
2026 AUDIENCE PROFILES



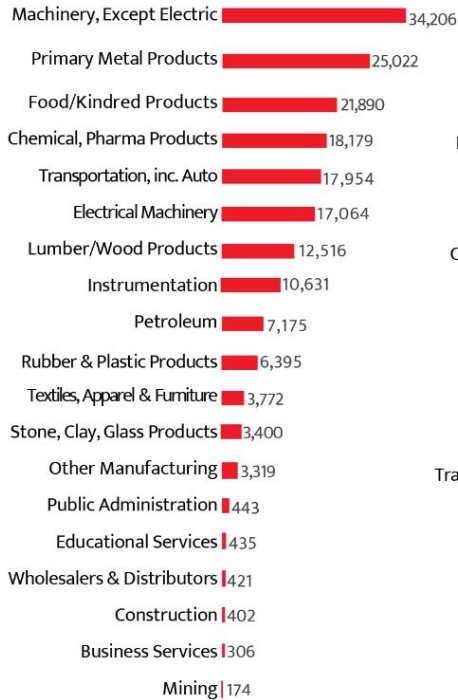
AUDIENCE

IEN PRINT & DIGITAL AUDIENCE

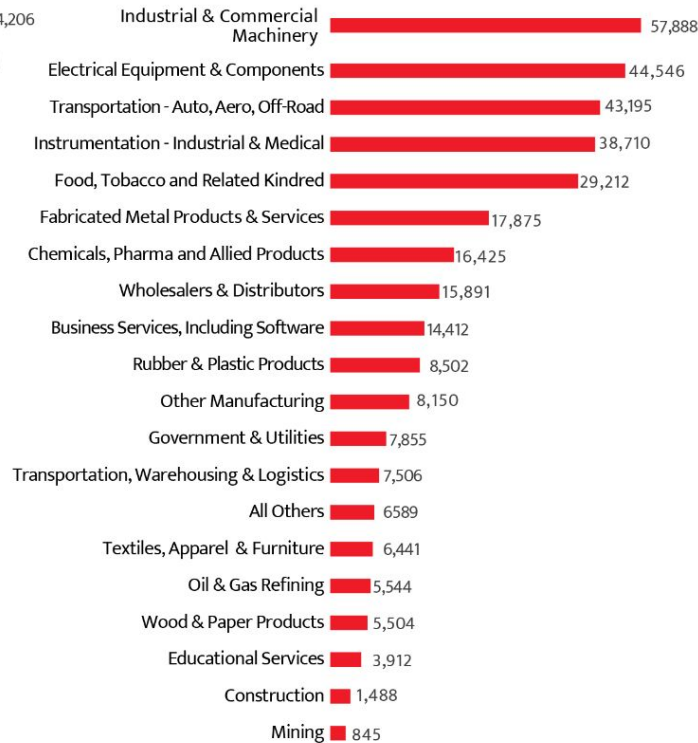
OVER 80% of IEN users have direct input on purchasing decisions. / OVER 90% use IEN print & our digital properties to make product purchasing decisions.

