

MODERN APPLICATIONS NEWS



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**MAN**

METALWORKING IDEAS FOR TODAY'S JOB SHOP

2008

Subscriber Profile Survey

CONDUCTED BY



## PURPOSE

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The purpose of the MAN 2008 Subscriber Profile Survey was to determine the background data and the reading habits of subscribers to MAN-Modern Application News magazine. The survey was conducted by StandPoint Research, an independent marketing research company.

This survey is conducted each year.

## METHODOLOGY

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The MAN subscriber database was used for the study.

Email invitations to participate in a Web Survey were sent to subscribers in May 2008. There were 549 respondents.

The survey findings are published in the following report.

## AUDIENCE

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MAN has 75,000\* BPA audited subscribers. The majority are employed in job shops of 50 employees or less.\*\*

## STANDPOINT RESEARCH

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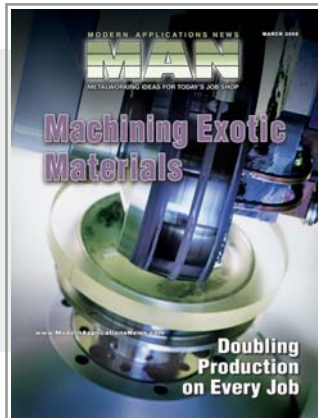
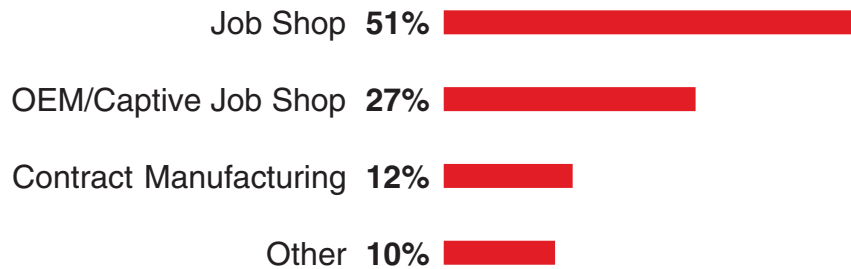
StandPoint Marketing Research, located in Atlanta, Georgia, serves a variety of clients in publishing, consumer goods, healthcare, the educational market and the home and garden industries. StandPoint differentiates itself based on its high level of client service, solid research skills, and insights that impact marketing and organizational change. Visit [www.StandPointGroup.com](http://www.StandPointGroup.com) for more information on the firm's capabilities.

\* MAN BPA Statement, December 2007

\*\* Publishers Own Data, November 2007



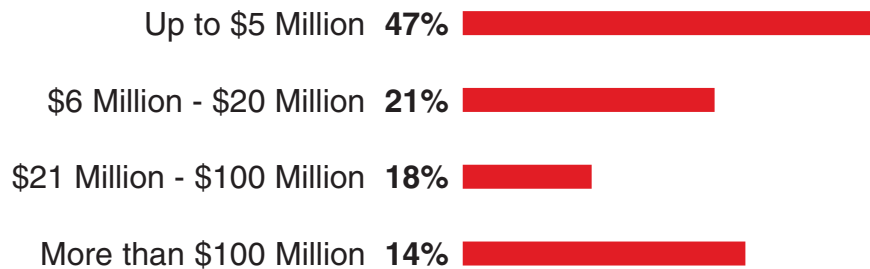
## In what type of facility do you work?



