A&D AUDIENCE & REACH

220,000 Managers and decision makers* in the manufacturing industry:

Machine & plant manufacturers, plant operators, planners,
system integrators, project planners, service & maintenance providers

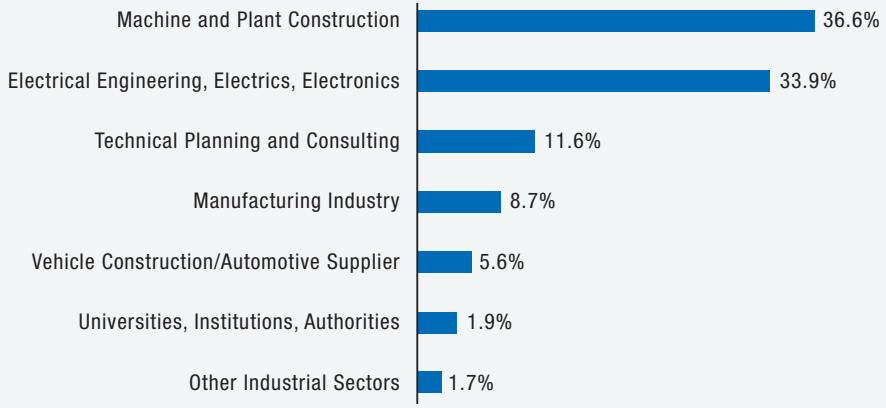
140,000
A&D magazine readers p.a.

1,000,000
A&D newsletter recipients p.a.

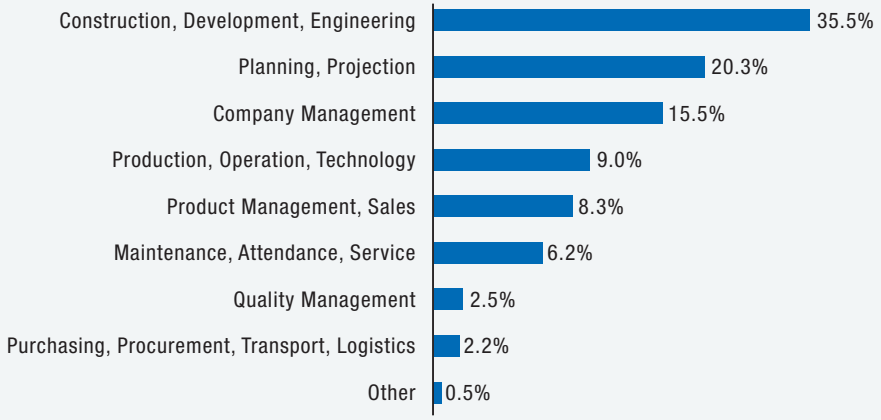
7.473,000
Google impressions on A&D contents p.a.

220,000
INDUSTR.com users on A&D contents p.a.

READERSHIP ANALYSIS TARGET MARKETS**



READERSHIP ANALYSIS FIELD OF FUNCTION**



* google analytics: unique users of A&D relevant content, evaluation period: May 2021 – April 2022
** average values 2022 for magazine, newsletter & A&D audience on INDUSTR.com

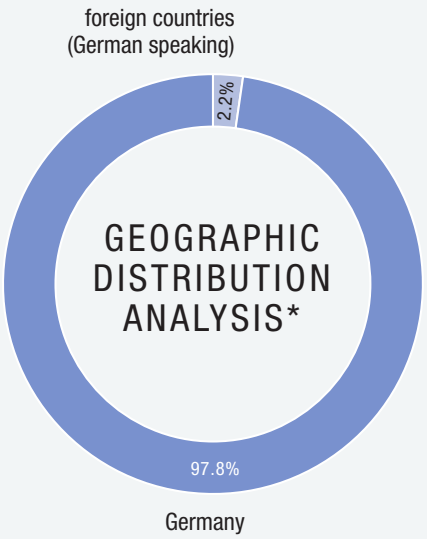
A&D AUDIENCE & REACH

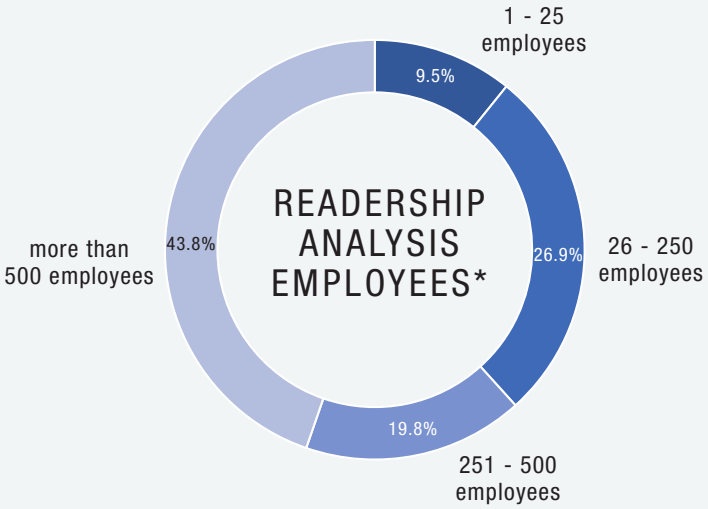
CIRCULATION OVERVIEW MAGAZIN & YEARBOOK HAKAHAKA

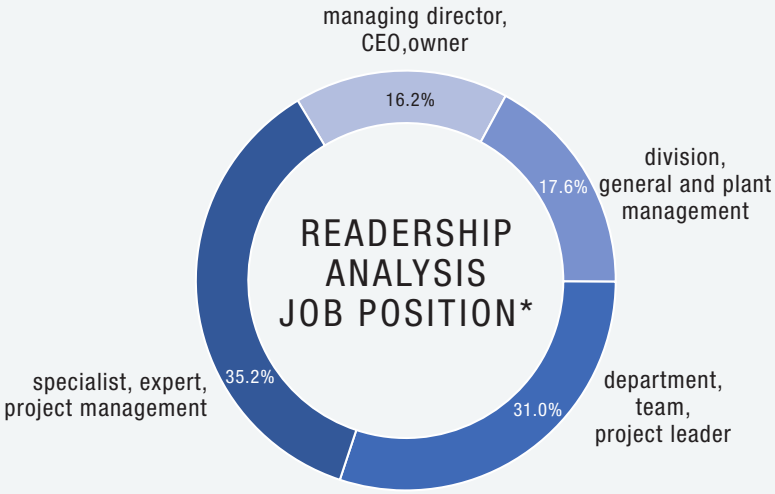
	MAGAZINE	HAKAHAKA
Distributed Circulation Total	**21,500**	**30,000**
Printed Copies	14,000	10,000
Distributed Copies Print	**13,600**	**9,700**
Other Sold Copies	128	100
Distributed Copies E-Paper	**7,900**	**20,300**
Other Sold Copies	350	510

EDITION ANALYSIS NEWSLETTER

	A&Dweek	INDUSTRY FORWARD	NEXT TECHNOLOGY	INDUSTRIAL SOLUTIONS	INDUSTR.-HIGHLIGHTS
Mailed Circulation per e-Mail	**7,800**	**12,500**	**7,100**	**9,200**	**15,300**
Distributed to foreign countries	342	490	305	422	500
Opening Rate	**37%**	**34%**	**34%**	**38%**	**35%**
Click (Through) Rate	**28%**	**27%**	**25%**	**27%**	**29%**







* Average values 2022 for magazine, newsletter & A&D audience on INDUSTR.com