



Established 1954
Issues Per Year: 12
Issues This Report: 12



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PUBLICATION DESCRIPTION

CONTROL ENGINEERING reaches automation engineering professionals who design, implement, maintain, and manage control/instrumentation systems, components and equipment. Control Engineering provides comprehensive coverage of automation technologies and applications across process, discrete, and hybrid industries. Control Engineering reaches its audience through its magazine, eNewsletters, the www.controleng.com website and other online events.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

CONTROL ENGINEERING serves those in the control engineering function in manufacturing and non-manufacturing industries as shown in job function and industry classifications.

Qualified recipients are individuals with engineering and other job functions as shown in job function classification. All qualified recipients must indicate that they are involved in the purchase or specification of at least one product or system as shown in purchasing influence classification.



AUDIENCE REACH: JANUARY 1, 2016 – DECEMBER 31, 2016



Magazine	E-Newsletter	Website	Webcasts	Digital Reports	Social Media
<p>12 Issues per year</p> <p>Total Average Monthly Qualified Unduplicated Magazine Distribution 79,586</p> <p>Qualified Print: 51,327 Qualified Digital: 33,464</p>	<p>13 Newsletters</p> <p>Average Recipients: 459,471 Energy Automation: 36,517 IIoT Report: 49,184 Industrial Networking: 30,302 Information Control: 30,193 Machine Control: 32,309 Planning & Design: 18,944 Process & Advanced Control: 31,683 Process Inst. & Sensors: 33,942 Product & Media Showcase: 26,837 Safety & Cyber Security: 39,265 System Integration: 30,294 Top 5 Reader Favorites: 72,404 Whitepaper Connection: 27,597</p>	<p>www.controleng.com</p> <p>Total Users: 1,125,493 Total Pageviews: 2,098,893</p> <p>Total Average Monthly Users: 93,791 Total Average Monthly Pageviews: 174,908</p>	<p>15 Webcasts</p> <p>Total Annual Combined Webcast Registrants: 5,271</p> <p>Total Average Webcast Registrants: 351</p>	<p>Digital Reports</p> <p>PID Tuning Best Practices: 44</p> <p>Machine and Robot Control Strategy: 17</p> <p>IIoT: 120</p> <p>Average Downloads: 181</p>	<p>Total Facebook Lifetime Likes: 9,731</p> <p>Total LinkedIn Group Membership: 112,127</p> <p>Total Twitter Followers: 5,439</p>

Average audience reach calculated by combining average total monthly qualified unduplicated magazine distribution, total average newsletter recipients, total average monthly visitors, average webcast registrants, average Digital Report downloads, total Facebook lifetime likes, total Twitter Followers, and total LinkedIn Group Membership. Average total qualified unduplicated calculated by dividing the total qualified print, digital, and print and digital distribution for the period Jan. 1, 2016 – Dec. 31, 2016 by 12 months. Average monthly e-Newsletter recipients calculated by combining the 12 month averages of 13 newsletters for the period Jan. 1, 2016 – Dec. 31, 2016 (*includes duplicate recipients). Average monthly visitors calculated by dividing the total unique visitors for the period Jan. 1, 2016 – Dec. 31, 2016 by 12 months. Average monthly pageviews calculated by dividing the total pageviews for the period Jan. 1, 2016 – Dec. 31, 2016 by 12 months. Average monthly webcast registrants calculated by dividing total combined webcast registrants for the period Jan. 1, 2016 – Dec. 31, 2016 by number of webcasts during the audit period. Average Digital Report downloads calculated by dividing total Digital Reports for the period Jan. 1, 2016 – Dec. 31, 2016 by the number of months that each Digital Report is available for download. Facebook Lifetime Likes as of Dec. 31, 2016. Total Twitter Followers as of Dec. 31, 2016. Total LinkedIn Group membership as of Dec. 31, 2016. Please see the following pages for Annual Audit Report: Recipient Classification, Subscription Source, Recency of Renewal, Supplemental Analysis, Purchasing Influence Classification, Business/Industry and Job Title Classification, Cross-Channel Analysis Report, Geographical Distribution, Qualified Circulation by Issue, Digital Activity Report, Newsletter Activity, Web Activity, Webcast Registrants, Digital Report Downloads, Social Media Activity, Explanation, Audit of Internal Records and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Print	Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	49,644	31,834	76,633	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,644	31,834	76,633	100.0%

Analysis based up on the November 2016 issue.

*Combined print and digital will not equal total qualified unduplicated.

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Print	Digital	Renewed, Requested, or Updated Within			Total Qualified Unduplicated*	Percent
			1 Year	2 Years	3 Years		
Direct Request from the Recipient	49,644	31,834	43,679	18,955	13,999	76,633	100.0%
Request from Recipient's Company	-	-	-	-	-	-	-
Association/Group/Directory Lists	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,644	31,834	43,679	18,955	13,999	76,633	100.0%

Analysis based upon the November 2016 issue.

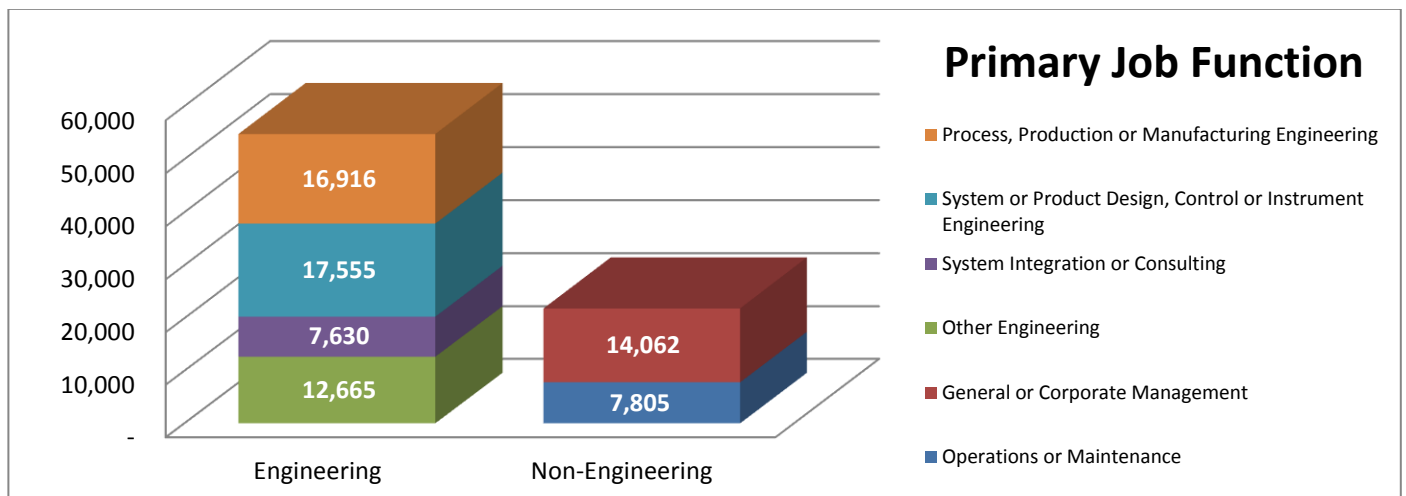
*Combined print and digital will not equal total qualified unduplicated.

