

2018

IndustryWeek®

Industry Overview

ADVERTISING

LEAD GENERATION & NURTURING

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IndustryWeek on the Forefront of Change

IndustryWeek is the only media brand dedicated to championing the people and companies that are making the U.S. manufacturing sector a global leader. We are the essential information source for the decision-makers and disruptors driving manufacturing's latest transformation, the 4th Industrial Revolution, with a core focus on how companies develop and deploy talent and technology to achieve transformational leadership practices, revolutionary business models, state-of-the-art production systems, and next-generation products made possible by the convergence of maturing technologies.

IW identifies the stunning new technologies and talent best practices that are reshaping manufacturing businesses and the growth opportunities they present by profiling the companies and executives who are leading the technology advancements.

TOP 4 Reasons Why Our Subscribers Read

- 1 Learn best practices from world-class manufacturers.
- 2 Operate more efficient and profitable companies.
- 3 Get information on new products and services.
- 4 Stay up-to-date on a global industry.

Advertising With IndustryWeek Helps You:

- Position your brand with today's hottest manufacturing & business topics and trends.
- Launch new products to a broad audience of buyers.
- Reach a new generation of manufacturers.
- Generate leads and strong inquiries directly from buyers.

Reach Manufacturing Decision Makers With Your Message

INDUSTRYWEEK TOTAL MONTHLY AUDIENCE*

760,722

91k

MAGAZINE



302k

DESKTOP



103k

MOBILE



204k

ENEWSLETTER



61k

SOCIAL



*Monthly Audience includes desktop & mobile visitors, total eNewsletter recipients, social networking followers, and app downloads as noted is publisher's own data for the 6 month period January through June 2017.

Our Audience

Who Reads IndustryWeek?*



43%

Corporate & Executive Management

CEO, COO, CFO, CIO,
Executive VP, and GM



31%

Operations, Production & Plant Management

VPs and Directors of Operations, IT
and Production, and Plant Managers



18%

Engineering, R&D, Design & Technical Management

VPs and Directors of Engineering,
R&D, and Information Systems/Technology



4%

Purchasing & Sourcing Management

VPs and Directors of Purchasing and Sourcing



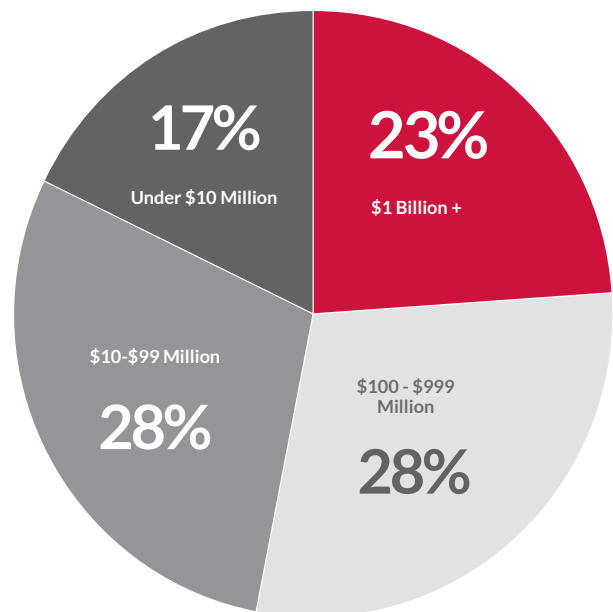
2%

Other Titled and
Non-titled Management Personnel

Companies That Read**



Annual Revenue*



*Figures are publisher's own data.

IndustryWeek.com

- Who is Killing American Manufacturing?
- Five Elements to Include in a Compelling Business Case
- GE Digital's Secret Weapon
- Five Steps to Improved Manufacturing Quality
- 12 Key Strategies to Achieving a Work-Life Balance
- How to Reduce Costs through Supply Chain Network Optimization
- 3 Trends That Will Drive the Automotive Industry in 2017 and Beyond
- 5 Ways to Develop a More Efficient Factory
- Supply Chain & Logistics Top 5 Warehouse Challenges and How to Overcome Them
- How to Build More Impactful Centers of Excellence
- Five Rules for Selecting the Best KPIs to Drive Operational Improvement
- Top 10 Manufacturing Countries in 2020
- Not Dead Yet: 10 Manufacturers of Obsolete Products
- Employee's Choice: The 10 Best Manufacturers to Work For
- Nature Rules: 10 Biomimicry Projects that are Changing Product Design
- Top 10 Supply Chain Schools of 2017
- NAIAS 2017: Highlights from the Detroit Auto Show
- 2017 IndustryWeek Salary Survey - By the Numbers
- 10 Tech Predictions for 2017 and Beyond
- Top 25 Supply Chains of 2017
- The 10 Most Popular Manufacturing CEOs
- 10 Mistakes to Avoid When Choosing a Manufacturing Location
- Top 10 States for Manufacturing Jobs



Categories

Supply Chain
 Leadership
 Global Economy
 Technology
 Workforce
 Operations
 Innovation

Top Searched Keywords

Supply Chain Analytics
 Manufacturing
 Continuous Improvement
 3D Printing
Internet of Things
 Trump
 Lean Manufacturing
 Operations Management
 Robotics
 Operational Excellence
 PLM
Best Plants
 Tesla
 Operational Excellence
 Supply Chain
 Mexico

IndustryWeek eNewsletters

We routinely qualify our newsletter subscribers by monitoring their open and click thru metrics to ensure our files are up to date with engaged and proactive subscribers. All new subscribers are **100% opt-in** to make certain you reach a qualified audience every time.

