



A&D AUDIENCE & REACH

230,000 Managers and decision-makers* in the manufacturing industry:

Machine & Plant Manufacturers, Plant Operators, Planners,
System Integrators, Project Planners, Service & Maintenance Providers

180,000

A&D magazine readers p.a.

1,000,000

A&D newsletter recipients p.a.

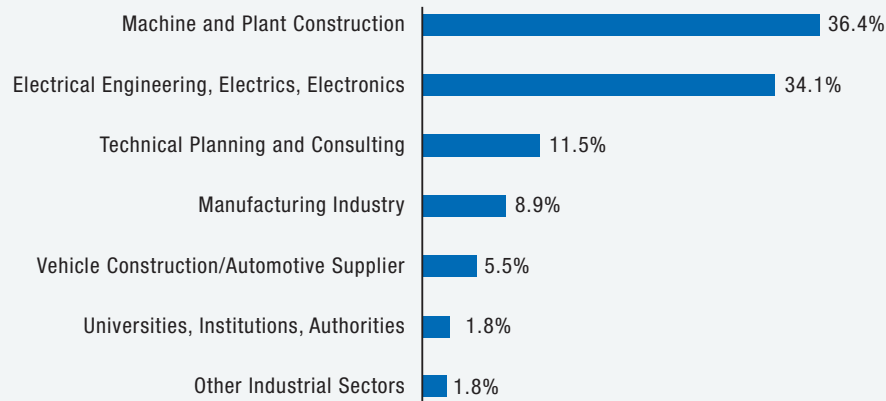
7.500,000

Google impressions on A&D contents p.a.

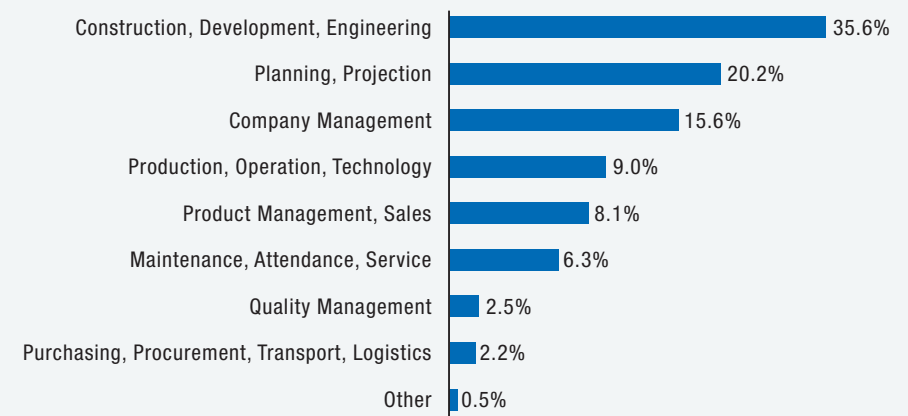
230,000

INDUSTR.com users on A&D contents p.a.

RECIPIENT ANALYSIS INDUSTRIES/TARGET MARKETS**



RECIPIENT ANALYSIS TASK AREA**



* google analytics: unique users of A&D relevant content, evaluation period: May 2022 – April 2023

