

# 2010 E-newsletters

MACHINE DESIGN's e-Newsletters are a top vehicle for generating leads and awareness among leading design engineers. Our open rates are outstanding, with an average of 20% per issue. The reasons our e-newsletters are so successful:

- Relevant editorial content motivates design engineers to subscribe to MACHINE DESIGN's e-Newsletters. Each newsletter has a different editorial focus and mission, and is written specifically to meet the information needs of design engineers.
- Confirmed opt-in and the cleanest lists: MD guarantees that each subscriber has specifically opted in to receive each e-Newsletter it sends. MACHINE DESIGN keeps its e-mail list extremely clean, removing invalid

## 2010 MACHINE DESIGN e-Newsletter Advertising Rates (all rates are gross)

NEWSLETTER	FREQ	CIRC	TOP	2ND	3RD	4TH
MD Tech Insider	3x/Month	38,198	\$3,000	\$2,250	\$1,975	\$1,500
Motion Monitor	2x/Month	30,374	\$3,000	\$2,250	\$1,975	\$1,500
EE&T	2x/Month	33,000	\$1,500	\$1,110	\$800	\$500
Fluid Power Monthly	Monthly	23,300	\$1,975	\$1,500	\$1,125	\$750
CAD/CAM	Monthly	28,900	\$3,000	\$2,250	\$1,975	\$1,500
Materials	Monthly	23,400	\$1,975	\$1,500	\$1,125	\$750
Mechanical	Monthly	24,950	\$1,975	\$1,500	\$1,125	\$750
Fastening & Joining	Monthly	21,900	\$1,975	\$1,500	\$1,125	\$750
Motors	Monthly	16,825	\$1,975	\$1,500	\$1,125	\$750
Mechatronics	6x/Year	6,491	\$1,975	\$1,500	\$1,125	\$750
Electrical/Electronic	6x/Year	25,700	\$1,975	\$1,500	\$1,125	\$750
Packaging	4x/Year	19,200	\$1,975	\$1,500	\$1,125	\$750

### E-Newsletter Practices

- 98% of survey respondents find MD e-Newsletters somewhat or very useful.
- They look to the e-Newsletters for new products, quick views of articles, industry news, and new engineering resource links.
- 79% said they became aware of a new company or product by looking at the newsletters' ads and/or articles.
- 80% typically read two-thirds or more of each e-Newsletter.
- In e-Newsletter ads, readers are looking for product specifications, referrals to a home page, white papers, and technical information.
- 78% click on a sponsor's web address sometimes or frequently.

Source: 2008 e-Newsletter Practices Survey

Put MACHINE DESIGN to work for you:  
Contact your Regional sales representative or get in touch with  
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