PRIMARY JOB FUNCTION CLASSIFICATION

PRIMARY JOB FUNCTION	Print	Digital	Total Qualified Unduplicated*	Percent
Process, Production or Manufacturing Engineering	11,493	6,132	16,916	22.1%
System or Product Design, Control or Instrument Engineering	10,398	8,601	17,555	22.9%
System Integration or Consulting	4,285	4,173	7,630	10.0%
Other Engineering, incl. Evaluation, QC, Standards, Reliability, Test, Project, Software, Plant, Electrical, Mechanical or Electronic	7,705	5,712	12,665	16.5%
Subtotal Engineering	33,881	24,618	54,766	71.5%
General or Corporate Management	10,399	4,326	14,062	18.3%
Operations or Maintenance	5,364	2,890	7,805	10.2%
Total Qualified Circulation	49,644	31,834	76,633	100.0%

Analysis based up on the November 2016 issue.

*Combined print and digital will not equal total qualified unduplicated.



INDUSTRY CLASSIFICATION

INDUSTRY	Total
Food, Beverage or Tobacco	11,231
Textiles or Apparel	3,377
Wood, Paper or Printing	6,866
Petroleum or Refining	10,232
Chemicals	11,193
Pharmaceuticals	7,173
Plastics or Rubber	7,312
Primary or Fabricated Metals	8,776
Industrial Machinery	16,392
Alternative Energy Equipment, incl. Solar, Wind Power	9,047
Engine, Turbine, Mechanical or Electrical Power Transmission Equipment	9,989
Computer Systems or Peripherals	10,852
Communications Systems or Equipment	10,291
Consumer Electronics or Appliances	5,925
Semiconductors or Other Electronics Components	6,192
Industrial Controls, Test or Medical Equipment	16,663
Instrumentation, Measurement or Control Systems or Devices	17,764
Electrical Equipment	14,670
Aircraft, Aerospace or Defense	8,489
Automotive or Transportation	9,721
Other Manufacturing	8,149
Mining, Agriculture or Construction	6,125
Utilities or Telecommunications	7,831
Engineering or System Integration Services	15,578
Scientific or Research Services	5,486
Information, Data Processing or Software Services	5,995
Consulting, Business or Technical Services	9,342
Government or Military	7,017
Other Non-Manufacturing	3,413

Source – Control Engineering

This is a supplementary analysis of the November 2016 issue and 100 percent of all 76,633 qualified subscribers who responded to the question: "In which of the following industries is your company involved?" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

SUPPLEMENTAL ANALYSIS: DESIGN, BUILD OR INSTALL MACHINES FOR USE WITHIN OWN COMPANY

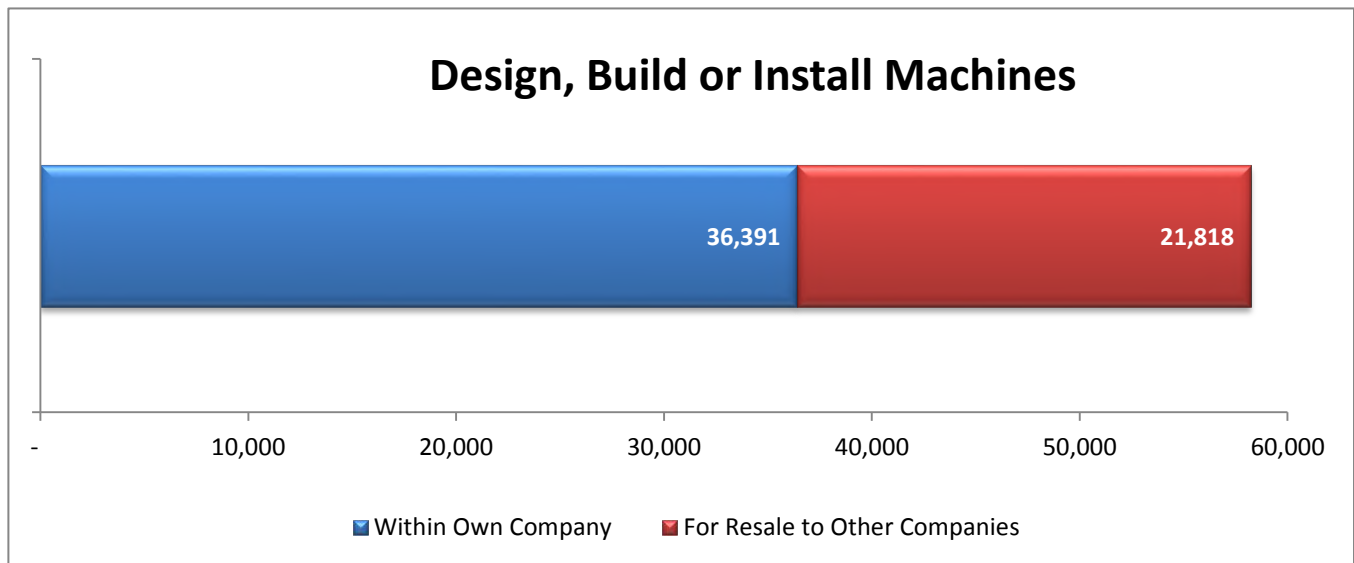
Do you design, build or install machines for use within your own company?	Total	Percent
Yes	36,391	47.5%
No	27,259	35.6%
Total Respondents	63,650	83.1%
No response	12,983	16.9%
Total Qualified Circulation	76,633	100.0%

Analysis based upon the November 2016 issue.