** average values 2023 for magazine, newsletter & A&D audience on INDUSTR.com

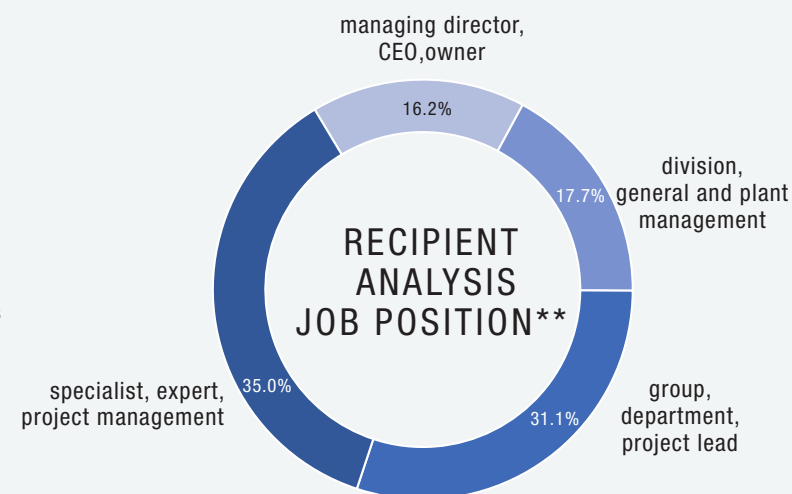
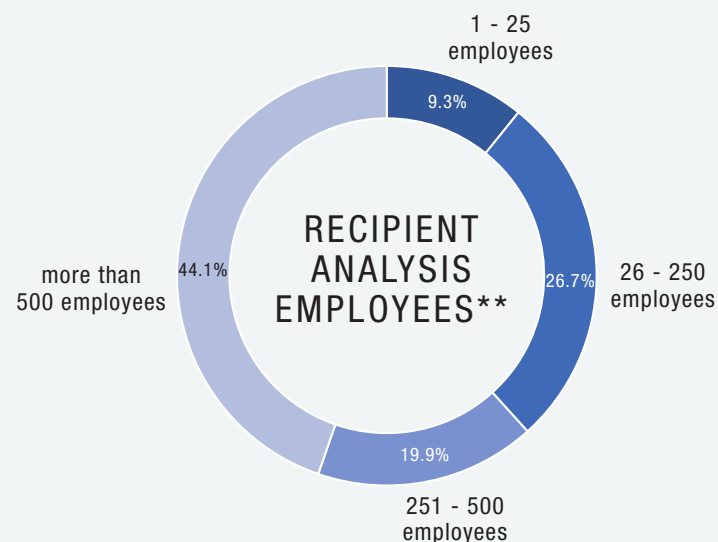
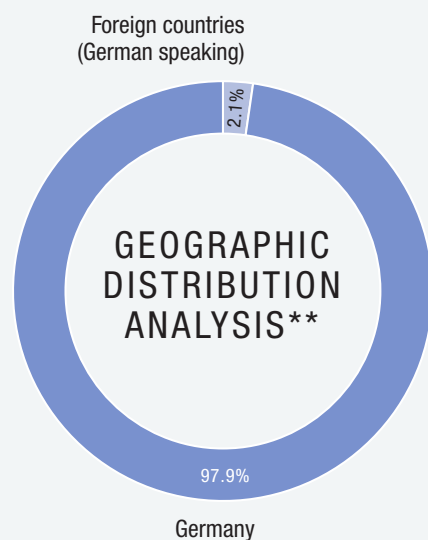
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CIRCULATION OVERVIEW MAGAZIN & SPECIAL PUBLICATIONS

	MAGAZINE	INDUSTRY.ZERO REPORT	HAKAHAKA
Distributed edition total	22,900	30,000	30,000
Printed edition	14,000	15,200	10,000
Distributed edition print	13,600	15,000	9,700
Thereof foreign countries	125	400	100
Distributed edition E-Paper	9,300	15,000	20,300
Thereof foreign countries	355	750	510

EDITION ANALYSIS NEWSLETTER

	A&Dweek	INDUSTRIAL SOLUTIONS	NEXT TECHNOLOGY	INDUSTRY.ZERO & TRANSFORMATION	INDUSTR.- HIGHLIGHTS
Mailed circulation per e-Mail	7,800	9,200	7,100	11,900	17,500
Thereof foreign countries	342	405	300	320	620
Opening Rate*	31%	32%	31%	30%	33%
Click (Through) Rate	29%	28%	27%	26%	31%



* Note opening rate: Apple's „Apple Mail Privacy Protection“ (AMPP) feature prevents tracking of opens for all Apple users. This makes the opening rate of newsletters virtually unusable as a success metric.
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