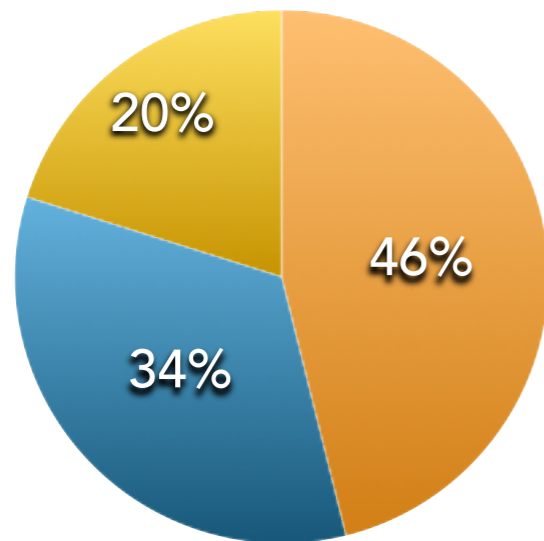


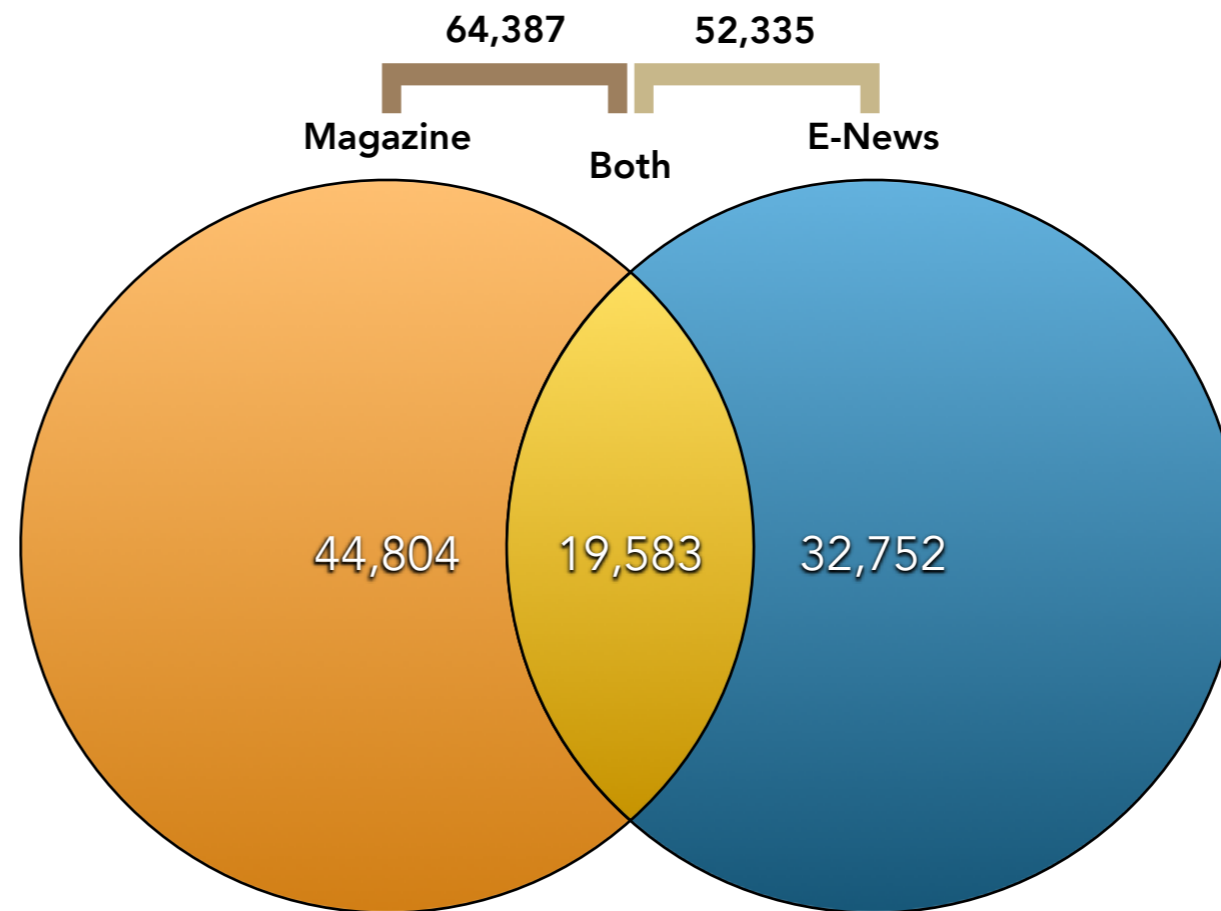
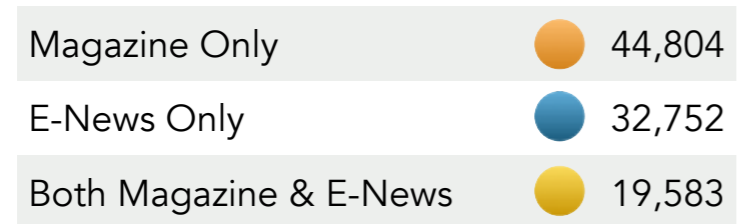
Audience