SUPPLEMENTAL ANALYSIS: DESIGN, BUILD OR INSTALL MACHINES FOR RESALE TO OTHER COMPANIES

Do you design, build or install machines for resale to other companies?	Total	Percent
Yes	21,818	28.5%
No	42,040	54.9%
Total Respondents	63,858	83.3%
No response	12,775	16.7%
Total Qualified Circulation	76,633	100.0%

Analysis based upon the November 2016 issue.



SUPPLEMENTAL ANALYSIS: SYSTEM INTEGRATION CLASSIFICATION

Do you provide system integration or engineering services to manufacturing organizations?	Total	Percent
Yes	36,152	47.2%
No	38,317	50.0%
Total Respondents	74,469	97.2%
No response	2,164	2.8%
Total Qualified Circulation	76,633	100.0%

Analysis based upon the November 2016 issue.

SUPPLEMENTAL ANALYSIS: PURCHASING INFLUENCE CLASSIFICATION BY PRODUCT (Prior to 2016)

Products or Systems Purchased or Specified	Total	Products or Systems Purchased or Specified	Total
Information Control		Discrete Control	
Single-Loop Controllers, Regulators or Data Recorders	23,190	Discrete Sensors (including Proximity, Photoelectric, Position)	23,858
Programmable Logic Controllers (PLCs) or Programmable Automation Controllers (PACs)	32,913	Machine Vision Systems or Vision Sensors	16,846
Human Machine Interface (HMI) Hardware, Operator Interface (OI), Control Panels, Alarms, Annunciators, Data Acquisition Equipment or Data Recorders	31,289	Motion Control Systems, Robots or Robotics	20,131
Distributed Control Systems (DCS)	22,978	Motors or Drives (including Starters, Motor Protection Devices)	25,842
Computers, Industrial PCs (IPCs) or PC-based Control	28,931	System Integration	
Embedded Systems, Embedded Components or Single-board Computers (SBCs)	18,070	Field I/O Infrastructure or I/O Systems	20,625
Software (HMI, SCADA, MES, Batch, Historian, Design, Other)	26,198	Enclosures	23,461
Process Control Platforms (DCS)	20,454	Wired Networking Hardware, Ethernet Switches, Cordsets, Connectors, Wire or Cable	23,229
Process Control		Relays, Switches or Timers	25,857
Analytical Instruments, Test or Calibration Equipment	24,273	Power Distribution Systems or Power Protection Systems	20,710
Process Sensors or Transmitters (including Flow, Pressure, Temperature, Level)	28,093	Power Supplies or Uninterruptible Power Supplies (UPS)	24,575
Valves, Actuators or Positioners	27,857	Safety for Process or Machine Systems	19,596
		Wireless Infrastructure, Wireless Field Devices or Wireless Local Area Networks (WLANs)	17,688
		Radio Frequency Identification (RFID), Bar Code Readers or Laser Scanners	13,902

Source – Control Engineering

This is a supplementary analysis of the November 2016 issue. 54,343 of 76,633 qualified subscribers who responded to the question: "Which of the following products or systems are you involved in the purchase of specification of?" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

SUPPLEMENTAL ANALYSIS: PURCHASING INFLUENCE CLASSIFICATION BY PRODUCT (As of 2016)

Products or Systems Purchased or Specified	Total Unduplicated
Control Systems including PLCs, PACs, DCSs, Single Loop or PC Based Controllers	14,575
HMI's, SCADA, Historian, Alarm Management or Data Acquisition Systems	12,292
Design, Analytics, PLM, ERP, MES, Batch, Scheduling, SCM or IOT Systems	7,826
PCs, IPCs, Mobile Devices, Embedded Components, Edge Computing or Other Computer Equipment	11,264
Process, Discrete or Vision Systems, Sensors, Transmitters, Relays, Timers, RFID, Bar Code, Power Supplies	12,299
Motors, Drives and Actuators	12,518
Wired or Wireless Networking (Ethernet, Switches, Routers), Device Bus, Fieldbus Networks, I/O Modules and Systems	10,855
Motion Control Systems and Robotics	9,646
Safety for Process or Machine Systems	9,974
Power Distribution Systems, Power Protection Systems, and Enclosures	10,133
Analytical Instruments, Test or Calibration Equipment	11,074
Pumps, Valves, Positioners	10,676

Source – *Control Engineering*

This is a supplementary analysis of the November 2016 issue. 22,099 of 76,633 qualified subscribers who responded to the question: "Which of the following products or systems are you involved in the purchase or specification of?" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these categories should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

SUPPLEMENTAL ANALYSIS: PURCHASING INFLUENCE CLASSIFICATION – SHORT FORM

In the performance of your job, do you purchase or specify controls, instrumentation or automation products or systems	Total
Yes	191
No	-
Total Respondents	191

Source – *Control Engineering*

This is supplementary analysis of the November 2016 issue. This is analysis of 191 of the 76,633 total qualified subscribers who responded to the question "In the performance of your job do you purchase or specify controls, instrumentation or automation products or systems?" on the publishers qualification form during subscription telemarketing calls. This data is presented for statistical and marketing purposes only.