**“Job shops like ours are focused in on our own game. MAN truly opens up the world around us.”**

*MAN Subscriber*

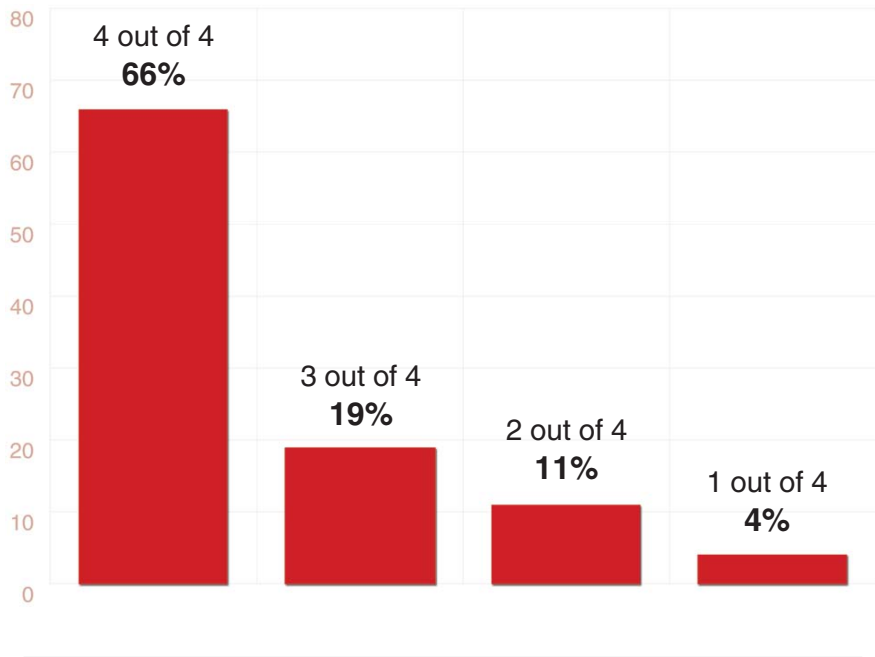
## What is the total annual sales volume for your entire company?





**Out of four, how many issues of MAN do you typically look through?**

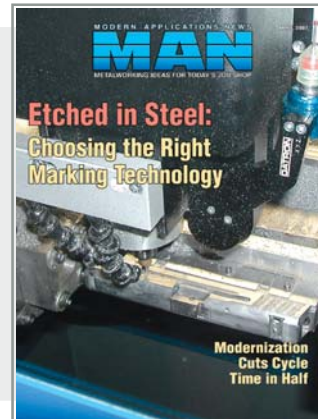
**85% of MAN subscribers read at least 3 out of 4 issues.**



**MAN editorial delivers GREAT VALUE to the Subscriber.**

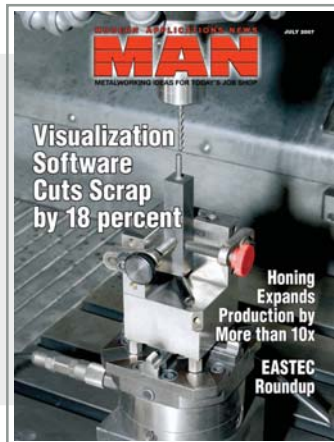
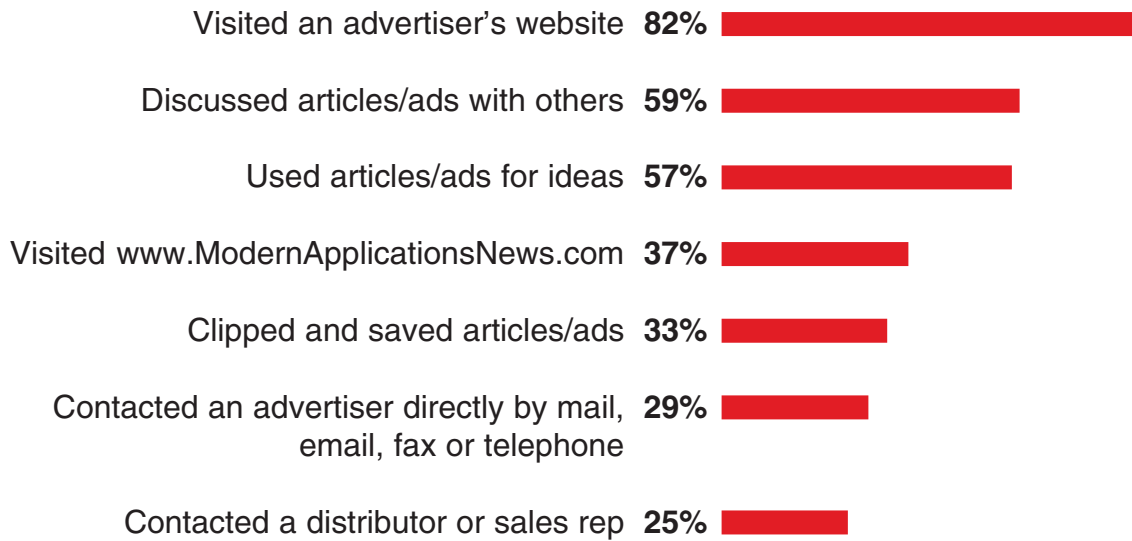
More than half of MAN subscribers save their copy of MAN for future reference.