CUTTING TOOL ENGINEERING MAGAZINE & CTE E-NEWSLETTER

Subscribers

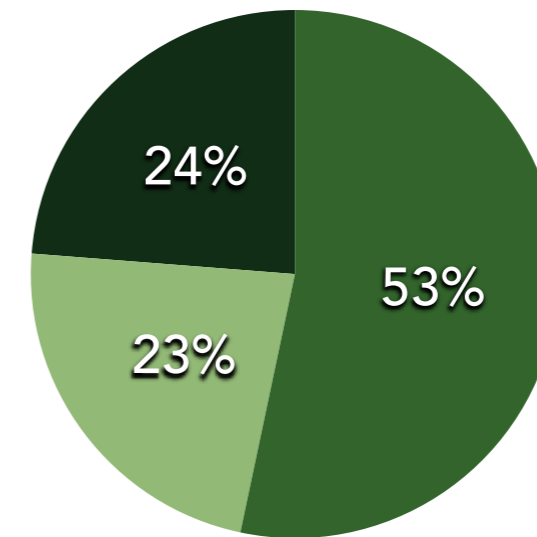


Subscribers by Media Type



Subscribers by Primary Business Segment

Primary Business Segment	MAGAZINE	E-NEWS	UNIQUE TOTAL
(332) Fabricated Metal Product Manufacturing (includes Machine Shops)	21,134	15,844	30,000
(333) Machinery Manufacturing	14,079	9,544	19,338
(339) Miscellaneous Manufacturing	7,755	3,121	8,959
(336) Transportation Equipment Manufacturing	5,297	4,425	8,199
(331) Primary Metal Manufacturing	7,709	2,535	8,136
(334) Computer/Electronic Product Manufacturing	2,344	1,919	3,630
(335) Electrical Equip./Appliance and Component Manufacturing	2,764	1,216	3,252
(423) Wholesale/Trade/Durable Goods	1,500	1,592	2,614
Other (999) and (337)	1,805	12,139	13,011
	64,387	52,335	97,139



Magazine Subscribers by Edition Type

Print Magazine Only	34,327
Digital Magazine Only	14,761
Both Print & Digital Magazine Editions	15,299
	64,387

Subscribers by Job Function

Job Function	MAGAZINE	E-NEWS	UNIQUE TOTAL
Corporate Manager	28,987	19,873	40,113
Engineering Department	7,539	5,040	10,107
Engineering Manager	5,393	4,125	7,749
Production Manager	5,996	4,131	8,261
Purchasing	3,478	2,394	4,902
Production Department	3,205	2,302	4,613
Quality Assurance/Control	3,027	1,200	3,454
Design, R&D	1,329	1,173	2,016
Other	5,433	12,097	15,924
	64,387	52,335	97,139

Subscribers by Industry Served

Industry Served	MAGAZINE	E-NEWS	UNIQUE TOTAL
Transportation	35,757	19,993	56,945
Aerospace	34,048	20,127	44,434
Heavy Equipment	30,268	6,903	38,160
Defense	26,733	12,842	32,029
Medical/Dental	15,565	5,527	18,497
Energy	13,604	5,477	15,225
Communications	8,979	4,523	10,710
Other	9,157	18,427	29,632

Subscribers by U.S. Region

REGION	MAGAZINE	E-NEWS	UNIQUE TOTAL
East North Central	19,656	11,474	18,528
South Atlantic	7,461	4,828	8,612
Pacific	7,239	4,891	10,021
Mid Atlantic	7,278	4,467	8,494
West North Central	5,951	3,645	7,919
West South Central	5,099	3,493	6,614
New England	3,869	2,505	4,724
East South Central	19,656	2,025	3,841
Mountain	2,907	1,712	3,828

Subscribers by Pacific Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Alaska	25	16	37
California	5,311	3,712	7,444
Hawaii	33	20	46
Oregon	787	423	1,005
Washington	1,083	720	1,489

