

Total Audience Profile: Summer 2020



Peerless
MEDIA, LLC

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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 = 72,440

Online Issue	Subscribers
Total Online Issue Circulation	58,481

Website: 6-month Averages	Visitors/Views
Average Monthly Unique Visitors	56,670
Average Monthly Page Views	97,647

Marketing Databases	Emails
3rd Party Emails	41,970
Webcasts	44,690
White Papers	43,757
Special Focus Issues	44,755

Email Newsletters	Emails
247 Newswire	43,637
Editor's Pick of the Week	40,981
Check It Out	41,368
Product Spotlight	42,513
Friday Videos	43,545
Total Email Newsletter Circulation	54,970

Social Media	Followers
Twitter Followers	3,999
Facebook Followers	6,484
Total Social Media	10,483

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*	72,440
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Source: Publisher's Own Data, Aug 2020

GEOGRAPHIC	SUBSCRIBERS
North America	67,381
Europe	1,813
Africa	318
Asia	1,690
Asia Pacific	264
Caribbean/Central America	66
Middle East	268
South America	404
Awaiting Classification	237
Total	72,440

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	35,031
Engineering Analysis	26,132
Industrial Design	18,273
Corporate Management	15,520
Engineering Management	18,163
IT Management	9,224
Testing/Measurement/Quality Inspection	25,116
Research & Development	30,256
Engineering Faculty	4,374
Engineering Student	2,089

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	21,441
Communications Systems & Equipment	14,811
Industrial Machinery & Products	23,596
Automotive or Transportation	15,493
Consumer Products	15,156
Medical Products & Equipment	12,255
Power or Energy (oil, gas, electricity, solar)	14,149
Materials	12,236
Aerospace/Defense	14,114
Government or Military	14,698
Research and Development	16,837
Construction	9,933
University	4,197
Other Industries	2,176

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	17,267
500-999	3,975
100-499	10,957
1-99	28,023
Awaiting Classification	12,218
Total	72,440

* Includes Magazine, Newsletter, Marketing Database

Total Online Issue Subscribers	58,481
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Source: Publisher's Own Data, Aug 2020

GEOGRAPHIC	SUBSCRIBERS
North America	54,355
Europe	1,552
Africa	273
Asia	1,368
Asia Pacific	203
Caribbean/Central America	61
Middle East	201
South America	351
Awaiting Classification	117
Total	58,481

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	29,062
Engineering Analysis	21,934
Industrial Design	15,309
Corporate Management	12,929
Engineering Management	17,100
IT Management	8,681
Testing/Measurement/Quality Inspection	20,953
Research & Development	25,511
Engineering Faculty	4,162
Engineering Student	1,975

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	17,995
Communications Systems & Equipment	12,656
Industrial Machinery & Products	19,816
Automotive or Transportation	13,071
Consumer Products	12,701
Medical Products & Equipment	10,239
Power or Energy (oil, gas, electricity, solar)	11,899
Materials	10,338
Aerospace/Defense	12,104
Government or Military	12,358
Research and Development	14,306
Construction	8,489
University	3,961
Other Industries	1,736

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	15,332
500-999	3,261
100-499	9,046
1-99	23,988
Awaiting Classification	6,855
Total	58,481

Total Newsletter Subscribers	54,970
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Source: Publisher's Own Data, Aug 2020

GEOGRAPHIC	SUBSCRIBERS
North America	51,826
Europe	1,250
Africa	186
Asia	978
Asia Pacific	144
Caribbean/Central America	35
Middle East	142
South America	258
Awaiting Classification	151
Total	54,970

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	17,087
Communications Systems & Equipment	11,802
Industrial Machinery & Products	18,254
Automotive or Transportation	12,449
Consumer Products	12,059
Medical Products & Equipment	9,696
Power or Energy (oil, gas, electricity, solar)	10,911
Materials	9,662
Aerospace/Defense	11,094
Government or Military	11,129
Research and Development	13,635
Construction	7,670
University	3,387
Other Industries	1,790

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	27,636
Engineering Analysis	20,459
Industrial Design	14,192
Corporate Management	12,391
Engineering Management	14,406
IT Management	7,383
Testing/Measurement/Quality Inspection	18,903
Research & Development	23,886
Engineering Faculty	3,412
Engineering Student	1,613

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	13,329
500-999	2,953
100-499	8,192
1-99	22,630
Awaiting Classification	7,866
Total	54,970



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3rd Party Emails Database **41,970**

Source: Publisher's Own Data, Aug 2020

GEOGRAPHIC	SUBSCRIBERS
North America	39,351
Europe	243
Africa	244
Asia	1,225
Asia Pacific	206
Caribbean/Central America	51
Middle East	204
South America	319
Awaiting Classification	127
Total	41,970

INDUSTRIES DESIGNING FOR (multiple response)	SUBSCRIBERS
Electronic Products & Equipment	12,835
Communications Systems & Equipment	8,998
Industrial Machinery & Products	13,667
Automotive or Transportation	9,238
Consumer Products	9,068
Medical Products & Equipment	7,133
Power or Energy (oil, gas, electricity, solar)	8,226
Materials	7,167
Aerospace/Defense	8,214
Government or Military	8,314
Research and Development	9,899
Construction	5,852
University	2,258
Other Industries	1,327

ENGINEERING FUNCTIONS (multiple response)	SUBSCRIBERS
Product or System Design Engineering	20,540
Engineering Analysis	15,220
Industrial Design	10,632
Corporate Management	9,583
Engineering Management	11,210
IT Management	5,858
Testing/Measurement/Quality Inspection	14,358
Research & Development	17,637
Engineering Faculty	2,370
Engineering Student	1,151

EMPLOYEE SIZE	SUBSCRIBERS
1000 or more	9,853
500-999	2,142
100-499	6,075
1-99	17,314
Awaiting Classification	6,586
Total	41,970



Total Audience Profile: Summer 2020



Source: Publisher's Own Data via Google Analytics, January - June 2020

Average Unique Visitors 56,670

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	Average Time on Page
January 2020	65,639	55,582	97,728	1.8	2:07
February 2020	65,253	56,457	94,076	1.7	1:58
March 2020	71,022	60,268	102,850	1.7	2:04
April 2020	73,961	63,300	106,889	1.7	2:07
May 2020	65,230	54,793	95,596	1.7	2:00
June 2020	59,145	49,620	88,740	1.8	1:54
Averages	66,708	56,670	97,647	1.7	2:02

GEOGRAPHIC ANALYSIS OF VISITS		
June 2020		
Region	Visits	%
Americas	29,626	50.1%
Asia	13,667	23.1%
Europe	12,923	21.8%
Africa	1,344	2.3%
Oceania	1,436	2.4%
Other	149	0.3%
Total	59,145	100.0%