

OUR MARKET

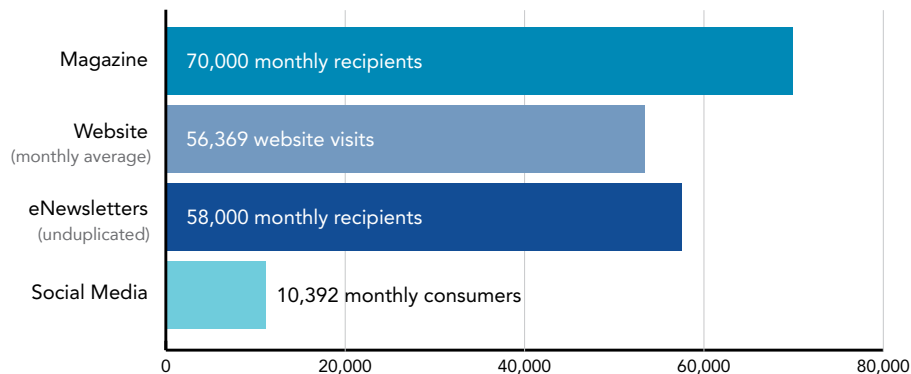
Factory automation and new technologies associated with digital manufacturing have rapidly changed the face of American manufacturing. And with these changes so has the traditional role of our audience. Today, maintenance and reliability professionals are highly trained and educated and looked upon as an essential part of the overall operations team. Management teams recognize the enormous investments made in technology and how that technology can be used to ensure a sustainable production process. With the high cost of 'downtime', maintenance people are no longer present to simply 'fix things'. These reliability professionals are responsible for managing a process in which they analyze machine data and implement procedures to address potential problems without affecting overall factory output.



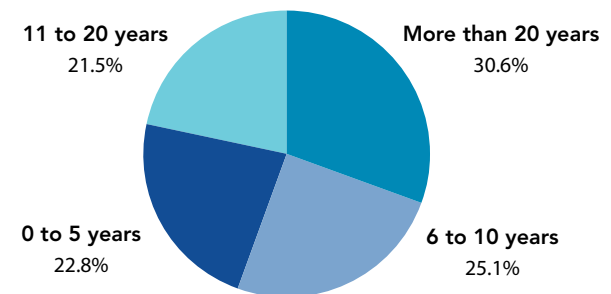
OUR AUDIENCE

Plant Services, PlantServices.com and daily Enewsletters reach a monthly world wide audience of more than 150,000 professionals responsible for optimizing the productivity, asset utilization and manufacturing reliability of more than 35,000 industrial plants, facilities and utilities in North America, as well as many more across the globe.

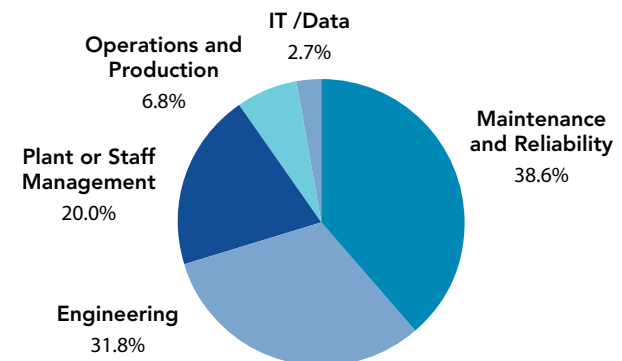
Reach by Platform



How long have you been with your current company?



Which of the following best describes your primary job responsibility?



Target Audience

- Plant Manager
- Department Management
- Maintenance/ Reliability
- Controls Systems Engineer
- Plant Operations
- Engineering
- Mfg. IT & Data

Generational Makeup

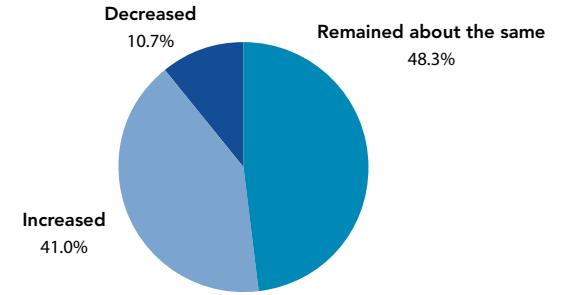
- 48% Baby Boomers
- 39% Gen X
- 11% Millennial

AUDIENCE ENGAGEMENT

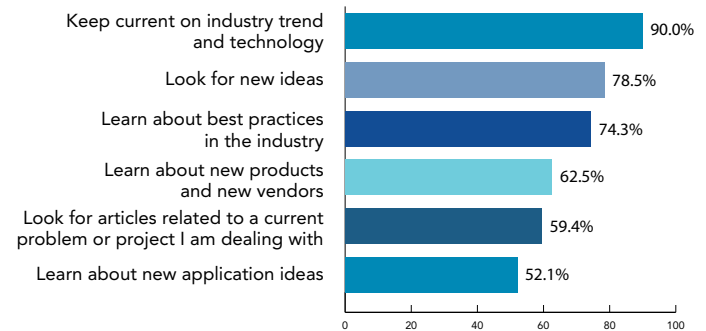
Top 10 Most-Read Articles

- What's causing your high motor current?
- Understanding the 3 types of needs: Achievement, affiliation, and power
- Preventive maintenance checklist for centrifugal pumps
- Energy audit process
- Why permanent magnet motors and reluctance motors are finding increased industry application
- Quantifying steam quality
- Insulation resistance testing basics
- Electric motor noise: How to identify the cause and implement a solution
- Comparing air compressors: Which one is best for your plant?
- Calculating compressed air efficiency

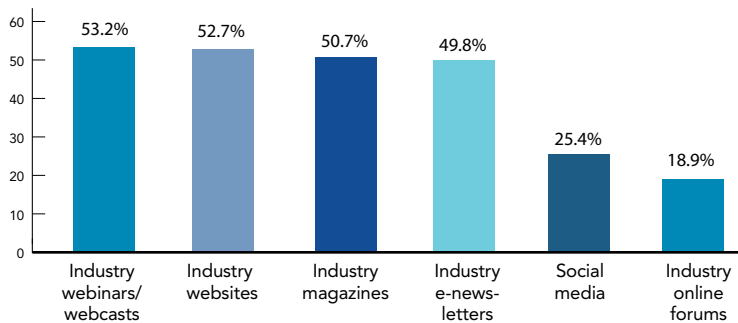
Has your use of business- and industry-related media increased or decreased during the past twelve months?



Please indicate the primary reasons you read your favorite professional magazines.



If your use of business-and industry-related media has increased within the past twelve months, which forms of media have accounted for that increase.



Please indicate what actions you took in the past 12 months as a result of reading an article or ad in an industry magazine.

