

## Total Audience Profile: Fall 2018

### 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*


*DE* 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

Magazine		Publisher's Data
	Print Edition	40,945
	Digital Edition	62,006
	Both Print and Digital	29,020
	<b>Total Magazine Circulation</b>	<b>73,931</b>

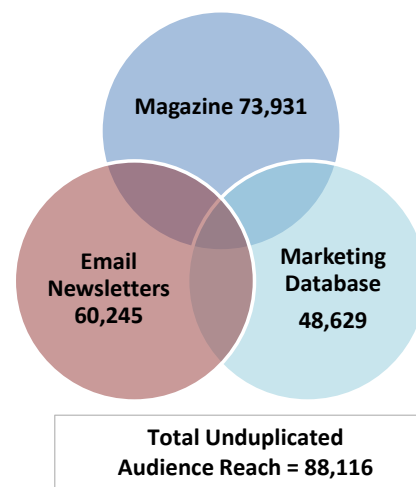
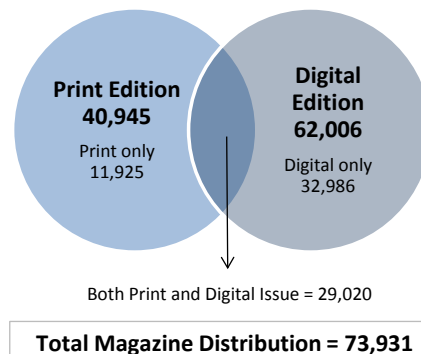
Email Newsletters		Publisher's Data
	247 Newswire	48,804
	Editor's Pick of the Week	46,682
	Check It Out	43,764
	Product Spotlight	41,460
	Friday 4	44,468
	<b>Total Email Newsletter Circulation</b>	<b>60,245</b>

Marketing Database		Publisher's Data
	Includes Whitepaper, 3rd Party, Webcast, Research, Custom Email Database	48,629

Total Audience Reach		Publisher's Data
	<b>Magazine, Newsletter, Marketing Database</b>	<b>88,116</b>

Website: 6-month averages, September 2018		Publisher's Data
	Average Monthly Unique Visitors	46,857
	Average Monthly Page Views	82,892

Social Media: September 2018		Publisher's Data
	Twitter Followers	3,535
	Facebook Followers	5,894
	<b>Total Social Media</b>	<b>9,429</b>





# Total Audience Profile: Fall 2018

**Total Magazine Subscribers 73,931**

Source: Publisher's Own Data

EDITION RECEIVED	SUBSCRIBERS
Print	40,945
Digital	48,348
Both	15,362
<b>Total</b>	<b>73,931</b>

GEOGRAPHIC	SUBSCRIBERS
North America	70,122
Europe	1,546
Africa	242
Asia	1,088
Asia Pacific	159
Caribbean	32
Central America	30
Middle East	160
South America	273
Unknown	279
<b>Total</b>	<b>73,931</b>

PRIMARY FUNCTION	SUBSCRIBERS
Product or System Design Engineering	16,549
Industrial Design	4,604
Research & Development	9,628
Engineering Analysis	4,423
Testing/Measurement/Quality Inspection	5,579
<b>Design Engineering Staff</b>	<b>40,783</b>
Engineering or IT Management	14,837
Corporate Management	10,039
<b>Management</b>	<b>24,876</b>
Engineering Faculty	1,006
Engineering Student	339
Other Qualified Personnel	6,927
<b>Total</b>	<b>73,931</b>

MULTIPLE FUNCTIONS	SUBSCRIBERS
Product or System Design Engineering	36,122
Engineering Analysis	27,171
Industrial Design	19,571
Corporate Management	16,888
Engineering or IT Management	18,968
Testing/Measurement/Quality Inspection	26,936
Research & Development	30,983
Engineering Faculty	4,713
Engineering Student	2,097
Other	1,179
<b>Total</b>	<b>73,931</b>

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	21,788
Communications Systems & Equipment	15,501
Industrial Machinery & Products	26,224
Automotive or Transportation	16,330
Consumer Products	15,634
Medical Products & Equipment	12,538
Power or Energy (oil, gas, electricity, solar)	15,079
Materials	12,598
Aerospace/Defense	14,701
Government or Military	15,212
Research and Development	16,470
Construction	10,792
University	4,073
Other Industries	1,482
<b>Total</b>	<b>73,931</b>

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	18,080
500-999	4,127
100-499	11,086
1-99	29,685
No answer	10,953
<b>Total</b>	<b>73,931</b>

SIMULATION (use or plan to use in your design process)	SUBSCRIBERS
Yes	51,783
No	14,458
Unknown	7,690
<b>Total</b>	<b>73,931</b>



## Total Audience Profile: Fall 2018

**Total Newsletter Subscribers**

**60,245**

Source: Publisher's Own Data

NEWSLETTER RECEIVED	SUBSCRIBERS
247 Newswire	48,804
Editor's Pick of the Week	46,682
Check it Out	43,764
Product Spotlight	41,460
Friday 4	44,468