**52% keep issues from one year after date of issue to “indefinitely.”**





**In the last 12 months, what actions have you taken as a result of reading or seeing ads in MAN?**



**MAN print and Web ads pay BIG DIVIDENDS.**

MAN subscribers visiting an advertiser's website after reading the magazine have **increased over 5%** from 2007.

Advertising in MAN magazine is driving readership to advertisers' websites which illustrates that **advertising** is still an important resource to the subscriber.



**Including yourself, how many others read or look through your issue of MAN-Modern Applications News?**

**PASS-ALONG**

MAN averages **3.6** readers per issue.

That's **270,000** readers each month!



**MAN delivers thousands of subscribers that can't be reached through other publications.**

- 72,750** MAN subscriber's *do not receive* Today's Medical Developments
- 69,000** MAN subscriber's *do not receive* Aerospace Manufacturing & Design
- 65,000** MAN subscriber's *do not receive* T&P-Tooling & Production\*
- 48,000** MAN subscriber's *do not receive* American Machinist
- 43,500** MAN subscriber's *do not receive* Cutting Tool Engineering
- 40,500** MAN subscriber's *do not receive* Manufacturing Engineering
- 27,000** MAN subscriber's *do not receive* Modern Machine Shop

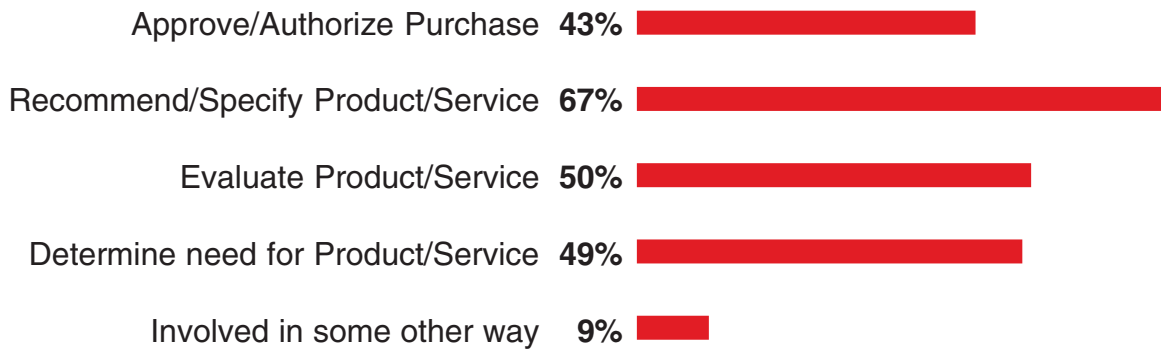
**10,500 MAN subscribers do not receive any of these publications!**