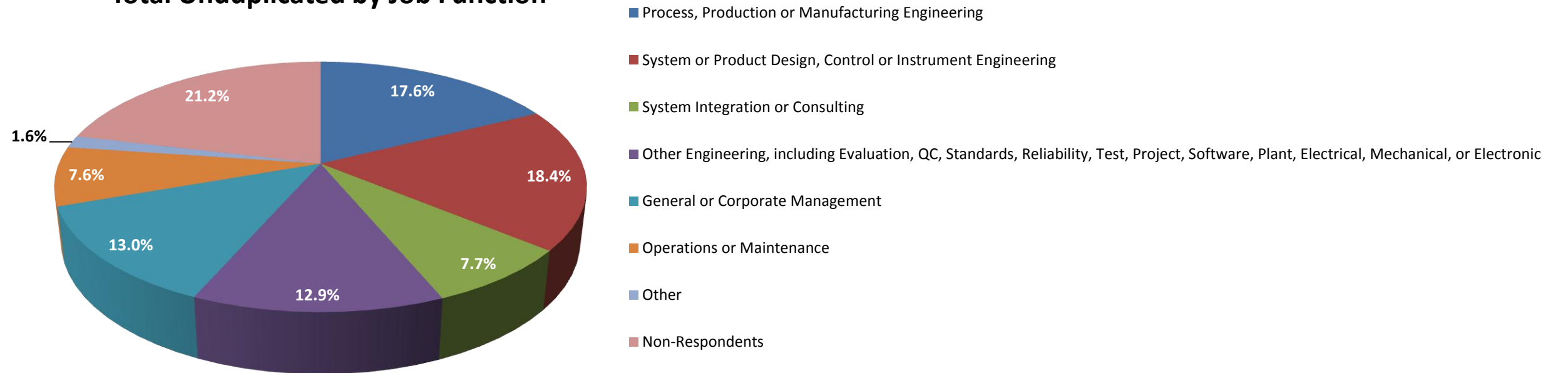
CROSS CHANNEL ANALYSIS OF CONTROL ENGINEERING

Job Function	Total Unduplicated Reach	Total Duplicated Reach	Control Engineering Magazine	Energy Automation eNewsletter	Information Control eNewsletter	Machine Control eNewsletter	Top 5 Reader Favorites eNewsletter	Process & Advanced Control eNewsletter	Process Instrumentation & Sensors eNewsletter	System Integration eNewsletter	Industrial Networking eNewsletter	IIoT Report eNewsletter	Product & Media Showcase eNewsletter	Planning & Design eNewsletter	Safety & Cyber Security eNewsletter	Whitepaper Connection eNewsletter
Process, Production or Manufacturing Engineering	24,826	72,018	16,913	3,246	2,975	4,073	10,337	3,984	3,808	3,585	4,996	8,418	2,095	614	4,738	2,236
System or Product Design, Control or Instrument Engineering	25,898	121,566	17,554	5,602	5,790	6,610	12,158	6,264	7,091	6,049	8,553	14,001	3,893	15,852	7,746	4,403
System Integration or Consulting	10,879	51,699	7,630	3,069	3,262	3,124	5,494	3,193	3,310	4,264	3,920	5,138	2,069	891	3,931	2,404
Other Engineering, including Evaluation, QC, Standards, Reliability, Test, Project, Software, Plant, Electrical, Mechanical, or Electronic	18,146	63,601	12,665	3,669	3,406	3,850	7,843	3,382	4,065	3,330	4,347	6,580	2,388	798	4,713	2,565
General or Corporate Management	18,366	57,549	14,062	2,852	2,771	2,897	6,735	2,476	3,035	2,967	4,459	6,419	2,054	584	4,199	2,039
Operations or Maintenance	10,731	36,743	7,805	2,050	1,923	2,226	4,065	1,972	2,574	1,733	2,599	3,976	1,315	401	2,809	1,295
Other	2,215	10,972	-	933	883	997	1,572	964	1,007	824	453	731	750	116	961	781
Non-Respondents	29,921	128,813	-	14,419	10,786	9,338	22,757	9,797	10,516	9,008	601	5,892	11,605	7	12,869	11,218
TOTAL AUDIENCE	140,982	542,961	76,629	35,840	31,796	33,115	70,961	32,032	35,406	31,760	29,928	51,155	26,169	19,263	41,966	26,941

This is a Cross-Channel Analysis of the combination of 14 separate data sets exported from the Control Engineering brand OneCount database as of November 7, 2016. The audience databases analyzed within this report consists of individuals who receive content associated with the Control Engineering brand in one or more of 14 information products, including Control Engineering magazine and e-newsletters. Recipients of each product were asked the question "What is your primary job function?" during the subscription process for the magazine and/or newsletter. Since any one individual may receive more than one product, the sum is the Total Duplicated Reach. The Total Unduplicated Reach is the number of unique recipients of Control Engineering products tracked in the OneCount Database. Aging of product request or delivery was not performed during this analysis.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match criteria identifies one or more attributes of the record and one or more match operators for matching the record and determining, based on the match rule, whether the record matches any other records. Name, address, email and OCID were the four match criteria used to determine potential duplicate records in the 14 databases that were merged.

