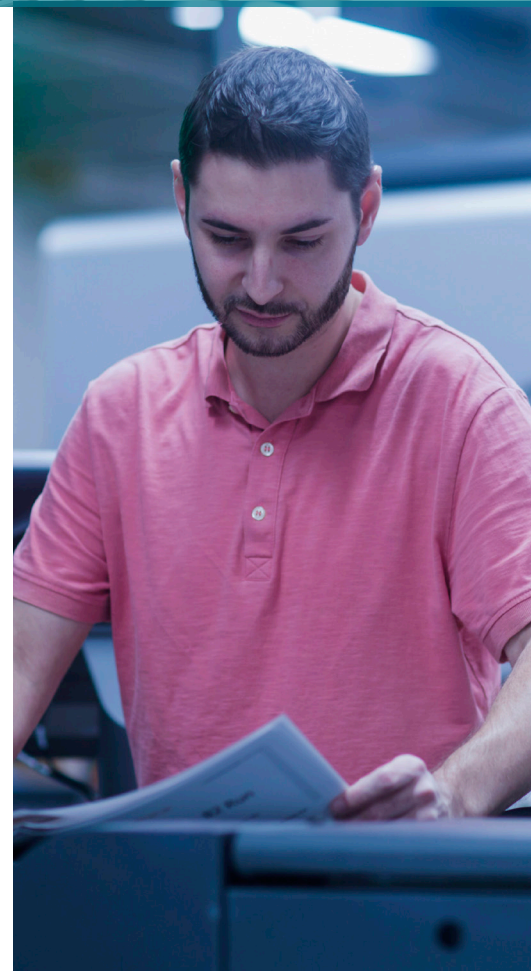


7 REASONS YOU NEED PRINT IN YOUR MARKETING MIX.



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Halo effect.

“ Your message side by side *Automation World's* acclaimed editorial promotes trust in your organization. Testimonials from Signet Research confirm our subscriber affinity.

Tell us how useful *AUTOMATION WORLD* is to you and how you use it in your job.

I read Automation World to see what new technology devices are available to make my life easier at my job.

It is the best automation magazine that pertains to my job. Very useful for new technology.

I like to look for trends that I am not aware of and expand my knowledge in areas that I'm interested in.

Some of it is useful when the product being advertised is innovative or updated with useful new features.

[Automation World] provides continuous updates of products and services related to my work.

There are many good articles that I use to learn more and to help me ask the right questions.

Mainly I look for new ideas or products that could impact my line of work.

Very useful, keeps me informed.

I use Automation World to find out about new products.

Keeps me up to date on new technologies.

"Keeps me up to date with latest, emerging technologies and real products and where/how they were applied to deliver solutions or improve productivity."

”

1 Simply put, print works.

Paper-based reading is associated with stronger transfer to long-term memory, recall, and overall comprehension. Neuroscience studies show print ads engage longer, yield higher levels of recall and cause more activity in brain areas associated with value and desire – key markers of purchase interest. Readers also sustain focus without multi-tasking for long periods of time.

Temple University Neural Decision-Making and 2015 research conducted by Millward-Brown Digital

2 Optimal audience reach.

Forget overflowing inboxes. Print takes you right to key decision makers and influencers. *Automation World's* circulation is verified by BPA Worldwide, so you can be sure your message is reaching the individuals best positioned to buy your products.

Additionally, the Active Audience portion of our circulation gives you first reach into end-user prospects in trending markets and at fast-growing companies.

Learn more about Active Audience at PMMIMediaGroup.com.



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3 Lasting exposure ... and 2.4 readers per copy.

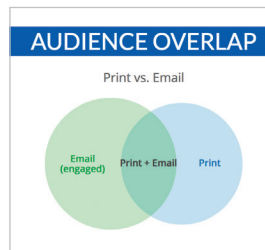
Unlike digital, your print message will be around long after an online ad has disappeared. Research shows that 53% of AW's readers routinely share their copy of the magazine with one or more colleagues – resulting in an average of 2.4 readers per copy.

Signet Research conducted on Automation World



4 Print delivers prospects who are unavailable by email.

Audience duplication between Automation World's print subscribers and e-database shows only 34% duplication ... if you don't advertise in print, you're missing 35,000+ automation professionals.



5 Print feeds the pipeline.

Experts estimate that it takes between 7 and 13 touches to deliver a qualified sales lead. An integrated media strategy incorporating print is key to driving prospects from brand familiarity to product interest to action.



6 Engagement

Readers were asked if they took an action over the course of a year, as a result of articles or ads in Automation World. 90% had engaged in at least one action, from visiting a Website to discussing an article to buying a product.

Signet Research Preference Study

7 Targeted covers: high-impact at an affordable price.

Let Automation World feature your company on a custom cover, positioning your brand with industry's leading automation publication.

Your promotional cover will be tipped onto a monthly issue of your choice and mailed to your preferred audience segment ... an exclusive way to make a big impression!

Your promotional cover will be tipped on top of our regular cover for the month that you choose.



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