GEOGRAPHIC	SUBSCRIBERS
North America	56,132
Europe	1,597
Africa	252
Asia	1,168
Asia Pacific	165
Caribbean	35
Central America	30
Middle East	163
South America	274
Unknown	429
<b>Total</b>	<b>60,245</b>

PRIMARY FUNCTION	SUBSCRIBERS
Product or System Design Engineering	14,389
Industrial Design	3,426
Research & Development	7,810
Engineering Analysis	3,820
Testing/Masurement/Quality Inspection	3,833
<b>Design Engineering Staff</b>	<b>33,278</b>
Engineering or IT Management	11,082
Corporate Management	7,429
<b>Management</b>	<b>18,511</b>
Engineering Faculty	703
Engineering Student	263
Other/Awaiting Classification	7,490
<b>Total</b>	<b>60,245</b>

MULTIPLE FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	29,942
Engineering Analysis	21,809
Industrial Design	14,729
Corporate Management	12,849
Engineering or IT Management	22,908
Testing/Masurement/Quality Inspection	19,678
Research & Development	24,756
Engineering Faculty	2,724
Engineering Student	1,181
Other/Awaiting Classification	8,302

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	17,918
Communications Systems & Equipment	12,179
Industrial Machinery & Products	19,641
Automotive or Transportation	12,970
Consumer Products	12,820
Medical Products & Equipment	10,170
Power or Energy (oil, gas, electricity, solar)	11,454
Materials	9,909
Aerospace/Defense	11,402
Government or Military	11,623
Research and Development	13,935
Construction	7,809
University	2,655
Other Industries	1,667

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	13,518
500-999	3,348
100-499	9,040
1-99	23,292
Awaiting Classification	11,047
<b>Total</b>	<b>60,245</b>

SIMULATION (use or plan to use in your design process)	SUBSCRIBERS
Yes	41,568
No	10,249
Awaiting Classification	8,428
<b>Total</b>	<b>60,245</b>



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## Total Audience Profile: Fall 2018

**Marketing Database\*** **48,629**

Source: Publisher's Own Data

GEOGRAPHIC	SUBSCRIBERS
North America	46,226
Europe	196
Africa	232
Asia	1,055
Asia Pacific	155
Caribbean	33
Central America	30
Middle East	154
South America	275
Unknown	273
<b>Total</b>	<b>48,629</b>

PRIMARY FUNCTION	SUBSCRIBERS
Product or System Design Engineering	12,010
Industrial Design	2,808
Research & Development	6,362
Engineering Analysis	3,094
Testing/Measurement/Quality Inspection	3,175
<b>Design Engineering Staff</b>	<b>27,449</b>
Engineering or IT Management	9,394
Corporate Management	6,346
<b>Management</b>	<b>15,740</b>
Engineering Faculty	592
Engineering Student	209
Other/Awaiting Classification	4,639
<b>Total</b>	<b>48,629</b>

MULTIPLE FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	24,928
Engineering Analysis	18,036
Industrial Design	12,141
Corporate Management	10,825
Engineering or IT Management	19,212
Testing/Measurement/Quality Inspection	16,416
Research & Development	20,542
Engineering Faculty	2,354
Engineering Student	988
Other/Awaiting Classification	5,260

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	14,838
Communications Systems & Equipment	10,123
Industrial Machinery & Products	16,302
Automotive or Transportation	10,697
Consumer Products	10,592
Medical Products & Equipment	8,474
Power or Energy (oil, gas, electricity, solar)	9,485
Materials	8,243
Aerospace/Defense	9,425
Government or Military	9,615
Research and Development	11,537
Construction	6,570
University	2,271
Other Industries	1,355

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	11,366
500-999	2,719
100-499	7,382
1-99	19,599
Awaiting Classification	7,563
<b>Total</b>	<b>48,629</b>

SIMULATION (use or plan to use in your design process)	SUBSCRIBERS
Yes	34,523
No	8,638
Awaiting Classification	5,468
<b>Total</b>	<b>48,629</b>

\* Includes Whitepaper, 3rd Party, Webcast, Research, Custom Email Database

**Average Unique Visitors 46,857**

**Web Traffic**

WEBSITE VISITS, UNIQUE VISITORS, PAGE VIEWS, VISITORS SUMMARY					
6-month Totals and Averages					
Month	Visits	Unique Visitors	Page Views	Page Views per Unique Visitor	Page Views per Visit
April 2018	68,192	56,795	98,796	1.7	1.4
May 2018	69,959	58,870	101,279	1.7	1.4
June 2018	63,976	52,720	92,782	1.8	1.5
July 2018	53,843	42,240	73,664	1.7	1.4
August 2018	47,177	36,287	68,642	1.9	1.5
September 2018	44,533	34,230	62,190	1.8	1.4
<b>Averages</b>	<b>57,947</b>	<b>46,857</b>	<b>82,892</b>	<b>1.8</b>	<b>1.4</b>

GEOGRAPHIC ANALYSIS OF VISITS		
September 2018		
Region	Visits	%
Americas	15,524	34.9%
Asia	7,187	16.1%
Europe	9,885	22.2%
Africa	618	1.4%
Oceania	944	2.1%
Other	10,375	23.3%
<b>Total</b>	<b>44,533</b>	<b>100.0%</b>