

Metal Forming

Serving Those Who Add Value to Sheetmetal
www.metalformingmagazine.com

The Official Publication of

PMA PRECISION
METALFORMING
ASSOCIATION

and **METALFORM**

Tradeshows

**2009
Readership
Analysis**

MetalForming 2009 Readership Analysis



Methodology

During June of 2009, questionnaires were e-mailed to 10,000 randomly selected names on the circulation list of *MetalForming* magazine. As an incentive, two of those returning the questionnaire during the established time for the study received \$100 through a random drawing. Names were not required to participate. Of the total forms returned, 824 questionnaires were useable for the survey, representing the universe. The total response rate was 8.2 percent.

* Respondents were able to mark more than one answer.

Magazines Read*

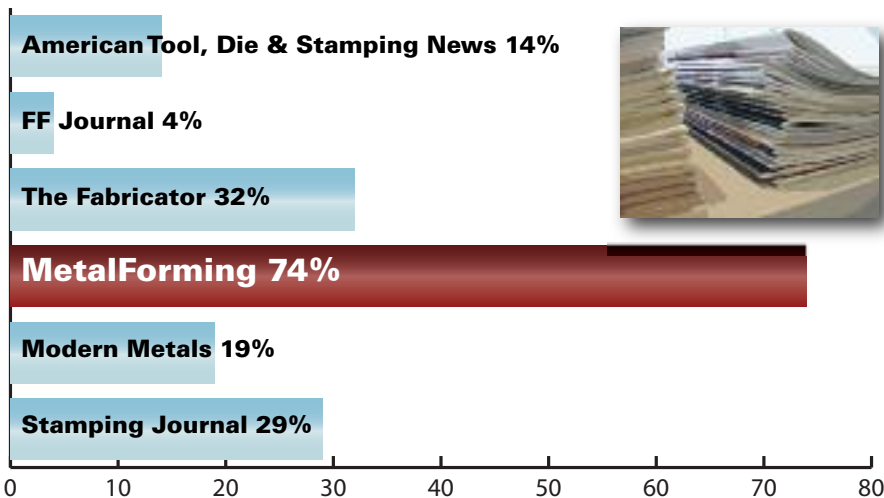
Magazines	Percent
AmericanTool, Die & Stamping News	20%
FF Journal	6%
The Fabricator	46%
MetalForming	94%
Modern Metals	23%
Stamping Journal	35%

Totals of the Past Four Issues Read

Magazines	All 4	3 of 4	2 of 4	1 of 4
AmericanTool, Die & Stamping News	6%	5%	6%	8%
FF Journal	4%	2%	4%	4%
The Fabricator	19%	7%	14%	9%
MetalForming	51%	14%	14%	17%
Modern Metals	8%	5%	8%	8%
Stamping Journal	19%	8%	7%	7%

Magazines Ranked Most Important

Respondents were asked to rank the publications by importance, 1 = most important, 6 = least important. The top 2 most important totals were used for the chart.



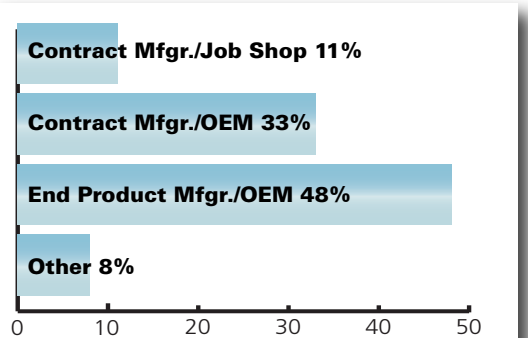
Respondents' Length of Time in Industry

Less than one year.....	1%
One to five years	6%
Five to ten years	7%
More than ten years	86%

