

# Power Transmission Engineering

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## OVERVIEW

*Power Transmission Engineering* is published by the American Gear Manufacturers Association. It is written for those who design, specify and purchase mechanical power transmission and motion control products.

### MAGAZINE

23,161 total circulation  
6-month average

### NEWSLETTER

11,245 e-mail delivered  
24X per year

### E-BLASTS

8,544 e-mail delivered  
6-month average

### WEBSITE

16,437 monthly user sessions

## EXECUTIVE SUMMARY

<b>POWER TRANSMISSION ENGINEERING (8X per year) Average Reach per Issue</b>	<b>23,161</b>
a. Delivery Method	
1. Print, 6 month average	12,261
2. Nonduplicated Digital (E-mail notification), 6-month average	10,900
<b>POWER TRANSMISSION ENGINEERING E-mail Newsletter (48X per year)</b> Confirmed deliveries to our opt-in only list (6-month average)	<b>11,245</b>
<b>POWER TRANSMISSION ENGINEERING E-Blasts</b> Confirmed deliveries to our opt-in only list (6-month average)	<b>8,544</b>
<b>POWERTRANSMISSION.COM</b> monthly users sessions (6-month average)	<b>16,437</b>
<b>POWER TRANSMISSION ENGINEERING Social Media</b>	
a. X (Twitter) followers	2,400
b. Facebook followers	4,100
c. LinkedIn group members	1,253

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients work at locations where mechanical power transmission and motion control products are designed, manufactured, purchased or used. They include design engineers, mechanical engineers, plant and facility management, maintenance professionals, and others involved in the specification, recommendation and purchase of mechanical power transmission products.

**MAGAZINE CIRCULATION BREAKDOWN - APRIL 2024**

Type	Total
Qualified	22,739
Advertiser/Agency	189
Trade Shows/ Conventions	200
Promotional Copies	109
Other	12
<b>Total</b>	<b>23,249</b>

**MAGAZINE GEOGRAPHIC BREAKDOWN - APRIL 2024**

Country	Total
USA	23,070
Canada	83
Mexico	29
Other	67
<b>Total</b>	<b>23,249</b>

**QUALIFIED BREAKOUT BY TITLE/FUNCTION - APRIL 2024**

JOB TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT
Corporate Management	1,710	7.5%
Plant Engineering	823	3.6%
Design Engineering	17,047	75.0%
Marketing & Sales	593	2.6%
Manufacturing Engineering	720	3.2%
Purchasing	68	0.3%
Quality Control	91	0.4%
Factory Automation	79	0.4%
Maintenance	1,733	7.62%
Other Qualified Personnel	123	0.5%
<b>TOTALS</b>	<b>22,739</b>	<b>100%</b>

## INDUSTRY BREAKDOWN - APRIL 2024

Industry	Total	Percent
Aggregate, Stone & Quarry	28	0.12%
Agricultural Equipment	42	0.18%
Automation Machinery	1,125	4.95%
Aviation & Aerospace	2,692	11.84%
Chemical Manufacturing	222	0.98%
Commercial Buildings	333	1.47%
Construction Equipment	624	2.75%
Consulting	264	1.16%
Consumer Products Manufacturing	14	0.06%
Defense & Space	2,887	12.69%
Education	111	0.49%
Electronics Manufacturing	56	0.24%
Food & Beverage	189	0.83%
Industrial Machinery	2,334	10.26%
Machinery Manufacturing	4,288	18.86%
Material Handling	56	0.24%
Medical Equipment	2,319	10.20%
Mining	122	0.54%
Motor Vehicle Parts	981	4.31%
Motor Vehicles	1,352	5.94%
Oil & Gas	431	1.90%
Packaging Machinery	309	1.36%
Pharmaceuticals Manufacturing	42	0.18%
Plastics & Rubber Industries	411	1.81%
Primary Metals	472	2.08%
Pulp, Paper & Wood Machinery	42	0.18%
Shipbuilding	169	0.75%
Textiles	14	0.06%
Transportation Equipment	176	0.77%
Utilities	439	1.93%
Water Industries	181	0.79%
Wire & Cable	14	0.06%
	22,739	100%

**E-MAIL NEWSLETTER (published 48X per year)**

6-month Average

Successful Deliveries	11,245
Open Rate	19%
CTR	1.24%

**DEDICATED E-Blasts (on-demand)**

6-month Average

Successful Deliveries	8,544
Open Rate	17.2%
CTR	0.9%



**@PowerTransmissionEngineering**  
4,100 followers



**Power Transmission Engineering (PTE) Forum**  
1,253 members



**@PowerTransMag**  
2,400 followers

**AGMA Media**  
2,021 Followers

**POWERTRANSMISSION.COM**

MONTH	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
November 2023	19,816	14,637	11,229	2:23
December 2023	18,988	13,798	10,957	2:18
January 2024	22,170	17,063	12,755	2:29
February 2024	22,505	16,131	12,657	2:35
March 2024	24,372	16,417	12,369	2:31
April 2024	27,214	16,135	12,334	3:24
<b>AVERAGE per month</b>	<b>22,511</b>	<b>15,697</b>	<b>12,050</b>	<b>2:36</b>

**PUBLISHER'S AFFIDAVIT**

I hereby certify that all information set forth in this statement is true. Signed May 15, 2024

Randy Stott,  
Publisher & Editor-in-Chief