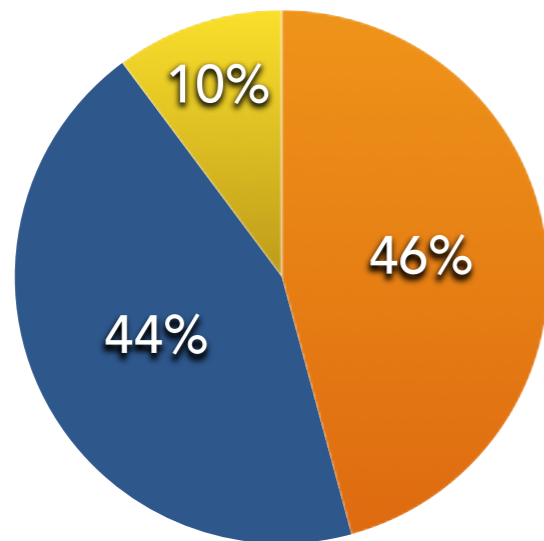


Audience

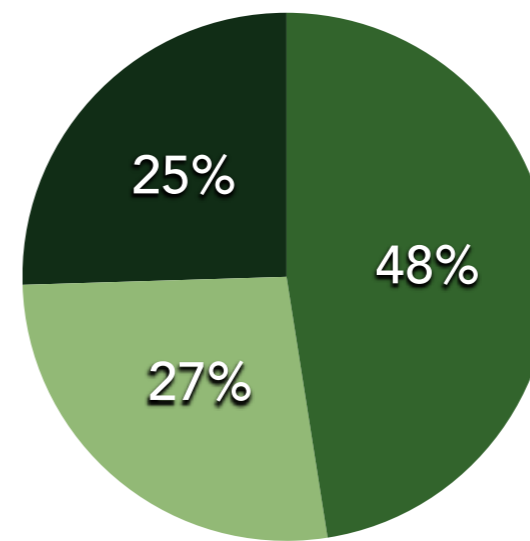
CUTTING TOOL ENGINEERING MAGAZINE & CTE E-NEWSLETTER

Subscribers



Subscribers by Media Type

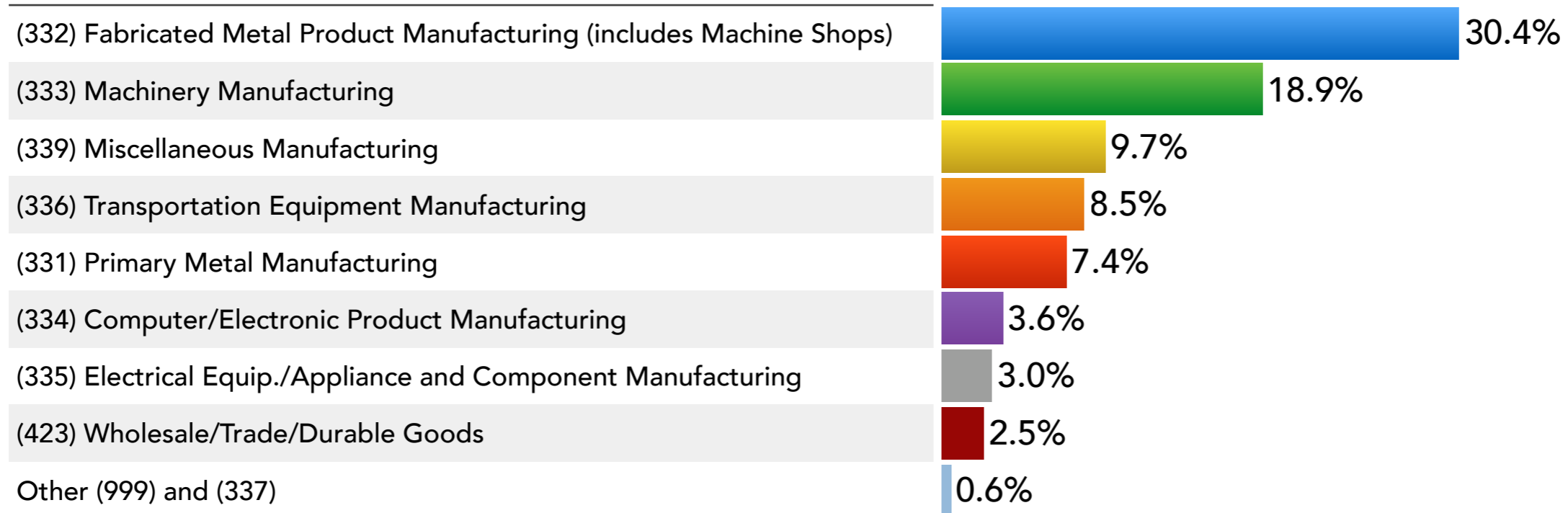
Magazine Only	51,453
E-News Only	49,450
Both Magazine & E-News	11,457



Magazine Subscribers by Edition Type

Print Magazine Only	29,678
Digital Magazine Only	16,866
Both Print & Digital Magazine Editions	15,918