Total Unduplicated by Job Function

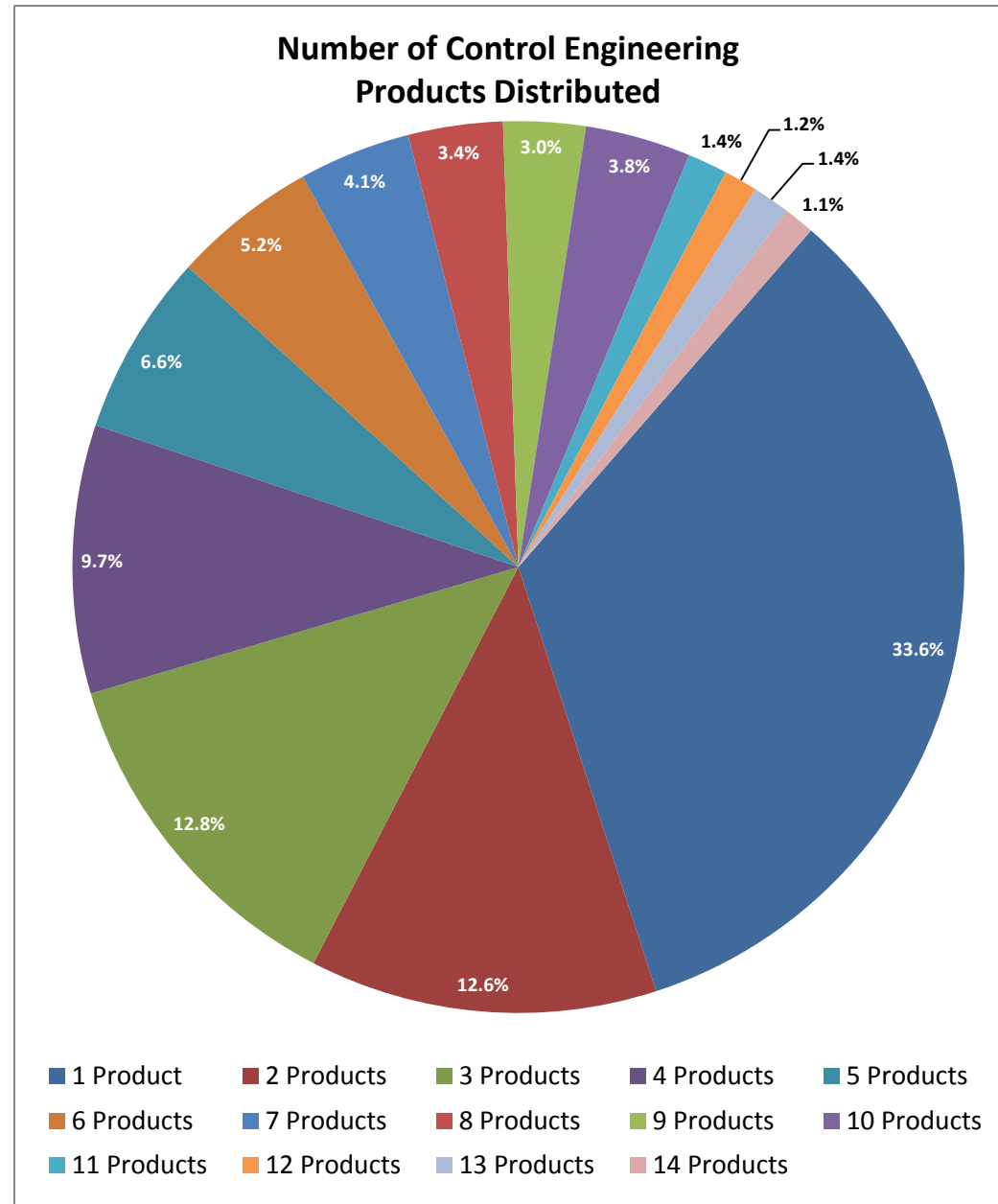


CROSS CHANNEL ANALYSIS OF NUMBER OF PRODUCTS

Number of Products Distributed	Total Individuals
1	47,387
2	17,763
3	18,077
4	13,720
5	9,287
6	7,368
7	5,713
8	4,831
9	4,202
10	5,396
11	2,035
12	1,714
13	1,922
14	1,567
TOTAL UNDUPLICATED REACH	140,982

This is a Cross-Channel Analysis of the combination of 14 separate data sets exported from the Control Engineering brand OneCount database as of November 7, 2016. This analysis consists of both requested and non-requested products. Products distributed include but are not exclusive to Control Engineering Magazine, Energy Automation eNewsletter, IIoT Report eNewsletter, Industrial Networking eNewsletter, Information Control eNewsletter, Machine Control eNewsletter, Planning & Design eNewsletter, Process & Advanced Control eNewsletter, Process Instrumentation & Sensors eNewsletter, Product & Media Showcase eNewsletter, Safety & Cyber Security eNewsletter, System Integration eNewsletter, Top 5 Reader Favorites eNewsletter, Whitepaper Connection eNewsletter.

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U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Print	Digital	Total Qual. Undup.*	Percent	REGION	Print	Digital	Total Qual. Undup.*	Percent
Maine	185	51	229	0.3%	Kentucky	583	266	799	1.0%
New Hampshire	311	141	427	0.6%	Tennessee	1,026	462	1,382	1.8%
Vermont	99	45	139	0.2%	Alabama	654	262	855	1.1%
Massachusetts	1,340	642	1,845	2.4%	Mississippi	260	108	342	0.4%
Rhode Island	141	65	196	0.3%	E. S. Central	2,523	1,098	3,378	4.4%
Connecticut	763	309	1,010	1.3%	Arkansas	322	114	421	0.5%
New England	2,839	1,253	3,846	5.0%	Louisiana	572	241	752	1.0%
New York	2,376	1,025	3,205	4.2%	Oklahoma	518	214	684	0.9%
New Jersey	1,497	654	2,016	2.6%	Texas	3,931	2,088	5,544	7.2%
Pennsylvania	2,466	1,061	3,288	4.3%	W. S. Central	5,343	2,657	7,401	9.7%
Mid Atlantic	6,339	2,740	8,509	11.1%	Montana	130	59	178	0.2%
Delaware	130	63	182	0.2%	Idaho	241	122	348	0.5%
Maryland	810	361	1,102	1.4%	Wyoming	89	47	131	0.2%
D.C.	86	57	125	0.2%	Colorado	795	426	1,129	1.5%
Virginia	1,066	462	1,415	1.8%	New Mexico	233	162	362	0.5%
West Virginia	245	92	319	0.4%	Arizona	771	404	1,101	1.4%
North Carolina	1,388	601	1,849	2.4%	Utah	496	245	691	0.9%
South Carolina	676	327	923	1.2%	Nevada	221	108	303	0.4%
Georgia	1,193	599	1,653	2.2%	Mountain	2,976	1,573	4,243	5.5%
Florida	1,926	858	2,595	3.4%	Alaska	42	29	66	0.1%
S. Atlantic	7,520	3,420	10,163	13.3%	Washington	919	480	1,276	1.7%
Ohio	2,965	1,229	3,916	5.1%	Oregon	576	300	805	1.1%
Indiana	1,330	587	1,804	2.4%	California	4,733	2,422	6,619	8.6%
Illinois	2,928	1,179	3,878	5.1%	Hawaii	63	38	93	0.1%
Michigan	2,333	1,082	3,198	4.2%	Pacific	6,333	3,269	8,859	11.6%
Wisconsin	1,845	729	2,416	3.2%	U.S. Territories	123	128	221	0.3%
E. N. Central	11,401	4,806	15,212	19.9%	U.S. Total	49,644	22,691	67,490	88.1%
Minnesota	1,397	617	1,888	2.5%	Canada	-	1,504	1,504	2.0%
Iowa	638	266	854	1.1%	Foreign	-	7,639	7,639	10.0%
Missouri	991	407	1,322	1.7%	Foreign Total	-	9,143	9,143	11.9%
North Dakota	131	54	171	0.2%					
South Dakota	139	48	181	0.2%					
Nebraska	390	140	506	0.7%					
Kansas	561	215	736	1.0%					
W. N. Central	4,247	1,747	5,658	7.4%	Total Qualified	49,644	31,834	76,633	100.0%