Subscribers by East North Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Illinois	4,360	3,263	6,266
Indiana	2,926	1,801	7,818
Michigan	4,376	3,006	1,746
Ohio	4,847	3,066	1,658
Wisconsin	3,147	338	1,040

Subscribers by South Atlantic Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
District of Columbia	13	154	3
Delaware	86	57	36
Florida	2,112	1,358	2,903
Georgia	1,193	707	707
Maryland	500	342	190
North Carolina	1,671	1,030	2,208
South Carolina	747	554	1,085
Virginia	874	488	1,139
West Virginia	265	138	341

Subscribers by Mid Atlantic Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
New Jersey	1,247	806	1,660
New York	2,457	1,564	3,260
Pennsylvania	3,574	2,097	3,574

Subscribers by West South Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Arkansas	524	273	155
Louisiana	621	406	849
Oklahoma	46	402	379
Texas	3,908	2,412	5,231

Subscribers by West North Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Iowa	1,022	654	1,398
Kansas	845	465	1,088
Minnesota	1,890	1,138	2,501
Missouri	1,443	915	1,938
North Dakota	132	82	173
Nebraska	396	253	536
South Dakota	223	138	285

Subscribers by New England Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Connecticut	1,188	767	1,611
Massachusetts	1,510	1,015	1,570
Maine	220	139	298
New Hampshire	511	322	684
Rhode Island	275	171	353
Vermont	165	91	208

Subscribers by Mountain Region (continued)

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
New Mexico	185	107	247
Nevada	176	24	263
Utah	522	317	685
Wyoming	190	43	21

Subscribers by Mountain Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Arizona	762	550	1,073
Colorado	763	424	995
Idaho	270	168	372
Montana	134	79	172

Subscribers by East South Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Alabama	808	516	418
Kentucky	952	531	1,241
Mississippi	406	219	516
Tennessee	1,256	759	1,666

◆ Please note that for some individuals, state data is unavailable. As a result, the total number for state-specific information may not match the overall number of respondents.

Subscribers by Country

COUNTRY	Subscribers
United States of America	85477
Canada	1655
India	226
Mexico	119
United Kingdom	41
Australia	28
China	25
Turkey	22
Brazil	20
Israel	16
Spain	15
Germany	15
Malaysia	14
Italy	13
Pakistan	11
Taiwan	10
Switzerland	9
Portugal	9
Korea (Rep of)	9
Ireland	9
Japan	9
Korea South	9
Iran	8
Netherlands	8
Argentina	8
Singapore	8
Sweden	7
Thailand	7
Colombia	7

Subscribers by Country 1

COUNTRY	Subscribers
Indonesia	6
France	5
New Zealand	5
United Arab Emirates	5
Kenya	5
Philippines	4
South Africa	4
Venezuela	4
Greece	3
Ecuador	3
Egypt	3
Norway	3
Sri Lanka	3
Ukraine	3
Poland	3
Croatia	2
Belarus	2
Peru	2
Tunisia	2
Luxembourg	2
Russia	2
Denmark	2
Romania	2
Belgium	2
Hong Kong	2
Bolivia	2
Czechia	2
Slovenia	2
Nigeria	2

Subscribers by Country 2

COUNTRY	Subscribers
Lithuania	1
Guatemala	1
Madagascar	1
Chile	1
Qatar	1
Zimbabwe	1
Honduras	1
Viet Nam	1
New Caledonia	1
Guyana	1
Vietnam	1
Jordan	1
Lebanon	1
Serbia	1
British Indian Ocean Trty	1
Anguilla	1
Syrian Arab Republic	1
Hungary	1
Saudi Arabia	1
Bahrain	1
England	1
Cyprus	1
Finland	1

⬠ Please note that for some individuals, country data is unavailable. As a result, the total number for country-specific information may not match the overall number of respondents.

CTE WEBSITE AUDIENCE

	USERS	SESSIONS	VIEWS
Monthly Averages	44,232	47,884	54,626
Annual Totals	615,709	684,443	776,474

YTD Digital Magazine Audience*

Unique Readers	12,006
Total Views	124,901
Total Sessions	17,025
Bounce Rate	30.6
Avg Views Per Reader	10.4
Avg Sessions Per Reader	1.42
Avg Views Per Session	7.34
Returning Reader Percentage	99.6

*Data includes engagement with magazine via CTE's digital magazine website and app.

Social Media Audience

CHANNEL	FOLLOWERS
X (formerly Twitter)	34,000
Facebook	24,051
YouTube	8,400
LinkedIn	3,316
Instagram	1,889
Pinterest	1,000
Total	72,656