\* Publishers Own Data, November 2007



## What roles do you perform in your organization's purchasing process?

**92% of MAN subscribers are actively involved in the purchasing process for their companies.**



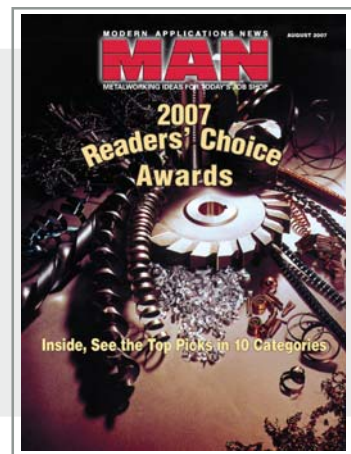
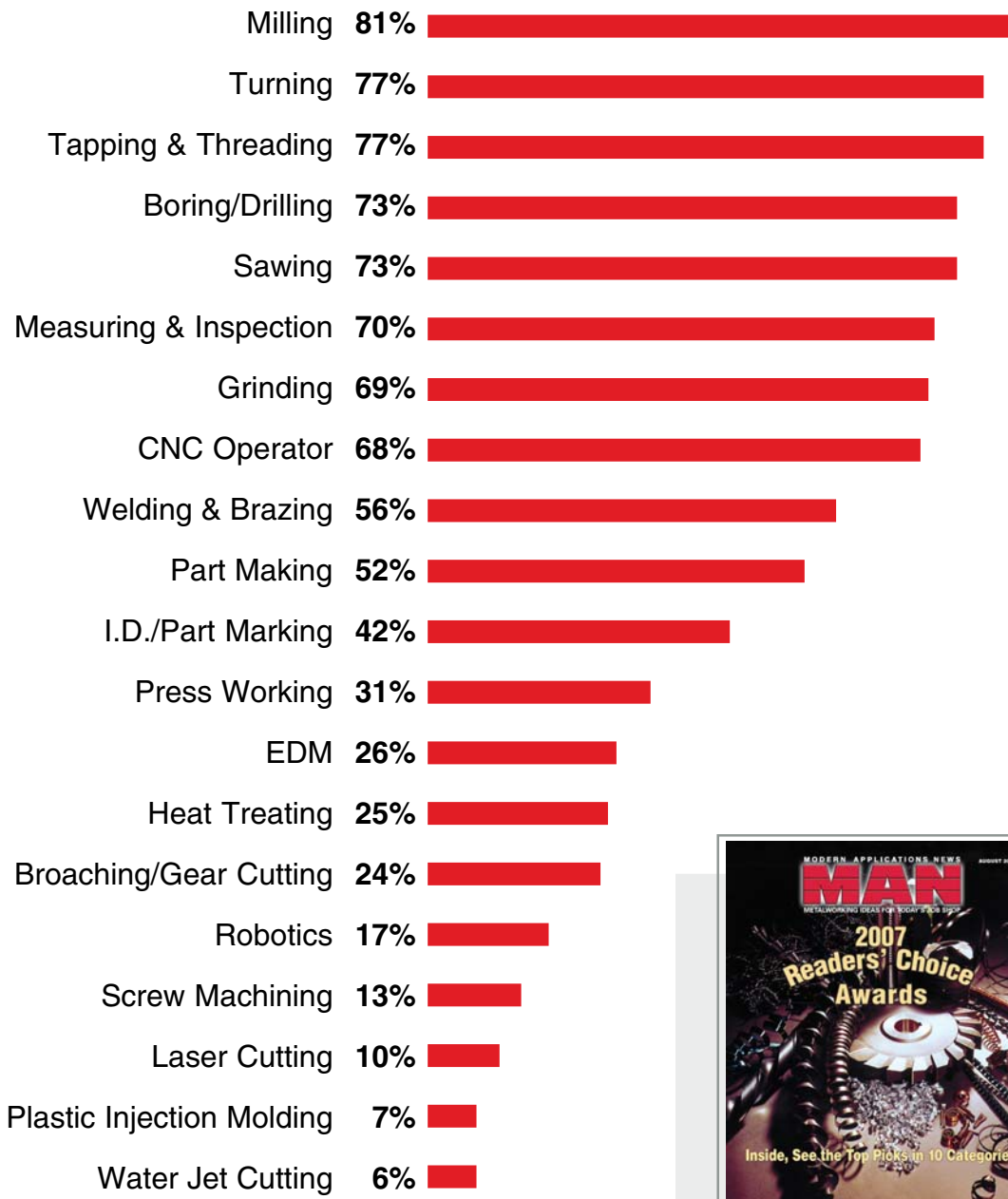
### ADVERTISING DRIVES PURCHASING!

Almost half (48%) of subscribers polled **have purchased** a product seen in MAN.





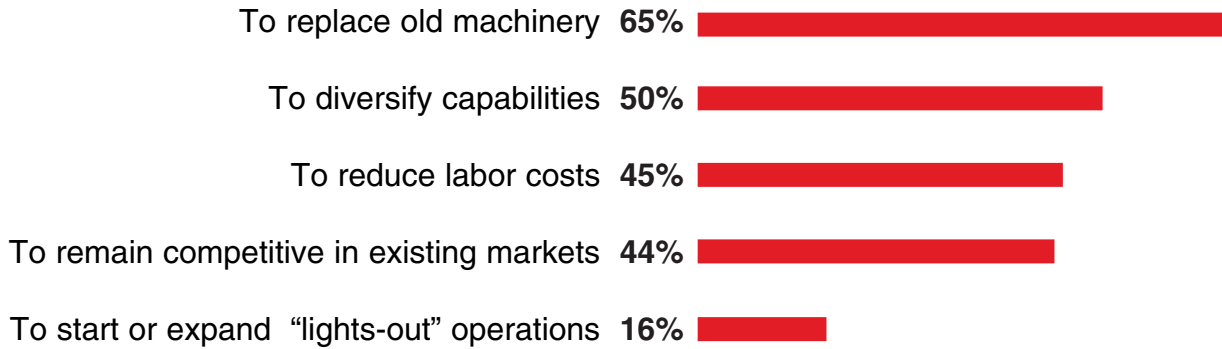
## What processes do you perform in your job?