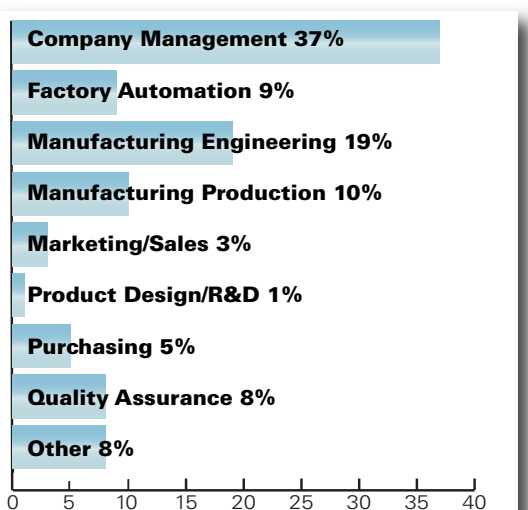
Respondents' Age Group

Under 30	2%
30-39	12%
40-49	31%
50-65	49%
65 and over	7%

Best Description of Company Type



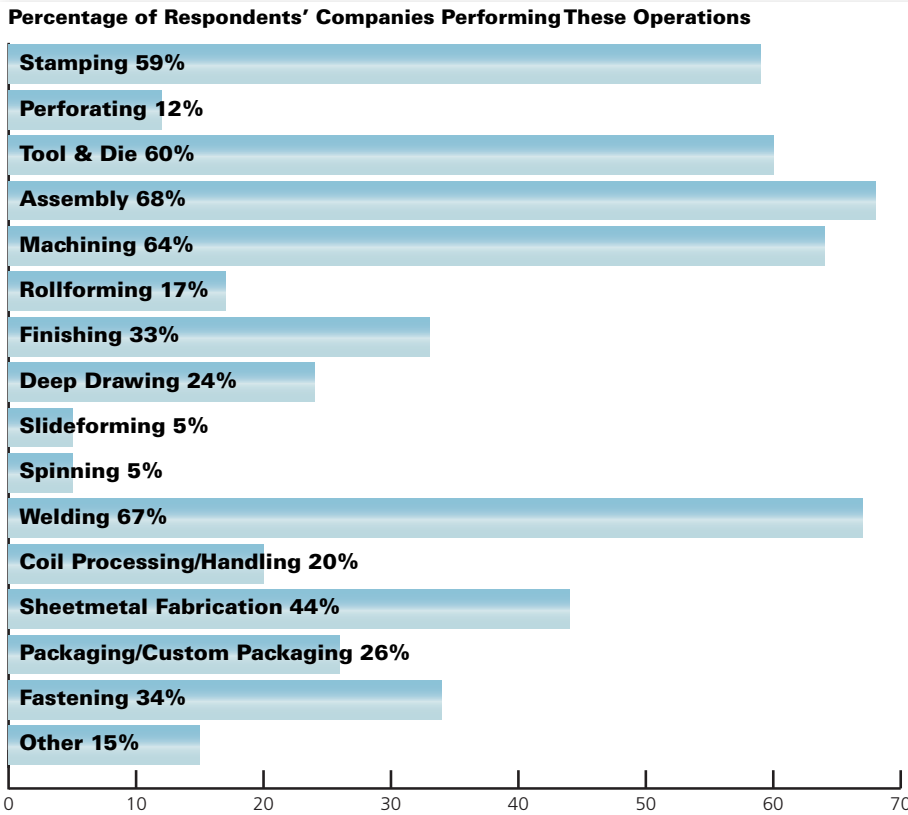
Respondents' Top Job Function



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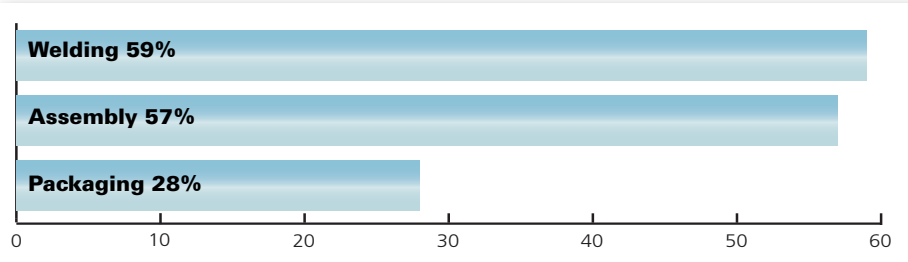
Operations Performed at the Respondent's Company*



Market Expansions Planned at Respondent's Company*

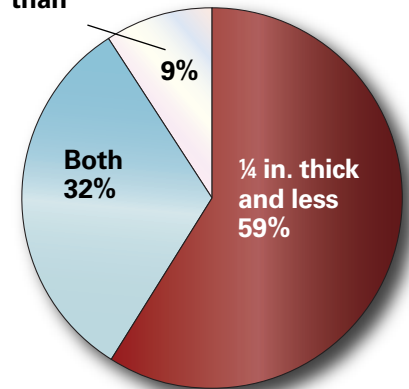
	None to Very Little	Somewhat to Very Much
Medical	65%	35%
Aerospace	65%	35%
Defense	38%	42%
Renewable Energy	54%	46%

In Addition to MetalForming, Respondents Regularly Read Magazines that Cover:*



Material Thickness Primarily Consumed

Thicker than 1/4 in.



2010 Budget for Capital-Equipment Purchases at the Respondent's Company

12% of respondents indicated that there is **no budget** for capital-equipment purchases.