Analysis based upon the November 2016 issue.

*Combined print and digital will not equal total qualified unduplicated.

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Print Only	Print & Digital Unduplicated	Digital Only	Total Qualified Unduplicated
January 2016	46,203	4,934	29,114	80,251
February 2016	46,213	5,132	28,761	80,106
March 2016	46,613	5,179	28,403	80,195
April 2016	46,791	5,220	28,175	80,186
May 2016	46,808	5,251	28,139	80,198
June 2016	46,736	5,305	28,214	80,255
July 2016	46,407	5,413	28,453	80,273
August 2016	46,029	5,690	28,492	80,211
September 2016	46,046	5,322	28,907	80,275
October 2016	46,147	5,143	28,906	80,196
November 2016	44,799	4,845	26,994	76,638
December 2016	44,677	5,023	26,544	76,244
6 Month Average	46,561	5,170	28,468	80,199
12 Month Average	46,122	5,205	28,259	79,586

AVERAGE E-NEWSLETTER DELIVERY: JANUARY 1, 2016 – DECEMBER 31, 2016

E-NEWSLETTER	Issues Per Year	Issues This Report	Average Sent	Average Net Delivery
Energy Automation	12	10	36,940	36,517
IIoT Report	6	8	50,379	49,184
Industrial Networking	12	7	31,244	30,302
Information Control	12	11	30,465	30,193
Machine Control	12	21	32,570	32,309
Planning & Design	4	4	19,353	18,944
Process & Advanced Control	12	9	31,989	31,683
Process Instrumentation & Sensors	12	9	34,199	33,942
Product & Media Showcase	12	14	27,122	26,837
Safety & Cyber Security	6	9	39,785	39,265
System Integration	12	8	30,643	30,294
Top 5 Reader Favorites	12	12	73,820	72,404
Whitepaper Connection	4	5	27,854	27,597

ENERGY AUTOMATION: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/26/16	38,278	37,111
02/23/16	37,738	36,972
04/26/16	37,194	36,827
06/28/16	36,967	36,624
07/26/16	36,862	36,535
08/23/16	36,737	36,455
09/27/16	36,583	36,319
10/25/16	36,462	36,184
11/22/16	36,269	36,057
12/27/16	36,306	36,090
AVERAGE	36,940	36,517

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

IoT REPORT: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
02/05/16	52,554	48,947
04/07/16	50,066	49,194
06/02/16	49,293	48,242
08/04/16	49,292	48,301
09/12/16	48,961	48,109
10/06/16	50,649	49,798
11/14/16	51,348	50,525
12/01/16	50,869	50,358
AVERAGE	50,379	49,184

Information obtained by a review of publisher’s phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

INDUSTRIAL NETWORKING: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/21/16	32,780	31,562
02/18/16	32,138	30,341
03/17/16	31,628	30,285
04/21/16	30,989	30,186
07/21/16	30,681	30,027
08/31/16	30,448	29,984
11/17/16	30,045	29,729
AVERAGE	31,244	30,302

Information obtained by a review of publisher’s phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

INFORMATION CONTROL: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery	ISSUE DATE	Sent	Net Delivery
01/28/16	31,284	30,424	08/25/16	30,331	30,162
02/25/16	30,840	30,525	09/22/16	30,264	30,064
03/24/16	30,696	30,393	10/27/16	30,162	29,988
05/26/16	30,515	30,277	11/30/16	30,076	29,909
06/23/16	30,440	30,208	12/22/16	30,157	30,014
07/28/16	30,348	30,155	AVERAGE	30,465	30,193

Information obtained by a review of publisher’s phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

MACHINE CONTROL: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery	ISSUE DATE	Sent	Net Delivery
01/20/16	33,455	33,210	07/20/16	32,435	32,220
02/03/16	33,469	32,427	08/03/16	32,396	32,188
02/17/16	32,946	32,440	08/17/16	32,383	32,193
February Average	33,208	32,434	August Average	32,390	32,191
03/02/16	32,812	32,428	09/07/16	32,339	32,116
03/16/16	32,710	32,462	09/21/16	32,286	32,096
March Average	32,761	32,445	September Average	32,313	32,106
04/06/16	32,635	32,422	10/05/16	32,269	32,084
04/20/16	32,573	32,311	10/19/16	32,255	32,043
April Average	32,604	32,367	October Average	32,262	32,064
05/04/16	32,576	32,328	11/02/16	32,192	31,998
05/18/16	32,520	32,304	11/16/16	32,088	31,962
May Average	32,548	32,316	November Average	32,140	31,980
06/01/16	32,497	32,286	12/07/16	32,240	32,109
06/15/16	32,473	32,254	AVERAGE	32,570	32,309
June Average	32,485	32,270			

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered. Average calculated by combining monthly averages and dividing by 12.