## Why will you purchase new machine tools in 2008?

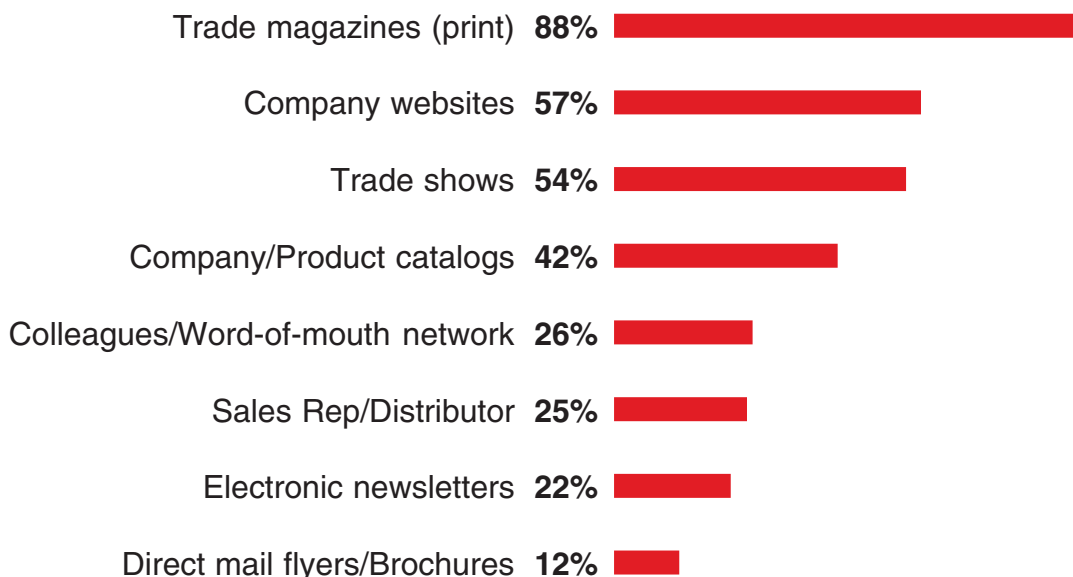
**79% of MAN subscribers polled will be purchasing new machine tools in 2008 (up 5% from 2007).**



**80% of subscribers say their machine tool budgets have either increased or stayed the same as 2007.**

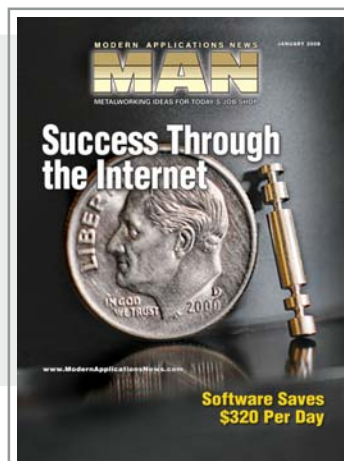


## What are your preferred sources for information on new products and technologies?



93% of MAN subscribers polled find industry publication websites like [www.ModernApplicationsNews.com](http://www.ModernApplicationsNews.com) “very helpful” when researching new products.

Two-thirds of subscribers spend **3 hours or more per week** on the Internet for “work related” reasons, like reading eNewsletters, visiting industry or trade publication websites, or researching new products.



**MAN Modern Applications eNews**  
Metalworking Ideas for Today's Jobshop

MAN Homepage New Products Industry News Buyers Guide

April 2008 — Volume 2, Issue 4

**Be More Competitive**  
Attend IMTS 2008 to reduce cycle times and improve productivity. You'll see faster, more precise machine tools, cutting tools to process virtually any material, finishing technologies, automation systems, sophisticated quality instruments and manufacturing software. You'll meet and talk to experts in advanced manufacturing technologies. Plan now to attend. For more information, and to register, go to [www.imts.com](http://www.imts.com)

**REDUCE COSTS!**  
September 8-12  
At Centex Plus • Chicago

**Vertical Machining Excellence**

- Going for Speed
- Within an Arm's Reach
- Bi-functional Cycle
- Machining Processes
- Cutting And Cutting Tools
- Metalforming And Joining
- Automation
- Brochures

**Feature Articles**

**MACHINING PROCESSES**  
**Vertical Machining Excellence**  
Because he takes complete responsibility for his product, a mold-maker needed the right machine to form perfection. A vertical machining center helped him reach that goal.  
[Read the full article](#)

**CUTTING AND CUTTING TOOLS**  
**Going for Speed**  
A waterjet speed part cutting from four hours to 30 minutes for a racecar fabricator.  
[Read the full article](#)