INDUSTRIES

IEN PRINT AUDIENCE



IEN DIGITAL AUDIENCE

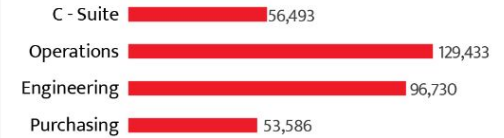


JOB FUNCTIONS

IEN PRINT AUDIENCE

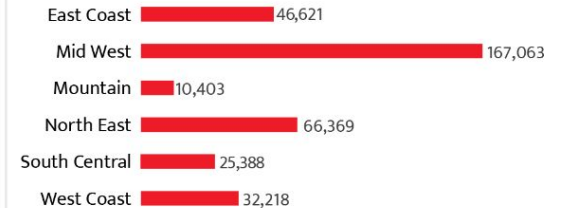


IEN DIGITAL AUDIENCE



REGIONS

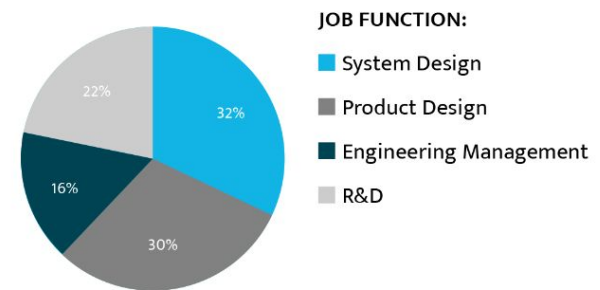
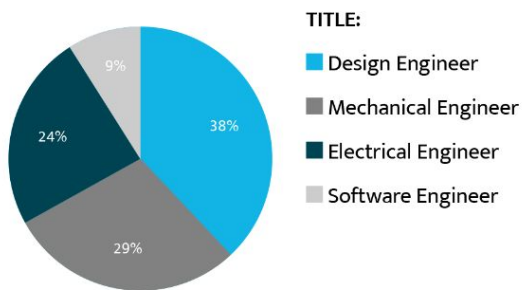
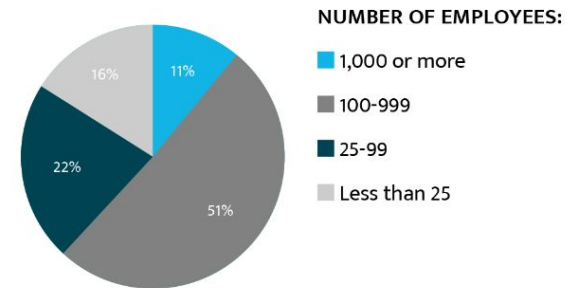
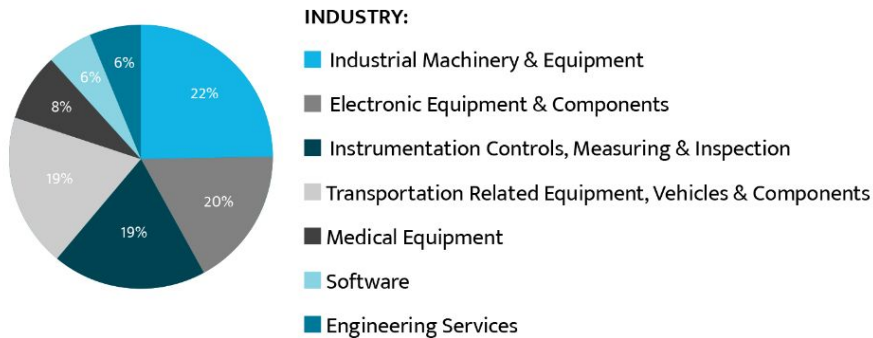
REGIONAL AUDIENCE



ABOUT US / REACH

THE ULTIMATE RESOURCE FOR DESIGN ENGINEERING PROFESSIONALS

Design & Development Today (DDT) is the ultimate resource for design engineering professionals. DDT reaches 60,451 professionals in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Pros., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals and Petroleum. Discover the fascinating story behind product creation and the vital components that make it all possible with Design & Development Today.



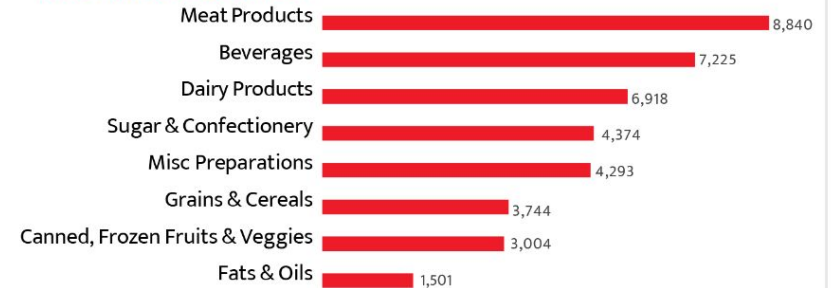
REACH

FOOD MANUFACTURING REACH

Food Manufacturing provides unparalleled access to your most valuable customers and prospects by connecting you with the pivotal decision-makers within the leading food and beverage manufacturing companies, including:

- Anheuser Busch
- Archer Daniels Midland (ADM)
- Birds Eye Foods
- Bumble Bee Foods
- Butterball
- Campbell Soup
- Coca-Cola Bottling
- Conagra Foods
- Dean Foods
- Del Monte Foods
- Domino Sugar
- Dr. Pepper Snapple Group
- Frito Lay
- General Mills
- Gerber Products
- Hershey
- Kellogg Company
- Knouse Foods Cooperative
- Kraft Heinz
- Kroger
- Land O'Lakes
- Leprino Foods
- Nestlé
- Pepsi Bottling
- Perdue Farms
- Rich Products
- Sara Lee Foods
- Sargento Foods
- Smithfield Foods
- Sorrento Lactalis
- Tropicana Products
- Tyson Foods

DIGITAL AUDIENCE



JOB FUNCTIONS



C-SUITE/ADMIN

13,688



OPERATIONS

13,835



ENGINEERING

9,906



PURCHASING

5,650



OTHER

3,661

ABOUT US / REACH

PROVIDING NEWS & INFORMATION TO THE INDUSTRIAL DISTRIBUTION MARKET

Industrial Distribution serves as your vital connection to US industrial distributors. As the oldest brand, Industrial Distribution has been a trusted resource since 1911. We connect daily with our loyal audience providing comprehensive information through our newsletters, online products, magazine and special reports. From our esteemed Big 50 List to the insightful Survey of Distribution Operations and annual Salary Report, Industrial Distribution equips distributors with the knowledge they need to excel.

Industrial Distribution's 30,000-plus subscribers comprise management titles: CEO, owner, chairman, president, vice president, treasurer, general manager, operations manager, branch manager, purchasing manager/buyer and key sales personnel, located at more than 20,000 distributor companies of all sizes. Industrial Distribution's circulation is strictly controlled, providing a superior audience with authority and buying power.

REACH DISTRIBUTOR PERSONNEL WITH DECISION-MAKING AUTHORITY

- Management - 66%
- Sales/Sales Management - 34%

SECTORS IN WHICH INDUSTRIAL DISTRIBUTORS SELL (% OF RESPONDENTS)

- Aerospace - 43.6%
- Automotive - 49.6%
- Construction - 62.7%
- Energy - 49.6%
- Government - 55.6%
- Hospitality - 27.8%
- Institutional - 41.5%
- Machine Shops - 58.0%
- Manufacturing/Processing - 83.5%
- Military - 37.5%
- Mining - 42.0%
- OEM - 62.5%
- Other - 6.3%
- Utilities - 53.3%

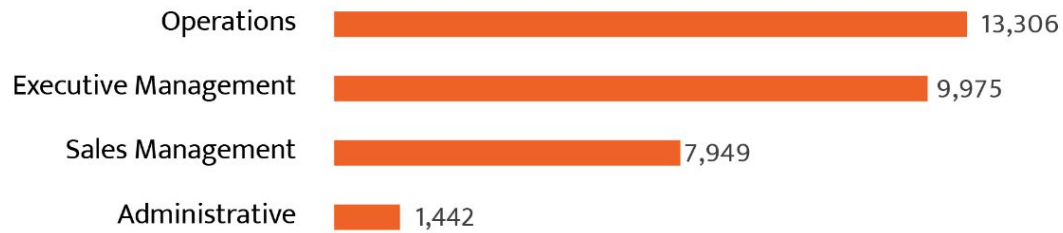
PRODUCT LINES STOCKED (% OF RESPONDENTS)

- Adhesives & Sealants - 42.2%
- Automation & Instrumentation - 27.3%
- Chemicals - 34.5%
- Cutting Tools - 37.4%
- Electrical - 37.2%
- Grinding & Finishing - 32.6%
- Hand Tools - 47.1%
- Hoses, Reels & Cords - 39.0%
- HVAC - 17.4%
- Hydraulics - 35.0%
- Lighting - 23.5%
- Lubricants - 42.0%
- Material Handling - 38.8%
- Mobile Devices - 6.7%
- Motors, Controls, & Drives - 39.3%
- MRO Supplies - 48.9%
- Personal Equipment - 29.4%
- Pipes & Tubing - 28.6%
- Plant Operations - 19.8%
- Pneumatics - 36.4%
- Power Tools - 43.0%
- Preventive Maintenance - 34.0%
- Pumps - 33.2%
- Safety - 47.6%
- Sanitation - 18.7%
- Sprockets & Gears - 25.6%

