

## About This Report

This report summarizes the collective information about the audience served by Robotics 24/7. Reported herein is both aggregate and unduplicated data regarding email newsletter circulation 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 Robotics 24/7

**Robotics 24/7** covers the design and deployment of systems ranging from mobile robots and collaborative robot arms to drones, autonomous vehicles, and more. Robotics 24/7 addresses the entire robotics ecosystem, with a strong focus on the following areas:

- Supply chain, logistics, warehousing, e-commerce, and retail
- Manufacturing, including aerospace, automotive, and electronics
- Robotics applications, such as inspection, materials handling, or packaging
- Components and emerging technologies, including artificial intelligence, grippers, and sensors

## Executive Audience Summary

## Email Newsletters: December 2024

Publisher's Data

Robotics User News	31,856
Robot Design & Engineering	23,211
<b>Total Email Newsletter Distribution</b>	<b>37,748</b>

## Marketing Databases: December 2024

Publisher's Data

3rd Party Emails	25,907
Webinars	32,685
White Papers	32,993
Special Focus Issues	31,608
RoboTube Videos	29,159

## Website: 12-month averages ending December 2024

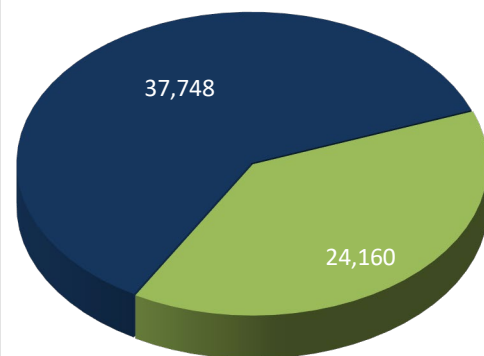
Publisher's Data

 <b>Average Monthly Total Users</b>	<b>24,160</b>
<b>Average Monthly Total Views</b>	<b>41,104</b>

## Total Audience by Channel

Total Channel Reach = 61,908\*

Email Newsletters



Website Monthly Total Users

Publisher's Data, December 2024

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

Total Audience*	37,748
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Source: Publisher's Own Data, December 2024

NEWSLETTERS	SUBSCRIBERS
Robotics User News	31,856
Robot Design & Engineering	23,211
Total Email Newsletter Circulation	37,748

GEOGRAPHIC	SUBSCRIBERS
North America	32,918
Europe	1,249
Africa	266
Asia	2,133
Asia Pacific	291
Caribbean/Central America	71
Middle East	337
South America	483
Total	37,748

ROBOTICS INVOLVEMENT	SUBSCRIBERS
Robotics End User	47.1%
Robotics Manufacturer	7.4%
Robotics Software Provider	6.9%
Robotics Integrator	15.5%
R&D/Government	5.9%
Academics	6.5%
Investment Community	3.4%
Other	7.4%
Total	100.0%

JOB FUNCTIONS	SUBSCRIBERS
Executive Management	25.1%
Operations/Production/Maintenance	13.2%
Systems Integration	5.1%
Product Design	7.9%
System Design	8.5%
Automation Engineering	3.4%
Other Engineering	11.6%
Purchasing/Procurement	2.6%
Sales/Marketing	10.4%
Academia	5.0%
Investor	0.9%
Other	6.3%
Total	100%

Web Traffic

WEBSITE SESSIONS, USERS AND VIEWS				
Totals and Averages				
Month	Total Sessions	Total Users	Total Views	Views / User
January 2024	34,405	26,172	44,784	1.71
February 2024	32,380	25,681	43,575	1.70
March 2024	35,937	28,620	52,333	1.83
April 2024	37,020	27,936	46,925	1.68
May 2024	31,942	24,409	41,202	1.69
June 2024	30,632	24,799	42,579	1.72
July 2024	36,750	30,383	47,998	1.58
August 2024	27,546	22,093	38,367	1.74
September 2024	26,313	21,373	39,343	1.84
October 2024	27,210	21,947	39,278	1.79
November 2024	23,940	18,545	28,676	1.55
December 2024	21,843	17,964	28,193	1.57
Averages	30,493	24,160	41,104	1.70

GEOGRAPHIC ANALYSIS OF TOTAL USERS		
December 2024		
Region	Total Users	%
Americas	9,226	51.4%
Asia	5,217	29.0%
Europe	2,846	15.8%
Oceania	218	1.2%
Africa	415	2.3%
Other	42	0.2%
Total	17,964	0.0%