**METALFORMING AND JOINING**  
**Within an Arm's Reach**  
A portable CMM helped a metal fabricator with accurate measurements.  
[Read the full article](#)

**AUTOMATION**  
**Bi-functional Cycle**  
A non-profit company used CAD software to design a handcycle that could be used for both riding and wheelchair-like use.  
[Read the full article](#)

**Laser Mark Products of Different Shape and Height at Production Line Speeds**  
The KEYENCE ML-20500 CO<sub>2</sub> Laser Marker has the world's first simultaneous X, Y and Z beam control, a 42mm variable focal length and a 300mm<sup>2</sup> marking area. Stepped or inclined surfaces, cylinders or spheres that cause problems for conventional markers can be marked distortion-free without moving the marker or products.  
[More info](#)

**Buyers Guide**

**Lathe and Turning Center**  
Interested in purchasing new Lathe or Turning Center products or services? Follow this link to view the providers.  
[Click here for a qualified list of companies.](#)

**Hot Jobs**

Modern Applications News has partnered with CareerBuilder to provide you with links to the latest jobs in manufacturing. You can see more listings by going to [Modern Applications News' Career Center](#).

**Engineering Manager - high volume machining, CNC, APQP**  
Knowledge of production machining processes such as CNC turning, CNC milling, drill machines, rotary transfer machines and/or multi spindle screw machine sis strongly preferred...[more](#)

**CNC Programmer**  
CNC lathe set-up, operate and quality control. Applicant must have prior CNC

## MAN eNews

More than half (54%)  
of subscribers  
*receive and read*  
MAN eNews monthly.

**MAN Modern Applications eNews**  
Metalworking Ideas for Today's Jobshop

MAN Homepage New Products Industry News Buyers Guide

May 2008 — Volume 2, Issue 5

**Be More Competitive**  
Attend IMTS 2008 to reduce cycle times and improve productivity. You'll see faster, more precise machine tools, cutting tools to process virtually any material, finishing technologies, automation systems, sophisticated quality instruments and manufacturing software. You'll meet and talk to experts in advanced manufacturing technologies. Plan now to attend. Sign up today and save.  
[www.imts.com](http://www.imts.com)

**REDUCE COSTS!**  
September 8-12  
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**Calculated Risks**

- A Right Angle is Sometimes the Wrong Way
- A Solid Investment in Casting
- Switching to Automatic
- Machining Processes
- Cutting And Cutting Tools
- Metalforming And Joining
- Automation
- Brochures

**Feature Articles**

**MACHINING PROCESSES**  
**Calculated Risks**  
Buying machines with more options than it needed helped a shop grow.  
[Read the full article](#)

**CUTTING AND CUTTING TOOLS**  
**A Right Angle is Sometimes the Wrong Way**  
Laser cutting not only works in the perpendicular, but in three-dimensional as well.  
[Read the full article](#)

**METALFORMING AND JOINING**  
**A Solid Investment in Casting**  
When old molds caused too much movement, a fabricator switched to investment castings to save time, money, and its product.  
[Read the full article](#)

**AUTOMATION**  
**Switching to Automatic**  
A shop was spending hours a day manually nesting with its waterjet software until a new machine necessitated a switch to automatic nesting.  
[Read the full article](#)

**Hennig CDF Crushes Chip Filter Maintenance Costs**  
You have a choice: continue to battle the high cost of downtime and repair that plagues nylon drum-type chip filters - or "Fight Dirty" with better filtration with the CDF Chip Filter from Hennig. First there was paper filters... then drums... but nothing works better than the steel of CDF Chip Disc Filter from Hennig. Click here to get our technical paper on CDF vs. Drum, and learn how to Fight Dirty today or call us at 1-888-HENNIG.

**Available from**  
**HENNIG**  
[www.hennig-usa.com](http://www.hennig-usa.com)

**Buyers Guide**

**Abrasive and Grinding**  
Interested in purchasing new Abrasive or Grinding products or services? Follow this link to view the providers.  
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**CNC Programmer**  
CNC PROGRAMMERS for direct hire positions just north of Frederick, Maryland. Requires 3+ years manufacturing experience in CNC (computerized numerical control) programming using MasterCAM and EdgeCAM...[more](#)

**Set-Up Technician**  
Will set up, operate, and perform changeovers on machines, performing quality control checks...[more](#)

More than half (57%)  
of those polled find the  
contents of industry  
eNewsletters  
(like MAN eNews)  
"very helpful" to their work.