



IndustryWeek from Penton

IndustryWeek reaches elite decision-makers in manufacturing enterprises. Collecting thought-leader contributors with experience in all areas of manufacturing, its award-winning presentation of best practices, case studies, research, trends, news, analysis and more makes IndustryWeek the leading resource for manufacturing operations knowledge.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA
Canada

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/08/2015
Counts Through	07/08/2015

DATA CARD MAINTENANCE

New To System	07/08/2015
Last Update	07/22/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

SEGMENTS

367,684	Total Universe / Universe Rate	\$150.00/M
156,308	Records with Phones	+ \$60.00/M
111,808	Email Records	\$500.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

IndustryWeek readers are C-Level executives in corporate and executive management as well senior leadership in operations, production, and plant management; along with engineering, research and development, IT, and purchasing, logistics and sourcing management in all manufacturing industry sectors.

IndustryWeek readers are the final purchase decision makers for their manufacturing companies at both the enterprise and the plant level. Their responsibilities encompass enterprise software systems, plant machinery, infrastructure and instrumentation including industrial robotics, high-tech hardware, internet services, communications, environmental/green initiatives, corporate travel, publications, seminars & education, financial services, personal protective equipment, and office supplies & furnishings. They are also the decision makers in site location and expansion/relocation decisions at both the plant and the corporate level.

IndustryWeek subscribers are also consumers who seek personal information, services and merchandise online, including insurance, investing, home remodeling, real estate and family vacations. As executive leaders they are heavy consumers of personal apparel, accessories, gifts and more for themselves and their families. Non-profits will also reach an audience that contributes to both global and domestic charitable organizations.

(managers, engineers, electronics, machiner, property, land)

Job Title	Postal	Email
Corp & Exec Mgmt	108072	20440
Engineering R&D	51738	9899
Ops Prod/plant Mgmt	71345	15610
Purchase/src Mgmt	12472	2970
Distrib/warehouse	2887	978
Sales/business	1476	360
Real Estate	158	50
Other	18516	5235

Title Category	Postal	Email
Top Management	109652	20422
Middle/administrative Management	59536	13777
Financial Management	15653	3148
Sales & Marketing Management	13170	3298
Information Technology (it) Professionals	8367	1919
Production Management	29413	5889
Engineering Management	41610	7864
Professionals	9696	2625
All Other Management	856	240
Vp-level	18977	3925
Director-level	15590	3817
Manager-level	65921	14782
Assistant -level	936	248
Human Resources	1944	432
Purchasing	4783	965
Retired	22	8
Senior (c-level Or Higher)	70036	11809
Students	95	68
Education	348	135
Medical	1220	298
Lawyers	153	34

Annual Sales Volume	Postal	Email
\$1 Billion & Over	41409	8458
\$500 Million-\$999 Million	11668	2613
\$100 Million-\$499 Million	28312	4887
\$50 Million-\$99 Million	26842	3685
\$10 Million-\$49 Million	34161	7417
Under \$10 Million	71041	14508

Type of Manufacturing	Postal	Email
Discrete Manufacturing	22697	5571
Process Manufacturing	21456	5835
Both	17638	5128
Other	511	290

Primary End Product	Postal	Email
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Oil/gas Extract	6336	1505
Food Bvg Tobacco	17835	2929
Textile Mills	5457	1247
Lumber & Wood	6448	1342
Furniture & Fixtures	4307	933
Paper Mfg	16725	3100
Chemical Prod Mfg	9325	1728
Petroleum & Refining	2521	394
Plastics & Rubber	9030	1736
Non-metallic Mineral	4345	882
Primary Metal Mfg	14904	2936
Fabricated Metal	26545	5117
Machinery Mfg.	28457	5312
Elect Equip App	17502	3457
Computer/elec Prod	11271	2805
Transport Equip	10724	2097
Measuring Instr	1510	339
Medical Equipment	7555	1510
Miscellaneous Mfg	14175	3237
Automotive Mfg	9266	2047
Aerospace	7510	1473
Pharmaceutical Mfg	3581	655
*old 06 Petroleum/coal	1919	452
*old 07 Plastics/rubber	1963	447
Other	25165	7413

Number of Employees	Postal	Email
Under 10	13147	2962
19-Oct	8511	1690
20 - 49	15946	3224
50 - 99	15473	3068
100 - 249	26443	4571
250 - 499	15358	2672
500 - 999	8894	1504
1,000 - 2,499	6319	1090
Over 2,500	4285	791

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Their diverse portfolio of properties can help you reach your target audience.

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SELECTS

Bus/Industry Type
Buy and/or Specify

\$15.00/M
\$15.00/M

AVERAGE INCOME

Value

not available

Number of Employees
 One Name Per Site
 Primary Product
 Products Authorized
 SCF
 SIC Code
 State
 Type of Manufacturer
 Zip
 Sales Volume
 Newsletters
 Job Title
 Primary End Product
 Title Category
 Type of Manufacturing

\$15.00/M
\$15.00/M
\$15.00/M
\$15.00/M
\$10.00/M
\$15.00/M
\$10.00/M
\$15.00/M
\$10.00/M
\$15.00/M
\$15.00/M
\$15.00/M
\$15.00/M

MINIMUM ORDER

Minimum Quantity **5,000**
 Minimum Price **\$2,500.00**

NET NAME ARRANGEMENTS**Net Name is allowed**

Floor **0%**
 Minimum Quantity **0**
 Run Charges **\$10.00/M**

EXCHANGES**Exchange is not allowed****REUSE****Please inquire****CANCELLATION**

Charges **\$50.00/F**

CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING**Key Coding is available**

Charges **\$3.00/M**

ADDRESSING

FTP **\$75.00/F**
 EMAIL **\$75.00/F**

SPECIAL INSTRUCTIONS**GENDER**

Male **81%**
 Female **9%**