PLANNING & DESIGN: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/07/16	19,415	18,802
07/07/16	19,361	18,917
09/01/16	19,273	18,958
12/01/16	19,361	19,098
AVERAGE	19,353	18,944

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

PROCESS & ADVANCED CONTROL: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/05/16	32,617	32,426
02/02/16	32,717	31,748
03/01/16	32,186	31,829
05/03/16	31,927	31,678
08/02/16	31,743	31,534
10/04/16	31,611	31,538
10/20/16	31,572	31,361
October Average	31,592	31,450
11/01/16	31,532	31,350
12/06/16	31,599	31,448
AVERAGE	31,988	31,683

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

PROCESS INSTRUMENTATION & SENSORS: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
03/15/16	34,522	34,148
04/19/16	34,378	34,071
06/21/16	34,273	34,003
07/19/16	34,204	33,947
08/16/16	34,167	33,959
09/20/16	34,086	33,850
09/29/16	34,026	33,835
September Average	34,056	33,843
10/18/16	34,008	33,756
12/20/16	33,980	33,807
AVERAGE	34,199	33,942

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

PRODUCT & MEDIA SHOWCASE: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery	ISSUE DATE	Sent	Net Delivery
01/27/16	28,105	27,279	07/27/16	26,985	26,812
02/24/16	27,678	27,220	08/24/16	26,949	26,761
03/23/16	27,438	27,152	09/28/16	26,822	26,651
04/27/16	27,244	27,012	10/26/16	26,717	26,543
05/12/16	27,192	26,535	11/23/16	26,587	26,472
05/25/16	27,161	26,947	12/14/16	26,697	26,533
May Average	27,177	26,741	12/29/16	26,656	26,542
06/22/16	27,080	26,859	December Average	26,677	26,538
			AVERAGE	27,122	26,837

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered. Average calculated by combining monthly averages and dividing by 12.

SAFETY & CYBER SECURITY: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/14/16	41,250	40,838
02/11/16	40,952	39,585
03/30/16	39,809	39,263
04/14/16	39,575	39,174
05/12/16	39,422	38,971
07/14/16	39,379	39,012
09/08/16	39,115	38,747
10/13/16	39,214	38,819
11/10/16	39,347	38,973
AVERAGE	39,785	39,265

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered

SYSTEM INTEGRATION: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/13/16	31,293	31,078
02/10/16	31,182	30,240
03/09/16	30,547	30,140
04/13/16	30,377	30,047
06/08/16	30,195	29,932
08/11/16	30,209	30,001
09/14/16	30,137	29,902
12/14/16	31,204	31,011
AVERAGE	30,643	30,294

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

TOP 5 READER FAVORITES: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/12/16	78,118	76,976
02/09/16	77,413	73,863
03/08/16	75,654	73,389
04/12/16	74,524	73,157
05/10/16	74,036	72,638
06/14/16	73,535	72,316
07/12/16	73,201	71,983
08/09/16	72,717	71,708
09/13/16	72,322	71,289
10/11/16	71,936	70,959
11/08/16	71,503	70,530
12/13/16	70,879	70,043
AVERAGE	73,820	72,404

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

WHITEPAPER CONNECTION: JANUARY 1, 2016 – DECEMBER 31, 2016

ISSUE DATE	Sent	Net Delivery
01/11/16	28,590	28,387
04/11/16	27,819	27,506
07/11/16	27,621	27,329
10/03/16	27,416	27,202
10/24/16	27,351	27,128
October Average	27,384	27,165
AVERAGE	27,854	27,597

Information obtained by a review of publisher's phpList reports for the period January 1, 2016 – December 31, 2016.

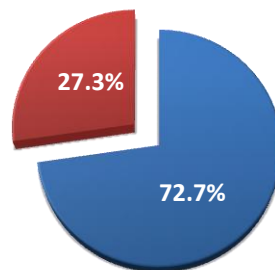
Definitions: Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average Sent – Calculated by dividing total sent by number of newsletters delivered. Average Net Delivery – Calculated by dividing total net delivered by number of newsletters delivered.

WEB VISITOR ACTIVITY – www.controleng.com

VISITOR ACTIVITY 2016	
Sessions	1,529,761
Users	1,125,493
Pageviews	2,098,893
Average Pages per Session	1.37
Average Session Duration	00:01:06
Bounce Rate	82.56%

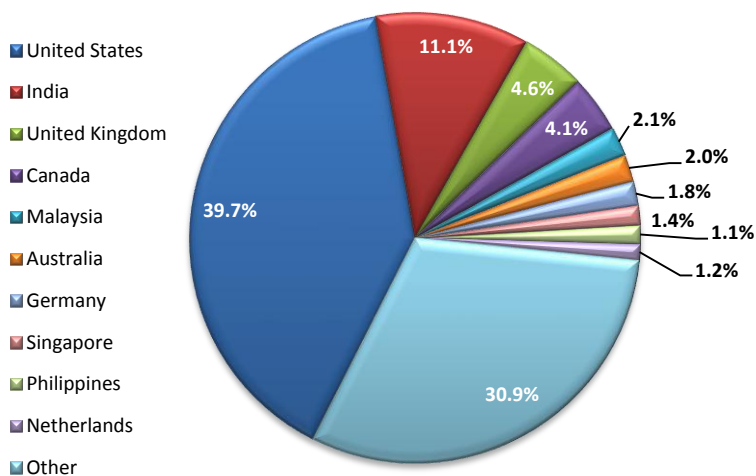
Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period January 1, 2016 – December 31, 2016. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

Types of Visitors

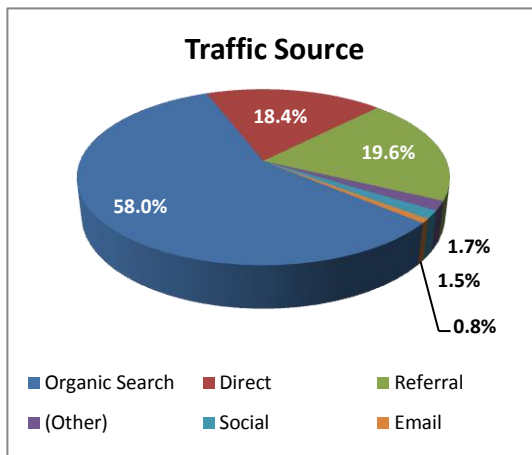


- New Visitor (1,112,050 visits)
- Returning Visitor (417,711 visits)

