

READER SURVEY 2016

A recent survey has shown that the subscribers of Automatie | PMA are professionals in the industries described in the following table.
Automatie | PMA has 10,498 subscribers in total.

AUTOMATIE

Industry	subscriber
(petro)Chemical and pharmaceutical industry	1.823
Food industry	838
Electrotechnical and electronics industry	724
Engineering and consultancy agencies	647
Trade- and installations agencies	501
Energy industry	422
University and Bachelor schools	363
Environmental branches, graphics and paper industry, maritime sector, glass-, asphalt- and concrete industry, R&D, textile, off shore	257
subscribers total	
	5.575

PMA

Industry	subscriber
Machine building and OEM	1.455
Food industry	956
Electrotechnical and electronics industry	783
Steel- and metal industry	508
Engineering and consultancy agencies	343
Installations agencies and system integrators	196
Pharmaceutical industry	161
University and Bachelor schools	96
Packaging industry, plastic industry, paper and textile industry, transport/storage and distribution	426
subscribers total	
	4.923

PROFILE

PROFILE	SUBSCRIBERS
Engineer	3.549
Technical Manager	1.663
Director Owner	1.470
Technical service	1.155
Consultant Advisor	630
Sales Account manager	520
Projectleader	507
Teacher Trainer	266
Purchaser	212
PR Marketeer	208
Others	315

CO-READERS

1 - 3	56%
4 - 9	24%
10 >	20%
<i>Median average</i>	<i>3,5</i>

TOTAL READERS

Receiver (subscriber reader)	1
Average Co-reader	3,5 +
Average Readers	4,5
Circulation	10.498 x

Total Readers 47.241

LEVEL OF EDUCATION

Higher education University	8.608
College	1.890

APPRECIATION

The survey has shown that Automatie | PMA readers have given the magazine an average of 7,3 out of 10.

10	3%	7	48%
9	5%	6	5%
8	38%	< 6	1%

YEARS OF SUBSCRIPTION

73% of the readers has been subscribed with Automatie for a period of 3 years.

PURPOSE OF READING

For general information/ orientation	58%
For daily operations	55%
As reference book	38%

ADVERTISEMENT READERS

The survey has shown that 83% of the readers actually read and look at our advertisements.

THEMES FOR 2016

Each year we select themes in order to provide our readers with a guiding principle for editorial interpretations. In addition these themes offer our (potential) advertisers insight in particular editions of Automatie to which they want to relate their advertisements.

AUTOMATIE

Theme	Edition
Bus Technology & Cyber Security	Combi 1/2 - Jan Feb
Flow & Valves	3 - Mar
Maintenance & Asset Management	4 - Apr
Process instruments & Appendages	5 - May
Process analyses & Durability	6 - Jun
Process safety, SIL& ATEX	7 - Jul/Aug
Official special WoTS fair 2016 Process Automation and Instrumentation	8 - Sep
Control Systems & Safety Systems	9 - Oct
New Sensor Technologies	10 - Nov/Dec

PMA

Theme
Machine Safety & PL/SIL
Motion Control & Robotics
Vision, Sensors & RFID
Drive & Control
Product Optimisation & OEE
Industrial Ethernet & Security
Official special WoTS fair 2016 Factory Automation and Motion & Drives
PLC's & Control Technics
New Sensor Technologies

FURTHERMORE FEATURING THE STANDARD SECTIONS

agenda, column, market & technique, B2B exhibitions, IA news, WIB, information, bussystems, ISA-NL, FHI news, NEN news, Botlek Studygroup, editorial, SIL/ATEX/CE, at the procesline (field and process instrumentation) and book reviews.

FURTHERMORE FEATURING THE STANDARD SECTIONS

column, market & technique, B2B exhibitions, bussystems, HighTech Platform (Mikrocentrum), PROFInews (PI Benelux), FEDA news, CAD, CAM, RFID, PLM, PDM, CAE, rapid technology, digital factory, editorial, cybersecurity, on the plantfloor and book reviews.