



**INDUSTRIAL EQUIPMENT NEWS
PRINT AUDIENCE INFORMATION
PUBLISHER'S OWN DATA
AUGUST 2021**

INDUSTRIAL MEDIA, LLC
6000 MONONA DRIVE #202
MONONA, WI 53716

PHONE: (608) 628-8718
PUBLISHED SINCE 1933
ISSUES PER YEAR: 6

IVEN PROVIDES NEW PRODUCT INFORMATION TO 182,000+ SUBSCRIBERS EMPLOYED IN THE MANUFACTURING,
MINING, UTILITIES, CONSTRUCTION AND TRANSPORTATION INDUSTRIES

SIC	Business / Industry	Total	PCT	CORP (A)	OPS (B)	ENGR (C)	PURCH (D)	OTHER
20, 21	Food / Kindred Product	19,399	10.62%	5774	5275	7976	353	22
22,23,25	Textiles, Apparel and Furniture	3,946	2.16%	1246	1204	1418	67	11
24,26,27	Lumber / Wood Products	12,517	6.85%	4601	4518	3088	275	34
28	Chemicals / Pharm / Allied Products	19,996	10.94%	9054	4957	5867	100	18
29	Petroleum	7,176	3.93%	4778	1544	769	76	8
30	Rubber / Misc. Plastics Products	6,395	3.50%	2950	1438	1889	103	15
31	Leather Products	228	0.12%	106	86	23	5	8
32	Stone, Clay / Glass Products	3,401	1.86%	927	1168	1233	69	3
	SUBTOTAL: PROCESSING	73,057	40.12%	29,435	20,191	22,263	1,049	118
33,34	Primary Metal Products	25,022	13.69%	7703	7345	9518	396	60
35	Machinery, Except Electric	31,469	17.22%	12305	6777	11972	314	100
36	Electrical Machinery	17,065	9.34%	4471	4794	7527	234	38
37	Transportation / Automotive / Aerospace	17,954	9.82%	5669	5850	5871	533	31
38	Instruments / Related Products	10,631	5.82%	1623	2994	5891	93	30
39	Other Manufacturing	3,320	1.82%	1342	917	1014	39	7
	SUB-TOTAL: MANUFACTURING	105,460	59.26%	33,114	28,677	41,793	1,609	266
10-14	Mining	174	0.10%	4	77	86	5	2
15-17	Construction	402	0.22%	24	143	227	1	7
40-48	Transportation	393	0.22%	8	159	220	1	5
50, 51	Wholesalers and Distributors	420	0.23%	38	179	189	6	9
73	Business Services	306	0.17%	27	122	154	0	3
82	Educational Services	435	0.24%	6	196	226	2	5
87	Miscellaneous Services	204	0.11%	62	45	86	3	8
91-97	Public Administration	443	0.24%	5	233	200	0	5
	All Others	1,454	0.80%	173	203	988	3	87
	SUBT-TOTAL: NON-MANUFACTURING	4,231	4.91%	347	1,356	2,377	21	131
	GRAND TOTAL	182,748		62,896	50,224	66,433	2,680	516

(A) Chairman of the Board, CEO, COO, CIO, CTO, President, Vice President, Secretary, Treasurer, General Manager, Owner, Business Manager, Director.

(B) VP MFG/Operations/Production, Plant Manager, Dir. of Plant, Manager, Supervisor, Superintendent, Foreman, Master Mechanic, Chief Machinist, Safety Dir., Maint. Manag.

(C) VP Engineering, Engineer, Design Engineer, Dir. of Engineering, Automation Engineer, Controls Engineer, Maintenance Engineer, Plant Engineer, Chief Engineer, Process Engineer, Production Engineer, Mfg Engineer

(D) Vice President Purchasing, Buyer, Manager of Procurement, Director of Purchasing, Purchaser