

AUDIENCE ENGAGEMENT REPORT



Plastics Machinery & Manufacturing — Audience Engagement Report

JULY-DECEMBER 2024

Plastics Machinery & Manufacturing is a B2B brand whose goal is to promote the growth and success of the plastics industry by reporting on advancements in processing machinery, equipment and manufacturing techniques.

AVERAGE MONTHLY REACH



88,907

COMPANIES THAT ENGAGE



Processing Activity	%
Injection Molding	42.51%
Mold/Tool Making	27.09%
Recycling / In-plant Scrap Processing	18.21%
Blow Molding	17.50%
Sheet Extrusion	16.69%
Additive Manufacturing / 3-D Printing	19.90%
Thermoforming	15.65%
Compounding	17.73%
Blown Film Extrusion	15.06%
Profile Extrusion	14.45%
Cast Film Extrusion	13.33%
Pipe Extrusion	14.47%
Tube Extrusion	14.95%
Rotational Molding	10.61%
Other	6.49%

Note: Qualified job functions are corporate management, manufacturing/production, engineering/technical, research & development, purchasing, quality and sales. Qualified recipients also include 54 other job functions.

93.23% Direct request circulation,
leader in plastics industry

Job Function	%
Corporate Management	39.56%
Manufacturing or Production	19.41%
Engineering	18.00%
Sales/Marketing	11.23%
R&D	4.37%
Purchasing	3.35%
Technical	2.48%
Quality	1.60%

JULY-DECEMBER 2024

AVERAGE UNIQUE
MONTHLY SESSIONS



13,988

AVERAGE UNIQUE
MONTHLY VISITORS



9,680

AVERAGE MONTHLY
PAGE VIEWS



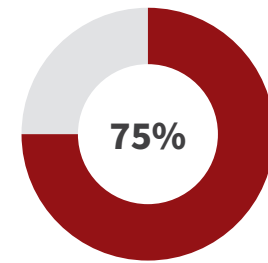
29,747

COMBINED SOCIAL REACH

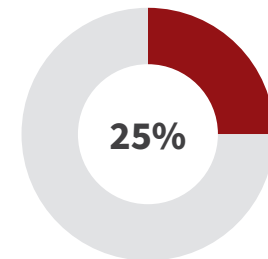


14,736

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE DURATION ON SITE



1:07

JULY-DECEMBER 2024

ENEWSLETTER REACH



29,183

AVERAGE TOTAL OPEN RATE



41.86%

AVERAGE TOTAL CTR



1.15%

	Average Reach	Average Total Open Rate
PMM Update	13,321	39.86%
PMM Recycling Update	4,903	46.65%
PMM Top Stories	10,959	39.06%

DIGITAL EDITION

REACH



13,392

AVERAGE TOTAL OPEN RATE



36.62%

AVERAGE TOTAL CTR



1.63%

JULY-DECEMBER 2024

TOP TOPICS



Injection Molding



Extrusion



Manufacturing



Blow Molding



Recycling

TOP VIEWED ARTICLES

- Robert Schad, Husky founder, dies at 95
- Evertrak's recycled-plastic railroad ties are picking up steam
- Injection molding machines from NPE2024
- Plastics machinery makers express optimism following election
- Jim Healy retires after 40 years in plastics automation
- Blow molding equipment from NPE2024
- LS Mtron expands American presence
- How's the economy? Just ask a machinery salesman
- Illig acquired by German investor
- Ranger Automation introduces 'world's largest injection-molding robot'

JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 issues	Print	Digital	Total Qualified
July	17,858	13,142	31,000
August	17,972	13,028	31,000
September	17,953	13,047	31,000
October	17,355	13,645	31,000
November	17,360	13,640	31,000
December	17,380	13,620	31,000
Total Qualified Circulation	17,646	13,354	31,000

We hereby make oath and say that all data set forth in this statement are true. | January 2025 | Keith Larson, VP Group Publisher | Anna Hicks, Director Audience Development

Plastics Machinery & Manufacturing — Subscribers by State

JULY-DECEMBER 2024

SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

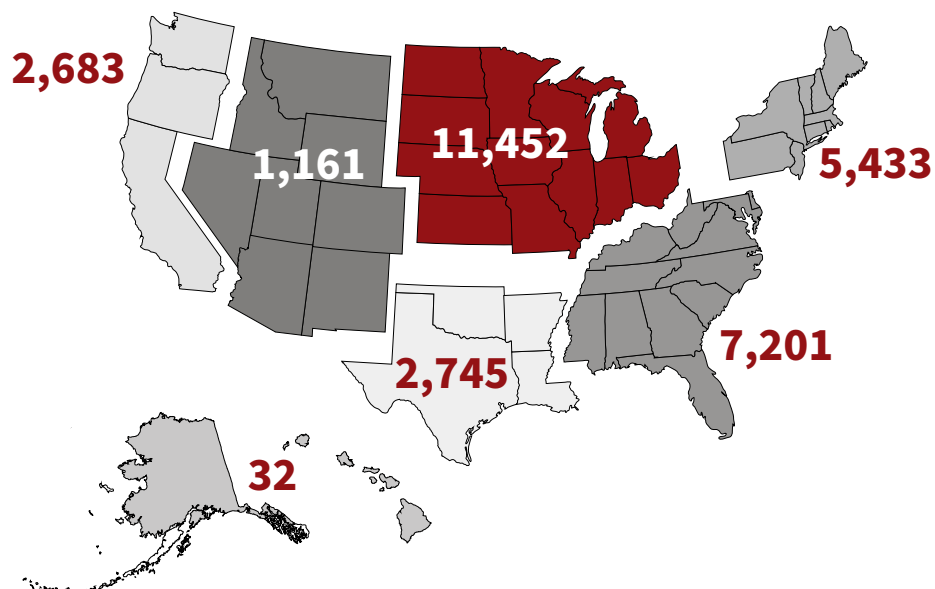
State	Total
Alabama	374
Arizona	258
Arkansas	249
California	2,072
Colorado	316
Connecticut	481
D. C.	15
Delaware	78
Florida	2,012
Georgia	983
Idaho	98
Illinois	1,739
Indiana	1,184
Iowa	339
Kansas	300
Kentucky	405
Louisiana	241
Maine	90
Maryland	263
Massachusetts	812
Michigan	2,181
Minnesota	851
Mississippi	151
Missouri	730
Montana	43
Nebraska	159
Nevada	111

State	Total
New Hampshire	221
New Jersey	860
New Mexico	59
New York	1,210
North Carolina	1,087
North Dakota	54
Ohio	2,478
Oklahoma	277
Oregon	281
Pennsylvania	1,495
Rhode Island	198
South Carolina	562
South Dakota	89
Tennessee	816
Texas	1,978
Utah	252
Vermont	66
Virginia	357
Washington	330
West Virginia	98
Wisconsin	1,348
Wyoming	24
Total 48 Contiguous States	30,675
Alaska	11
Hawaii	21
Total U.S. Territories	4
Total USA	30,711

Circulation Outside the U.S.	Total
Total Canada	46
Total Mexico	25
Total Outside North America	218
Grand Total	31,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



*Totals are from the December issue