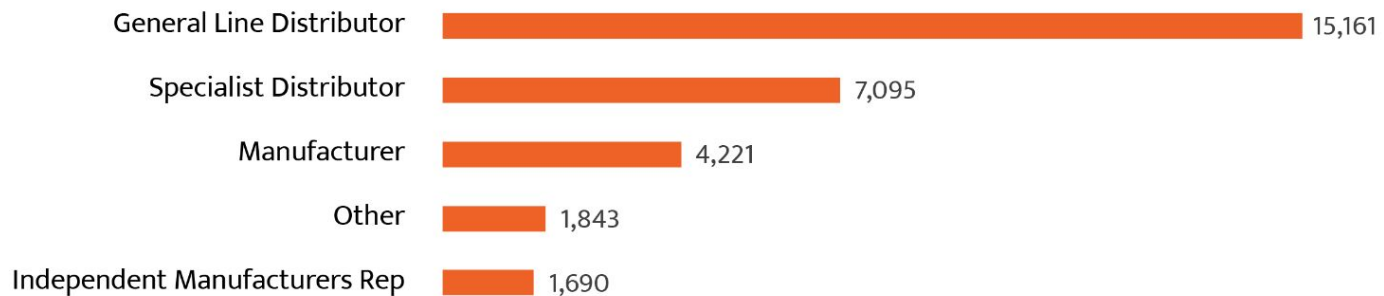
AUDIENCE

DIGITAL & PRINT AUDIENCE

DIGITAL AUDIENCE



PRINT AUDIENCE



ABOUT US

UNLOCK THE POTENTIAL OF MANUFACTURING BUSINESS TECHNOLOGY

Manufacturing Business Technology is the prime information source for decision-makers in cybersecurity, operations, IT, automation, and transformation roles throughout the industrial sector. These professionals are key decision makers for software, IT infrastructure, automation platforms, Industry 4.0 solutions and security tool investments.

OUR AUDIENCE BREAKS DOWN IN THE FOLLOWING MANNER:

- IT/OT Infrastructure & Cybersecurity - 32%
- Operations - 30%
- Executive Management - 27%
- Purchasing - 11%

Our highly engaged audience is comprised of influential buyers and decision makers seeking the latest news, products, and information available. Our content team meets these needs via digital media products that leverage email, the web, video, and social mediums.

TOPICS COVERED INCLUDE:

- Automation
- Software
- Cybersecurity
- Industry 4.0
- IIoT
- Digital Transformation
- Artificial Intelligence
- 3D Printing
- Business Intelligence

Additionally, nearly 90% of our audience is on purchasing teams that make critical decisions impacting the productivity and technology investments of certain markets.

MARKETS COVERED:

- Aerospace
- Automotive
- Off-Road
- Military/Defense
- Chemical Processing
- Computers & Consumer Electronics
- Electrical Components & Equipment
- Food & Beverage
- Supply Chain & Logistics
- Industrial Machinery & Controls
- Medical & Pharma
- Instrumentation
- MRO
- Metal Fabrication
- Textiles
- Wood & Paper Products
- Materials & Material Handling

