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**INDUSTRIAL EQUIPMENT NEWS  
PRINT AUDIENCE INFORMATION  
PUBLISHER'S OWN DATA  
SEPTEMBER 2025**

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PUBLISHED SINCE 1933  
ISSUES PER YEAR: 6

IEN PROVIDES NEW PRODUCT INFORMATION TO 185,000+ SUBSCRIBERS EMPLOYED IN THE MANUFACTURING, MINING, UTILITIES, CONSTRUCTION AND TRANSPORTATION INDUSTRIES

SIC	Business / Industry	Total	PCT	EXEC (A)	OPS (B)	ENGR (C)	PURCH (D)	OTHER
20, 21	Food / Kindred Product	21,890	11.77%	5987	6574	8954	353	22
22,23,25	Textiles, Apparel and Furniture	3,772	2.03%	1267	1009	1418	67	11
24,26,27	Lumber / Wood Products	12,516	6.73%	4601	4518	3088	275	34
28	Chemicals / Pharm / Allied Products	18,179	9.77%	8547	5002	4512	100	18
29	Petroleum	7,175	3.86%	4778	1544	769	76	8
30	Rubber / Misc. Plastics Products	6,395	3.44%	2950	1438	1889	103	15
31	Leather Products	228	0.12%	106	86	23	5	8
32	Stone, Clay / Glass Products	3,400	1.83%	927	1168	1233	69	3
	<b>SUBTOTAL: PROCESSING</b>	<b>73,555</b>	<b>40.40%</b>	<b>29,163</b>	<b>21,339</b>	<b>21,886</b>	<b>275</b>	<b>119</b>
33,34	Primary Metal Products	25,022	13.45%	7703	7345	9518	396	60
35	Machinery, Except Electric	34,206	18.39%	14010	6777	13005	314	100
36	Electrical Machinery	17,064	9.18%	4471	4794	7527	234	38
37	Transportation / Automotive / Aerospace	17,954	9.65%	5669	5850	5871	533	31
38	Instruments / Related Products	10,631	5.72%	1623	2994	5891	93	30
39	Other Manufacturing	3,319	1.78%	1342	917	1014	39	7
	<b>SUB-TOTAL: MANUFACTURING</b>	<b>108,196</b>	<b>59.26%</b>	<b>34,818</b>	<b>28,677</b>	<b>42,826</b>	<b>1,609</b>	<b>266</b>
10-14	Mining	174	0.09%	4	77	86	5	2
15-17	Construction	402	0.22%	24	143	227	1	7
40-48	Transportation	393	0.21%	8	159	220	1	5
50, 51	Wholesalers and Distributors	421	0.23%	38	179	189	6	9
73	Business Services	306	0.16%	27	122	154	0	3
82	Educational Services	435	0.23%	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	0.78%	173	203	988	3	87
	<b>SUBT-TOTAL: NON-MANUFACTURING</b>	<b>4,232</b>	<b>4.91%</b>	<b>347</b>	<b>1,357</b>	<b>2,376</b>	<b>21</b>	<b>131</b>
	<b>GRAND TOTAL</b>	<b>185,983</b>		<b>64,328</b>	<b>51,373</b>	<b>67,088</b>	<b>1,905</b>	<b>516</b>

(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. Manager

(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