

Total Audience Profile: Spring 2022



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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

Total Database = 39,554

| Email Newsletters | Emails |
|---|---------------|
| Robotics User News | 31,455 |
| Robot Design | 16,970 |
| Robotics Systems Engineering | 17,229 |
| Total Email Newsletter Circulation | 39,554 |

| Marketing Databases | Emails |
|----------------------|--------|
| 3rd Party Emails | 27,999 |
| Webcasts | 36,090 |
| White Papers | 36,421 |
| Special Focus Issues | 35,941 |

| Website (Google Analytics) | Publisher's Data |
|----------------------------|------------------|
| Average Monthly Users | 16,944 |
| Average Monthly Page Views | 44,811 |

This report summarizes the collective information about the audience served by Robotics 24/7. 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

| | |
|-----------------|--------|
| Total Audience* | 39,554 |
|-----------------|--------|

Source: Publisher's Own Data, June 2022

| NEWSLETTERS | SUBSCRIBERS |
|---|---------------|
| Robotics User News | 31,455 |
| Robot Design | 16,970 |
| Robotics Systems Engineering | 17,229 |
| Total Email Newsletter Circulation | 39,554 |

| GEOGRAPHIC | SUBSCRIBERS |
|---------------------------|---------------|
| North America | 34,989 |
| Europe | 483 |
| Africa | 233 |
| Asia | 2,477 |
| Asia Pacific | 343 |
| Caribbean/Central America | 73 |
| Middle East | 375 |
| South America | 581 |
| Total | 39,554 |

| ROBOTICS INVOLVEMENT | SUBSCRIBERS |
|----------------------------|---------------|
| Robotics End User | 45.9% |
| Robotics Manufacturer | 8.0% |
| Robotics Software Provider | 6.9% |
| Robotics Integrator | 16.0% |
| R&D/Government | 7.0% |
| Academics | 5.4% |
| Investment Community | 2.7% |
| Other | 8.2% |
| Total | 100.0% |

| JOB FUNCTIONS | SUBSCRIBERS |
|-----------------------------------|-------------|
| Executive Management | 29.9% |
| Operations/Production/Maintenance | 16.5% |
| Systems Integration | 5.7% |
| Product Design | 10.5% |
| System Design | 10.7% |
| Automation Engineering | 4.5% |
| Purchasing/Procurement | 2.7% |
| Sales/Marketing | 8.8% |
| Academia | 4.3% |
| Investor | 0.8% |
| Other | 5.5% |
| Total | 100% |

Average Unique Users

| WEBSITE SESSIONS, USERS, PAGE VIEWS SUMMARY | | | | |
|---|---------------|---------------|---------------|----------------|
| 6-month Totals and Averages | | | | |
| Month | Sessions | Users | Page Views | Pages/ Session |
| December 2022 | 14,146 | 10,880 | 44,865 | 3.14 |
| January 2022 | 20,687 | 15,984 | 52,425 | 3.03 |
| February 2022 | 19,101 | 14,869 | 42,182 | 3.30 |
| March 2022 | 25,064 | 19,193 | 40,283 | 3.50 |
| April 2022 | 26,236 | 20,203 | 44,686 | 2.75 |
| May 2022 | 26,404 | 20,535 | 44,427 | 1.59 |
| Averages | 21,940 | 16,944 | 44,811 | 2.89 |

Web Traffic

| GEOGRAPHIC ANALYSIS OF USERS | | |
|------------------------------|---------------|---------------|
| May 2022 | | |
| Region | Users | % |
| Americas | 10,391 | 50.6% |
| Asia | 5,288 | 25.8% |
| Europe | 4,147 | 20.2% |
| Oceania | 346 | 1.7% |
| Africa | 348 | 1.7% |
| Other | 15 | 0.1% |
| Total | 20,535 | 100.0% |