

# Total Audience Profile: Spring 2022



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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 software.

## Executive Audience Summary

**Total Database = 68,003**

Online Issue	Subscribers
<b>Total Online Issue Circulation</b>	<b>57,399</b>

Website: 6-month Averages	Visitors/Views
<b>Average Monthly Users</b>	<b>39,301</b>
<b>Average Monthly Page Views</b>	<b>59,220</b>

Email Newsletters	Emails
<b>247 Newswire</b>	41,945
<b>Editor's Pick of the Week</b>	40,215
<b>Check It Out</b>	40,258
<b>Product Spotlight</b>	40,473
<b>Total Email Newsletter Circulation</b>	<b>52,028</b>

Marketing Databases	Emails
<b>3rd Party Emails</b>	<b>41,541</b>
<b>Webcasts</b>	<b>49,844</b>
<b>White Papers</b>	<b>47,773</b>
<b>Special Focus Issues</b>	<b>47,978</b>

Social Media	Followers
<b>Twitter Followers</b>	<b>4,118</b>
<b>Facebook Followers</b>	<b>6,466</b>
<b>LinkedIn Followers</b>	<b>1,432</b>
<b>Total Social Media</b>	<b>12,016</b>

This report summarizes the collective information about the audience served by Digital Engineering. Reported herein is both aggregate and unduplicated data regarding online issue 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.

Total Audience*	68,003
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Source: Publisher's Own Data, June 2022

GEOGRAPHIC	SUBSCRIBERS
North America	60,300
Europe	2,777
Africa	626
Asia	2,435
Asia Pacific	394
Caribbean/Central America	211
Middle East	369
South America	555
Awaiting Classification	336
<b>Total</b>	<b>68,003</b>

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	29,741
Engineering Analysis	22,397
Industrial Design	16,092
Corporate Management	13,663
Engineering Management	17,667
IT Management	8,920
Testing/Measurement/Quality Inspection	21,538
Research & Development	26,524
Engineering Faculty	4,527
Engineering Student	2,228

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	18,338
Communications Systems & Equipment	12,897
Industrial Machinery & Products	20,745
Automotive or Transportation	14,140
Consumer Products	13,559
Medical Products & Equipment	10,938
Power or Energy (oil, gas, electricity, solar)	12,441
Materials	10,964
Aerospace/Defense	12,733
Government or Military	12,752
Research and Development	14,983
Construction	8,894
University	4,485

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	15,252
500-999	3,266
100-499	9,215
1-99	25,715
Awaiting Classification	14,555
<b>Total</b>	<b>68,003</b>

\* Includes Online Issue, Newsletter and Marketing Databases

Total Online Issue Subscribers	57,399
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Source: Publisher's Own Data, June 2022

GEOGRAPHIC	SUBSCRIBERS
North America	51,724
Europe	2,095
Africa	549
Asia	1,701
Asia Pacific	306
Caribbean/Central America	202
Middle East	285
South America	435
Awaiting Classification	102
<b>Total</b>	<b>57,399</b>

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	27,005
Engineering Analysis	20,461
Industrial Design	14,699
Corporate Management	12,386
Engineering Management	16,879
IT Management	8,522
Testing/Measurement/Quality Inspection	19,650
Research & Development	24,272
Engineering Faculty	4,346
Engineering Student	2,129

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	19,735
Communications Systems & Equipment	11,860
Industrial Machinery & Products	18,905
Automotive or Transportation	12,860
Consumer Products	12,397
Medical Products & Equipment	9,958
Power or Energy (oil, gas, electricity, solar)	11,389
Materials	10,020
Aerospace/Defense	11,724
Government or Military	11,661
Research and Development	13,711
Construction	8,154
University	4,273

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	14,230
500-999	2,974
100-499	8,349
1-99	23,632
Awaiting Classification	8,214
<b>Total</b>	<b>57,399</b>

<b>Total Newsletter Subscribers</b>	<b>52,028</b>
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Source: Publisher's Own Data, June 2022

GEOGRAPHIC	SUBSCRIBERS
North America	48,218
Europe	1,560
Africa	233
Asia	1,241
Asia Pacific	156
Caribbean/Central America	40
Middle East	173
South America	293
Awaiting Classification	114
<b>Total</b>	<b>52,028</b>

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	24,516
Engineering Analysis	18,381
Industrial Design	12,994
Corporate Management	11,206
Engineering Management	14,067
IT Management	7,271
Testing/Measurement/Quality Inspection	17,153
Research & Development	21,854
Engineering Faculty	3,586
Engineering Student	1,810

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	15,235
Communications Systems & Equipment	10,681
Industrial Machinery & Products	16,617
Automotive or Transportation	11,626
Consumer Products	11,146
Medical Products & Equipment	9,025
Power or Energy (oil, gas, electricity, solar)	9,991
Materials	9,058
Aerospace/Defense	10,505
Government or Military	10,290
Research and Development	12,706
Construction	7,149
University	3,613

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	12,107
500-999	2,561
100-499	7,283
1-99	21,104
Awaiting Classification	8,973
<b>Total</b>	<b>52,028</b>

3rd Party Email Database	41,541
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Source: Publisher's Own Data, Spring 2022

GEOGRAPHIC	SUBSCRIBERS
North America	38,199
Europe	309
Africa	341
Asia	1,649
Asia Pacific	258
Caribbean/Central America	85
Middle East	240
South America	370
Awaiting Classification	90
<b>Total</b>	<b>41,541</b>

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	18,674
Engineering Analysis	14,024
Industrial Design	10,040
Corporate Management	8,850
Engineering Management	11,156
IT Management	5,850
Testing/Measurement/Quality Inspection	13,435
Research & Development	16,552
Engineering Faculty	1,305
Engineering Student	1,171

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	11,702
Communications Systems & Equipment	8,267
Industrial Machinery & Products	12,730
Automotive or Transportation	8,719
Consumer Products	8,538
Medical Products & Equipment	6,789
Power or Energy (oil, gas, electricity, solar)	7,749
Materials	6,863
Aerospace/Defense	7,988
Government or Military	8,051
Research and Development	9,454
Construction	5,651
University	2,499

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	9,170
500-999	1,928
100-499	5,574
1-99	16,641
Awaiting Classification	8,228
<b>Total</b>	<b>41,541</b>

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
December 2021	47,148	40,197	60,395	1.28	2:31
January 2022	48,311	40,896	60,766	1.26	3:02
February 2022	45,939	38,512	58,208	1.27	2:57
March 2022	48,276	40,509	60,171	1.25	2:54
April 2022	45,350	37,677	57,163	1.26	3:07
May 2022	46,066	38,016	58,616	1.27	2:53
<b>Averages</b>	<b>46,848</b>	<b>39,301</b>	<b>59,220</b>	<b>1.27</b>	<b>2:54</b>

GEOGRAPHIC ANALYSIS OF USERS		
May 2022		
Region	Users	%
Americas	17,654	46.4%
Asia	9,234	24.3%
Europe	9,253	24.3%
Africa	807	2.1%
Oceania	920	2.4%
Other	148	0.4%
<b>Total</b>	<b>38,016</b>	<b>100.0%</b>