

# ENERGY-AUDIENCE & REACH

**225,000 Managers and decision-makers\* in**

the Manufacturing Industry (Consumer Goods Manufacturers, Automotive, etc.), the Energy-intensive Process Industries with a Focus on Chemicals & Pharmaceuticals and Food & Beverages, Mechanical & Plant Engineering, Industrial Parks, and relevant Service Providers.

**70,000**

ENERGY magazine readers p.a.

**750,000**

ENERGY newsletter recipients p.a.

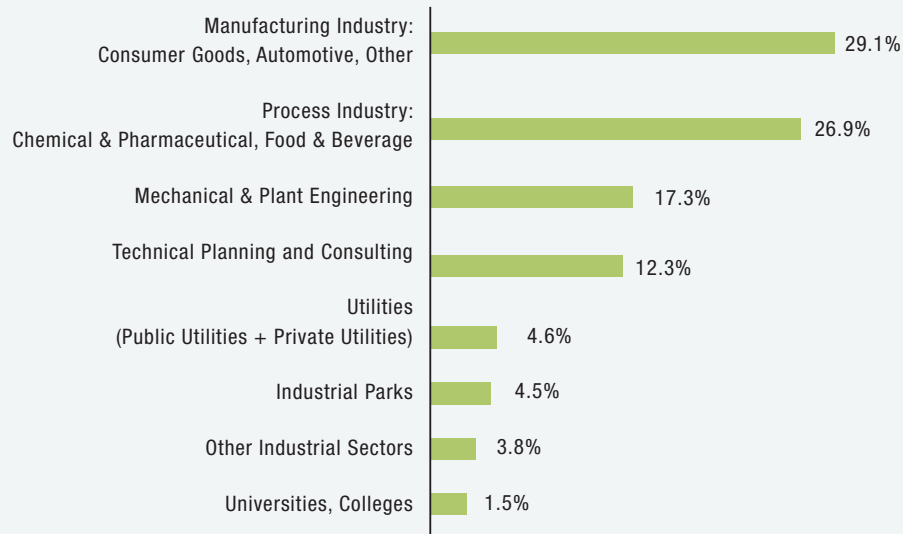
**6,400,000**

Google impressions on ENERGY contents p.a.

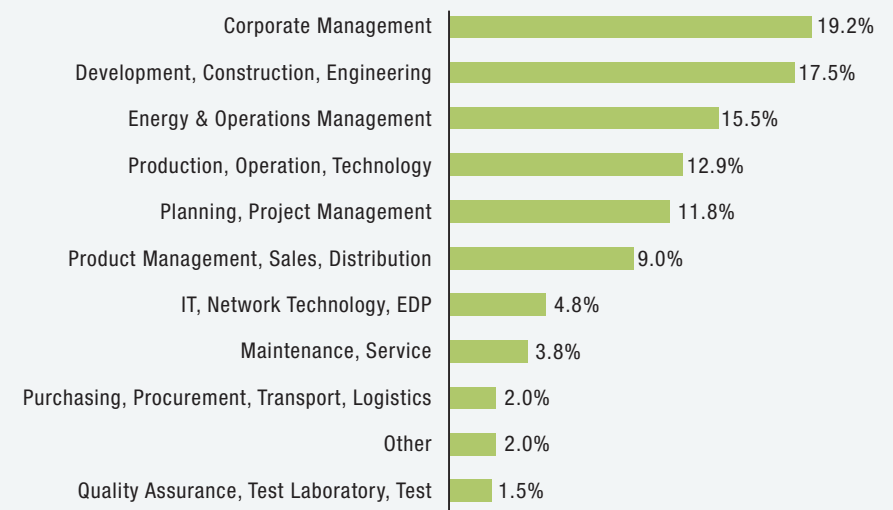
**225,000**

INDUSTR.com users on ENERGY contents p.a.

## RECIPIENT ANALYSIS INDUSTRIES/TARGET MARKETS\*\*



## RECIPIENT ANALYSIS TASK AREA\*\*



\* google analytics: unique users of ENERGY relevant content, evaluation period: May 2022 - April 2023  
 \*\* average values 2023 for magazine, newsletter & ENERGY audience on INDUSTR.com

