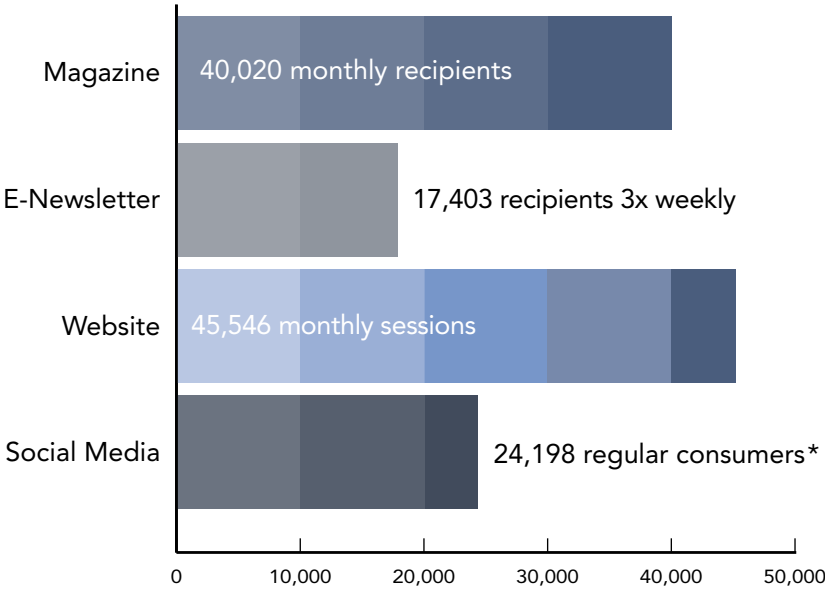


# AUDIENCE & PLATFORM

Through its print publication and digital platforms, the *Control Design* brand touches the machine builder community thousands of times each month. The audiences for our digital and print products are increasingly differentiated. Social media, too, is an increasingly important means by which *Control Design* connects with the machine automation community.

**Reach by Platform**



\* Sum of Facebook monthly "Reach" metric (860), Twitter followers (18,731) and LinkedIn group members (4,607).

**Domestic vs. International Reach**