Daily Headlines Frequency: Daily Subscribers: 61,300 Open Rate: 27% CTR: 8.2%	Quick Manufacturing News Frequency: Daily Subscribers: 32,400 Open Rate: 24% CTR: 7.1%	Weekly Hotlist Frequency: Weekly Subscribers: 43,200 Open Rate: 20% CTR: 4.8%
Continuous Improvement Frequency: Weekly Subscribers: 49,600 Open Rate: 20% CTR: 4.2%	Manufacturing Technology Frequency: Weekly Subscribers: 15,000 Open Rate: 31% CTR: 4.3%	Leadership Insights Frequency: Weekly Subscribers: 18,100 Open Rate: 21% CTR: 3.9%
3D Printing 360 Frequency: Twice Monthly Subscribers: 22,800 Open Rate: 32.6% CTR: 7%	Supply Chain Insights Frequency: Weekly Subscribers: 33,800 Open Rate: 17.5% CTR: 3.2%	Workforce Watch Frequency: Weekly Subscribers: 6,500 Open Rate: 33% CTR: 7.3%

Manufacturing & Technology Conference & Expo

The IndustryWeek Manufacturing & Technology Conference & Expo is the only event designed to keep manufacturing decision-makers, from design to delivery, at the forefront of manufacturing's digital transformation. The three-day event focuses on the key elements of advanced manufacturing: technology integration, operational excellence, design/engineering, talent development and supply chain. Our newly expanded M&T expo allows attendees to experience some of today's most disruptive technologies and equipment innovations first-hand. Exhibitors offer wide range of products and services ranging from automation, software, robotics, 3D, wearables, lean, workforce, material handling, supply chain, safety, and machine tools.



of attendees hold senior operations and production management titles



of attendees are from companies with an annual sales volume of over \$100 million



of attendees would recommend this conference to a colleague



estimated attendees

Past Attending Companies

3M
American Greetings
Autoliv North America
Avery Dennison
BIC Corp.
The Boeing Co.
Boston Scientific
Bunge North America
Carrier Corporation
Central Life Sciences
Case New Holland
Cummins
Dupont
Eaton Corporation
Ethicon
Ford Motor Company
Gardner Denver
General Cable
Global Brass & Copper

Harley-Davidson Motor Co.
The HON Company
ISP Chemicals
John Deere
Johnson & Johnson
Kohler Co.
Landis+Gyr
La-Z-Boy
Life Technologies
Lincoln Electric Company
Lockheed Martin
Nordson Corporation
Orbital Sciences Corporation
Raytheon
SSP Fittings Corp.
Thomas & Betts
The Timken Company
Toyota
Wyeth Pharmaceuticals

Past Attendee Titles

Chief Executive Officer
Chief Operating Officer
Continuous Improvement Mgr
Dir of Manufacturing
Dir of Continuous Improvement
Dir of Operations
Dir of Production
Dir of Engineering
Dir of Materials Mgmt
Dir of Quality
EVP of Operations
EVP of Manufacturing
Engineering Manager
Facilities Manager
General Manager
Lean Manager
Materials Manager
Mgr Manufacturing Innovation
Operations Manager
Plant Manager
President
Production Manager
Purchasing Manager
Six Sigma Manager
Sr. Dir of Mfg Operations
Sr. Manufacturing Engineer
VP of Manufacturing
VP of Global Operations
VP of Operations
VP of Business Integration



The IndustryWeek Manufacturing & Technology Conference & Expo will continue to feature the IndustryWeek Best Plants awards program, to highlight best practices in operational leadership, workforce development and continuous improvement.

IndustryWeek®

For more information, please visit manufacturing.penton.com/industryweek



ADVERTISING

- Website Advertising
- Email Advertising
- Audience Extension
- Branded Topic Channels
- Print Advertising



CONTENT

- Webinars
- Custom Whitepapers
- Custom Infographics
- Custom eNewsletter
- Custom eBook
- FAQs



LEAD GENERATION & NURTURING

- eBooks
- Pop Quiz
- Webinars
- Whitepapers
- Lead Lifecycling
- Event Lead Engagement Program



RESEARCH

- Strategic Insights Study
- Custom Research
- Online Focus Groups
- Ongoing eListening



EVENTS

- Event Lead Engagement Program
- Manufacturing & Technology Conference & Expo
- Safety Leadership Conference