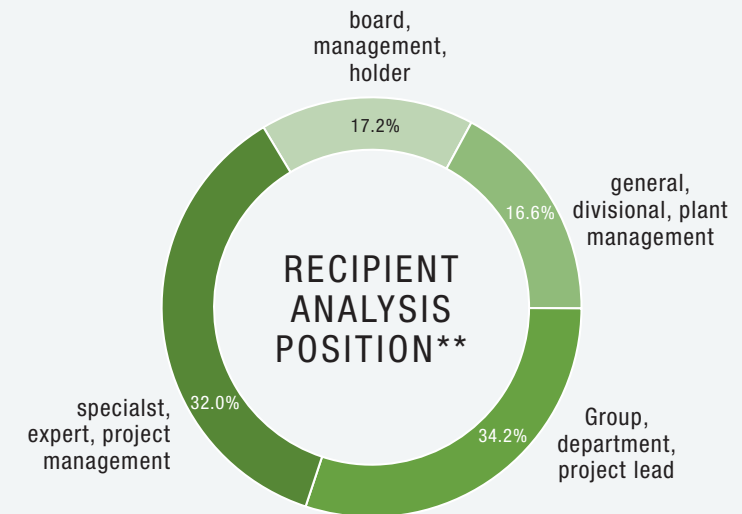
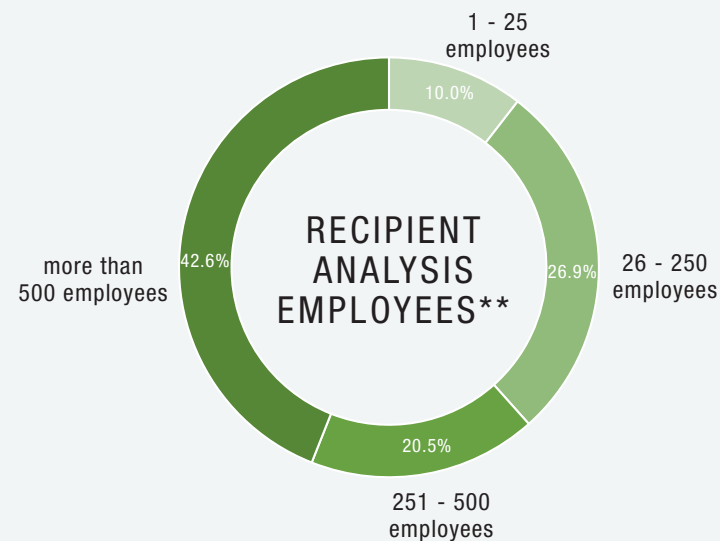
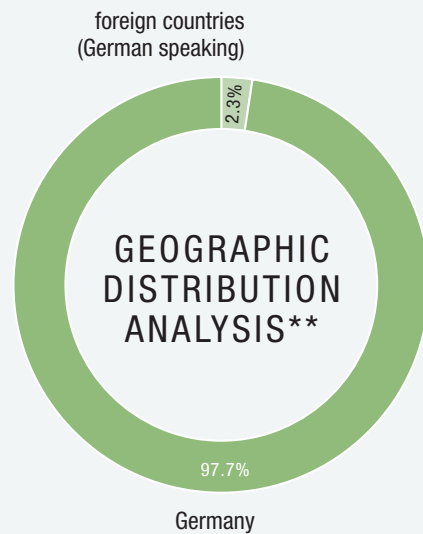
## ENERGY-AUDIENCE & REACH

### EDITION ANALYSIS MAGAZINE & SPECIAL PUBLICATIONS

	MAGAZINE	INDUSTRY.ZERO REPORT	HAKAHAKA
<b>Distributed edition total</b>	<b>17,600</b>	<b>30,000</b>	<b>30,000</b>
Print edition	10,000	15,200	10,000
<b>Distributed edition print</b>	<b>9,600</b>	<b>15,000</b>	<b>9,700</b>
Thereof foreign countries	130	400	100
<b>Distributed edition e-paper</b>	<b>8,000</b>	<b>15,000</b>	<b>20,300</b>
Thereof foreign countries	290	750	510

### EDITION ANALYSIS NEWSLETTER

	ENERGY week	INDUSTRIAL SOLUTIONS	NEXT TECHNOLOGY	INDUSTRY.ZERO & TRANSFORMATION	INDUSTR.- HIGHLIGHTS
<b>Mailed circulation per e-mail</b>	<b>6,900</b>	<b>9,200</b>	<b>7,100</b>	<b>11,900</b>	<b>17,500</b>
Thereof foreign countries	275	405	300	320	620
<b>Opening rate*</b>	<b>32%</b>	<b>32%</b>	<b>31%</b>	<b>30%</b>	<b>33%</b>
<b>Click (through) rate</b>	<b>29%</b>	<b>28%</b>	<b>27%</b>	<b>26%</b>	<b>31%</b>



\* Note opening rate: The latest update to 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 indicator.

\*\* google analytics: unique users of ENERGY relevant content, evaluation period: May 2022 - April 2023