77% of respondents indicated that **as much as 25%** is budgeted for capital-equipment purchases.

10% of respondents indicated that between **26% and 50%** is budgeted for capital-equipment purchases.

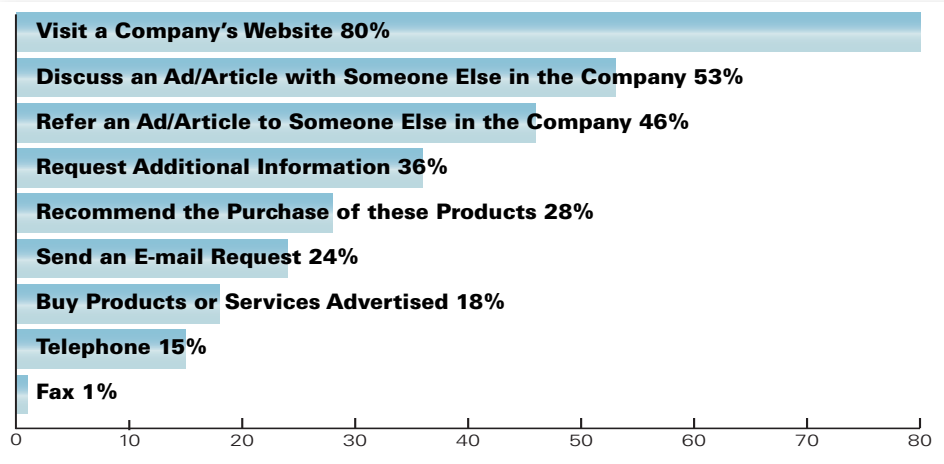
1% of respondents indicated **that more than 50%** is budgeted for capital-equipment purchases.



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Actions Taken in the Past Year as a Result of Advertisements and/or Articles in *MetalForming**



Magazine Website Visitors

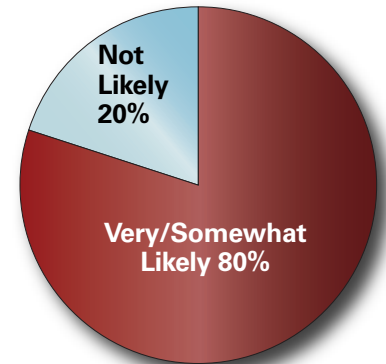
63% of respondents visit www.metalformingmagazine.com between 1 and 6 times/month.

MetalForming Magazine Readership Activity

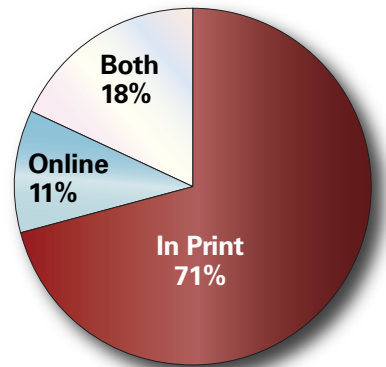
51% of respondents pass along their issue. The average pass-along based upon this survey was 3.34.



Respondents' Likelihood to Visit a Digital Online Publication



How Respondents Prefer to Read their Magazines



Other products available through *MetalForming* magazine:

- Unique educational CDs filled with practical solutions on four industry-specific topics:
 - Metal Stamping by Design by Larry Crainich
 - The Science of Forming, Vol. 1 by Stuart Keeler, ScD
 - The Science of Forming, Vol. 2 by Stuart Keeler, ScD
 - Metalforming Electronics by George Keremedjiev
 - Tooling by Design by Tim Stephens.
- Feature articles on CD, bringing all feature articles *MetalForming* published in a single year into one searchable format. First up is a CD with articles from 2007 and 2008.
- A bimonthly e-newsletter covering current industry topics and information on the upcoming articles in *MetalForming*.
- *Tool&Die Authority*, a premium e-newsletter offering exclusive technical information and timely news by industry experts for tool and die professionals.
- *MetalForming* Mexico edition, published in April, July and October of 2010, containing articles and commentaries distributed throughout Mexico.
- *MetalForming's* Spanish-language e-newsletter, delivered to metalforming professionals in Mexico and providing the latest news and information on industry events.
- Electronic advertising products including banners, pennants and buttons, as well as online video ads, all available on www.metalformingmagazine.com.
- *MetalForming's* online digital magazine offering electronic advertising opportunities including banner and skyscraper ads.

MetalForming

6363 Oak Tree Blvd.
Independence, OH 44131
216/901-8800 • Fax: 216/901-9669
www.metalformingmagazine.com