Just Remember “100”

100,076 qualified subscribers*
100% one-year qualified*
100% audited buyers and specifiers*
100% Quality – No Waste!

Award-winning circulation
Our circulation is BPA audited seven ways:

1. Business & Industry
2. Title
3. Job Function
4. Plant Size (Employees)
5. Units (Number of Plants)
6. Products Bought/Specified
7. Square Footage

No other industrial plant publication can match our quality

Are they the right people? Are they still employed and reading the magazine?
According to the Bureau of Labor Statistics, nearly 2.8 million manufacturing jobs have been cut since 2000. When trying to reach the manufacturing market through trade publications, you want to know that the magazine audience is relevant, powerful and still in their jobs.

Some magazines in the plant engineering market carry thousands of subscribers who chose not to renew their subscription after 12 months. Referred to as “two-year” circulation on BPA statements, these subscribers have questionable involvement with the product and provide no value other than to inflate a press run. For one of the magazines in this market, these two-year subscribers represent 20% of their total file!

Relevant, powerful, and still in their jobs, each of the 100,076 PLANT ENGINEERING subscribers must personally renew their subscription every 12 months or be replaced. Also, 100% of our subscribers buy or specify products. And, on average, each subscriber buys in more than 10 different product categories. Why spend your marketing dollars advertising to anyone without the authority to buy or specify what you are selling?

*Source: June 2005 BPA Statement