analysis	13,943
Industrial Design	9,729
Corporate Management	9,771
Engineering Management	11,538
IT Management	6,035
Testing/Measurement/Quality Inspection	12,549
Research & Development	16,517
Other Engineering	1,899
Operations	1,525
Engineering Faculty	3,048
Engineering Student	1,555

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	11,968
Communications Systems & Equipment	8,324
Industrial Machinery & Products	13,285
Automotive or Transportation	9,370
Consumer Products	8,734
Medical Products & Equipment	7,146
Power or Energy (oil, gas, electricity, solar)	8,009
Materials	7,334
Aerospace/Defense	8,589
Government or Military	8,307
Research and Development	10,242
Construction	5,889
University	3,395

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	10,280
500-999	1,862
100-499	5,236
1-99	16,078
Awaiting Classification	9,735
Total	**43,191**

3rd Party Email Database	41,244

GEOGRAPHIC	SUBSCRIBERS
North America	38,005
Europe	277
Africa	339
Asia	1,723
Asia Pacific	225
Caribbean/Central America	54
Middle East	250
South America	371
Awaiting Classification	-
Total	**41,244**

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	16,166
Engineering Analysis	12,258
Industrial Design	8,445
Corporate Management	8,692
Engineering Management	10,246
IT Management	5,366
Testing/Measurement/Quality Inspection	11,184
Research & Development	14,562
Other Engineering	2,144
Operations	1,681
Engineering Faculty	2,733
Engineering Student	1,435

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	10,765
Communications Systems & Equipment	7,555
Industrial Machinery & Products	11,822
Automotive or Transportation	8,222
Consumer Products	7,762
Medical Products & Equipment	6,404
Power or Energy (oil, gas, electricity, solar)	7,282
Materials	6,463
Aerospace/Defense	7,742
Government or Military	7,654
Research and Development	9,084
Construction	5,337
University	3,160

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	9,497
500-999	1,722
100-499	4,898
1-99	14,958
Awaiting Classification	10,169
Total	**41,244**

Google Analytics

Web Traffic

WEBSITE SESSIONS, USERS AND VIEWS

Totals and Averages

Month	Total Sessions	Total Users	Total Views	Views / User
January 2024	46,068	36,722	66,095	1.80
February 2024	43,665	33,232	48,286	1.45
March 2024	43,212	34,244	51,883	1.52
April 2024	38,306	30,642	46,580	1.52
May 2024	38,612	30,353	44,957	1.48
June 2024	37,305	31,067	50,721	1.63
July 2024	40,957	34,666	55,866	1.61
August 2024	42,501	36,600	53,808	1.47
September 2024	38,152	30,729	62,268	2.03
October 2024	36,749	29,684	67,482	2.27
November 2024	39,786	32,013	43,852	1.37
December 2024	42,017	35,054	43,693	1.25
Averages	**40,611**	**32,917**	**52,958**	**1.61**

GEOGRAPHIC ANALYSIS OF TOTAL USERS

December 2024

Region	Total Users	%
Americas	21,174	60.4%
Asia	6,052	17.3%
Europe	7,229	20.6%
Africa	301	0.9%
Oceania	283	0.8%
Other	15	0.0%
Total	**35,054**	**100.0%**