Subscribers by Primary Business Segment



Subscribers by Job Function

JOB FUNCTION	MAGAZINE	E-NEWS	UNIQUE TOTAL
Corporate Manager	28,853	23,438	45,813
Engineering	7,401	5,732	12,093
Engineering Manager	5,360	4,939	9,372
Production Manager	5,942	4,459	9,246
Purchasing	3,454	2,287	5,462
Production	3,090	2,491	5,223
Quality Assurance/	3,013	816	3,601
Design, R&D	1,228	1,850	2,846
Other	4,121	14,895	4,813

Subscribers by Industries Served

INDUSTRY	MAGAZINE	E-NEWS	UNIQUE TOTAL
Transportation	35,777	24,898	54,524
Aerospace	34,068	20,725	49,015
Heavy Equipment	30,125	15,300	40,631
Defense	26,761	11,588	34,534
Medical/Dental	15,519	6,305	18,896
Energy	13,483	5,060	15,758
Communications	8,861	4,300	11,325
Other	9,014	11,693	17,839

Subscribers by U.S. Region

REGION	MAGAZINE	E-NEWS	UNIQUE TOTAL
East North Central	18,843	16,838	32,170
South Atlantic	7,259	5,944	11,986
Pacific	7,057	5,983	11,889
Mid Atlantic	7,063	5,328	11,199
West North Central	5,827	4,386	9,255
West South Central	5,025	4,449	8,663
New England	3,728	3,096	6,189
East South Central	3,341	2,451	5,278
Mountain	2,863	2,287	4,643

Subscribers by Pacific Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Alaska	25	21	42
California	5,163	4,553	8,871
Hawaii	33	26	51
Oregon	769	524	1,170
Washington	1,067	859	1,755

Subscribers by Mid Atlantic Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
New Jersey	1,200	917	1,919
New York	2,384	1,930	3,900
Pennsylvania	3,479	2,481	5,380

Subscribers by East North Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Illinois	4,179	4,303	7,630
Indiana	2,843	2,261	4,648
Michigan	4,122	4,004	7,296
Ohio	4,635	3,850	7,644
Wisconsin	3,064	2,420	4,952

Subscribers by South Atlantic Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
District of Columbia	13	13	22
Delaware	84	66	141
Florida	2,048	1,726	3,418
Georgia	1,172	909	1,887
Maryland	494	430	856
North Carolina	1,618	1,274	2,604
South Carolina	722	736	1,321
Virginia	848	615	1,335
West Virginia	260	175	402

Subscribers by West North Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Iowa	1,000	791	1,628
Kansas	838	537	1,242
Minnesota	1,840	1,440	2,992
Missouri	1,409	1,052	2,234
North Dakota	128	106	207
Nebraska	395	299	623
South Dakota	217	161	329

Subscribers by East South Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Alabama	796	613	1,291
Kentucky	916	626	1,408
Mississippi	405	242	589
Tennessee	1,224	970	1,990

Subscribers by Mountain Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Arizona	751	661	1,279
Colorado	756	565	1,185
Idaho	262	211	423
Montana	132	110	218

Subscribers by West South Central Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Arkansas	520	326	770
Louisiana	613	504	1,014
Oklahoma	39	637	654
Texas	3,853	2,982	6,225

Subscribers by New England Region

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
Connecticut	1,134	963	1,906
Massachusetts	1,460	1,260	2,465
Maine	210	174	347
New Hampshire	503	397	822
Rhode Island	267	189	407
Vermont	154	113	242

Subscribers by Mountain Region (continued)

STATE	MAGAZINE	E-NEWS	UNIQUE TOTAL
New Mexico	183	137	321
Nevada	174	173	321
Utah	510	370	795
Wyoming	95	60	133

Subscribers by Country

United States of America	108,639
Canada	2,264
India	304
Mexico	200
United Kingdom	96
Germany	89
Australia	55
Japan	44
Indonesia	39
China	38
Turkey	32
Brazil	31
Korea (Rep of)	31
Israel	30
Spain	29
France	25
Italy	25
Switzerland	23
Portugal	21
Taiwan	21
Sweden	17
Malaysia	16
Ireland	15
Singapore	14
Argentina	13
Netherlands	13
Russian Federation	13
Colombia	12
Pakistan	12
Iran	11

Subscribers by Country (cont-1)

Poland	11
South Africa	11
New Zealand	9
Finland	8
Thailand	8
Philippines	7
Ecuador	6
Czechia	5
Denmark	5
Hong Kong	5
Kenya	5
Nigeria	5
Romania	5
Slovakia	5
United Arab Emirates	5
Belgium	4
Bolivia	4
British Indian Ocean Trty	4
Egypt	4
Norway	4
Saudi Arabia	4
Venezuela	4
Viet Nam	4
Anguilla	3
Austria	3
Belarus	3
Greece	3
Sri Lanka	3
Ukraine	3
Croatia	2

Subscribers by Country (cont-2)

Guatemala	2
Hungary	2
Jordan	2
Luxembourg	2
Peru	2
Tunisia	2
Zimbabwe	2
Bahrain	1
Chile	1
Cocos Islands	1
Congo (Dem Rep of)	1
Costa Rica	1
Cyprus	1
El Salvador	1
Equatorial Guinea	1
Estonia	1
Guyana	1
Honduras	1
Lebanon	1
Lithuania	1
Madagascar	1
New Caledonia	1
Panama	1
Paraguay	1
Qatar	1
Samoa	1
Serbia	1
Syrian Arab Republic	1
Uruguay	1

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

CTE WEBSITE AUDIENCE

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