ABOUT US / REACH

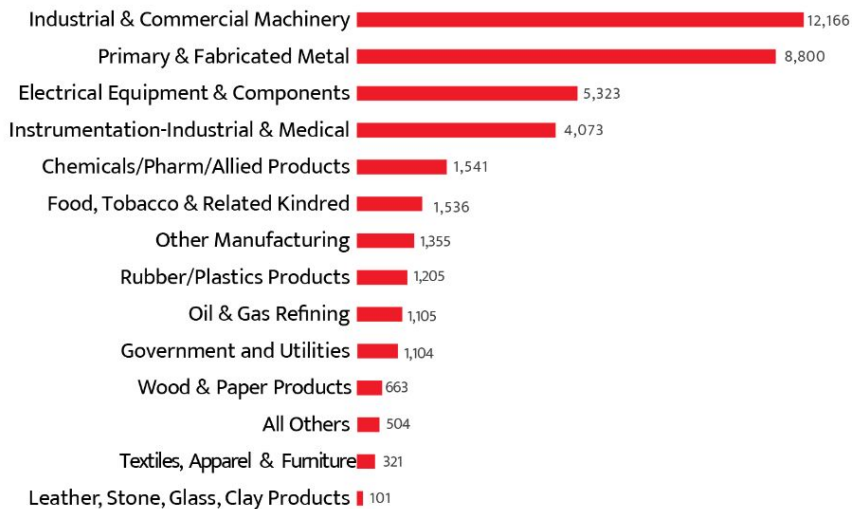
EMPOWERING OUR READERS WITH VALUABLE NEWS & INFORMATION

With over 87 years of industry expertise, IMPO magazine has been a trusted resource for manufacturers since 1939. Our mission is to empower our loyal readers with valuable news and information, helping them work smarter in the competitive manufacturing landscape,

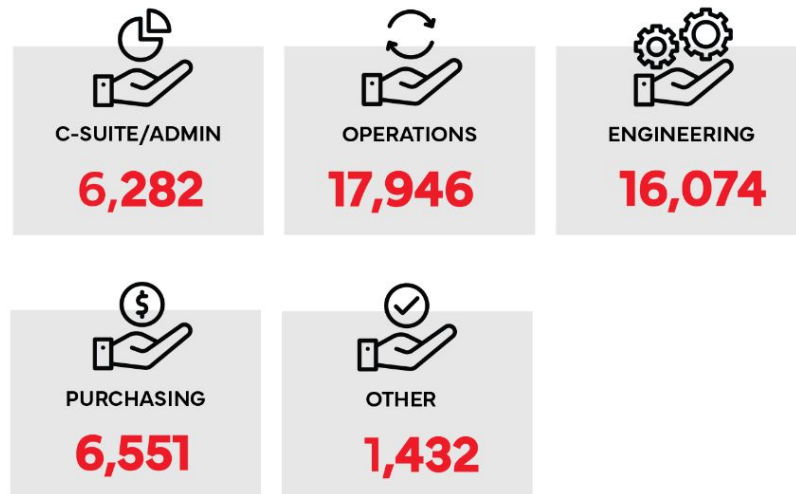
Trust IMPO to be your guide, delivering valuable insights and resources needed to stay ahead in the ever-evolving manufacturing industry,

Additionally, our extensive reach within Maintenance, Repair, and Operations (MRO) positions us as a key player in serving your needs across various facets of the industrial sector. Our commitment to empowering professionals remains unwavering as we broaden our impact within the manufacturing landscape.