Visitor Geographic Location

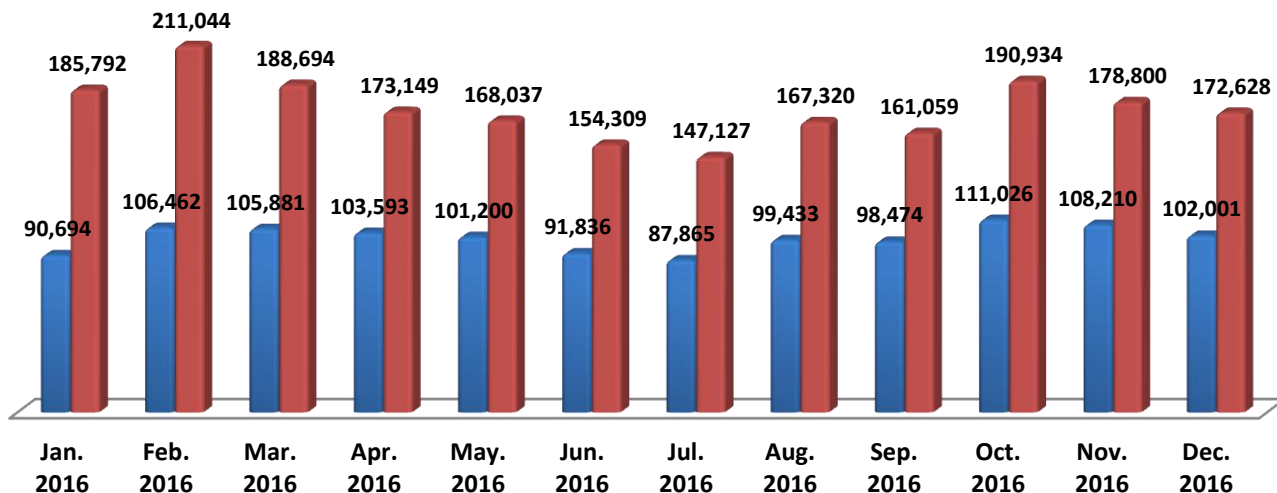


Traffic Source



Control Engineering Monthly Web Traffic

■ Users ■ Page views



WEBCASTS: JANUARY 1, 2016 – DECEMBER 31, 2016

Date	Webcast	Total Registrants
03/08/16	Automate. Integrate. Or Evaporate! - Driving Operational Efficiency in Production Operations	181
03/10/16	Replacing Legacy Networking Protocols with Ethernet	312
03/31/16	Industrial Internet of Things Webcast Series 2016, Part One: Effective Change Management	718
04/14/16	Next-generation Industrial HMIs	530
05/17/16	Simplifying Convergence of the Industrial Network: Bridging IT and Operations	225
05/18/16	Using Current-limiting Devices to Improve Short-Circuit Current Rating (SCCR)	639
06/02/16	Industrial Internet of Things Webcast Series 2016, Part Two: Information Management for IIoT	365
08/18/16	Leveraging Network Building Blocks and Cisco Validated Designs for Industrial Ethernet Deployment	353
09/22/16	System Integration Case Studies	280
09/29/16	Standards for Robotics Safety	359
10/11/16	Simplifying IoT Value Creation: Physical Infrastructure and Wireless Sensing	196
10/20/16	Industrial Internet of Things Webcast Series 2016, Part Three: Security for IIoT	397
11/09/16	IIoT and the Digital Oilfield: Making Data Actionable	223
12/07/16	Cloud ERP Streamlines Operations in an Era of IIoT Data	95
12/15/16	Industrial Internet of Things Webcast Series 2016, Part Four: Smart manufacturing, IIoT, Industrie 4.0 case studies	398
Total		5,271
Average Registrants		351

Information obtained by a review of publisher's reports for the period January 1, 2016 – December 31, 2016. Average calculated by dividing total registrants for the period of January 1, 2016 – December 31, 2016 by the number of webcasts during the audit period.

DIGITAL REPORTS: JANUARY 1, 2016 – DECEMBER 31, 2016

Date	Digital Report	Total Downloads	Average Downloads
01/01/16	PID Tuning Best Practices Digital Report	530	44
01/05/16	Machine and Robot Control Strategy Digital Report	204	17
03/14/16	IIoT Digital Report	1,202	120
TOTAL		1,936	181

Information obtained by a review of publisher's download data for the period January 1, 2016 – December 31, 2016. Digital Reports are obtained by registering for a direct download from the Control Engineering website. Average calculated by dividing total downloads for the period of January 1, 2016 – December 31, 2016 by the number of months that each Digital Report is available for download. Average calculated by combining average downloads from 3 Digital Reports.



FACEBOOK ACTIVITY – CONTROL ENGINEERING

ACTIVITY	
Total Lifetime Likes	9,731

Information for Facebook activity was obtained by a review of publisher’s Facebook likes on December 30, 2016. The review was done independently. In Verified’s opinion, the Facebook activity is fairly stated in this report.

Definitions: Lifetime Likes –The total number of Likes a Facebook Page received, as of the end of a specified date range.



TWITTER ACTIVITY:

ACTIVITY	
Tweets	2,445
Followers	5,439

Information for Twitter activity was obtained by a review of publisher’s Twitter handle (@ControlEngTips) as of December 30, 2016. The review was done independently. In Verified’s opinion, the Twitter activity is fairly stated in this report.

Definitions: Tweets – A message posted via Twitter containing 140 characters or fewer.

Followers – A follower is another Twitter user who has opted in to receive Tweets from the publisher’s Twitter account.



LINKEDIN GROUP MEMBERSHIP AUTOMATION & CONTROL ENGINEERING

ACTIVITY	
Members	112,127

Information obtained by a review of publisher’s LinkedIn group on December 31, 2016.

Definitions: Group Member – Group membership is open to LinkedIn members who request membership from the Automation & Control Engineering group manager.

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Print totals include recipients who receive a print only subscription or a print and digital subscription. Digital totals include recipients who receive a digital only subscription or print and digital subscription.

Digital Activity Report features data that has not been audited.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.