DIGITAL AUDIENCE



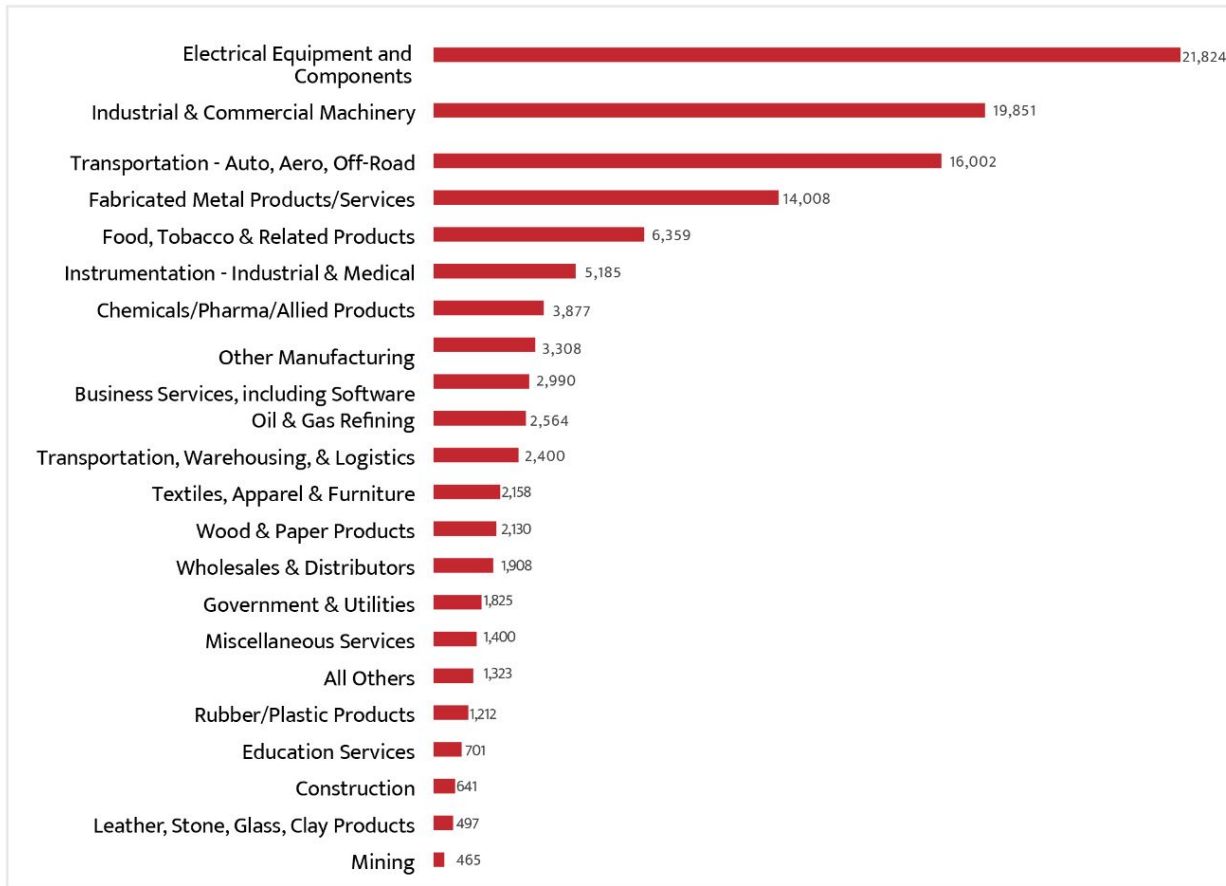
JOB FUNCTIONS



REACH & AUDIENCE

M.NET DIGITAL AUDIENCE

More than 90% of our audience has buying authority in the following sectors:



JOB FUNCTIONS



C-SUITE/ADMIN

16,426



OPERATIONS

42,684



ENGINEERING

32,787



PURCHASING

17,044



OTHER

3,688

ABOUT US

BRINGING YOU THE AUDIENCE THAT KNOWS IT'S NOT IF, BUT WHEN THEY GET HACKED

Numerous reports indicate that the industrial sector has surpassed healthcare, finance and insurance as the favorite targets of ransomware groups, phishing schemes and the hacker community as a whole. In response, Industrial Media has leveraged our presence within the manufacturing and critical infrastructure sector to develop key media properties that examine how threat actors are continuing to evolve, and how the industrial sector can upgrade their strategies, toolboxes and personnel to match these increasingly complex adversaries.

Building off of legacy brands such as Industrial Equipment News, Manufacturing.net and Manufacturing Business Technology, we utilize our expansive reach into the community of industrial OT security decision makers to promote the suppliers and solutions that keep operations protected from bad actors looking to take advantage of legacy systems and an ever-expanding attack surface.

OUR AUDIENCE BREAKS DOWN IN THE FOLLOWING MANNER:

- OT Infrastructure Cybersecurity - 37%
- Automation / Industry 4.0 - 12%
- IT - 24%
- Executive Management - 23%
- Purchasing - 4%

TOPICS COVERED INCLUDE:

- Ransomware
- Cloud Security
- Response Planning
- ICS Vulnerabilities
- Segmentation
- API Security
- Artificial Intelligence
- Secure by Design
- Supply Chain Hacks
- Phishing
- Security Tools
- And more

MARKETS COVERED:

- Aerospace
- Automotive
- Military/Defense
- Chemical Processing
- Computers and Consumer Electronics
- Supply Chain and Logistics
- Food & Beverage
- Industrial Machinery and Controls
- Medical & Pharma
- MRO