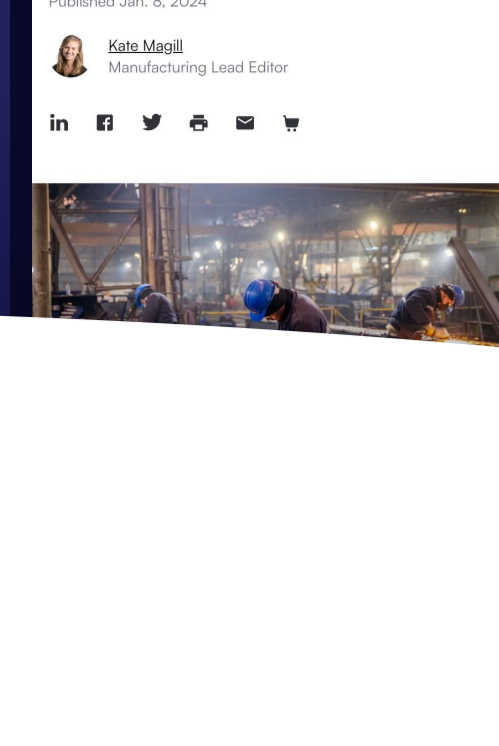


Manufacturing Dive is a news publication designed specifically for manufacturing leaders. Across operations, procurement, labor, regulation, and sustainability, our journalists cover the issues that impact the manufacturing industry.

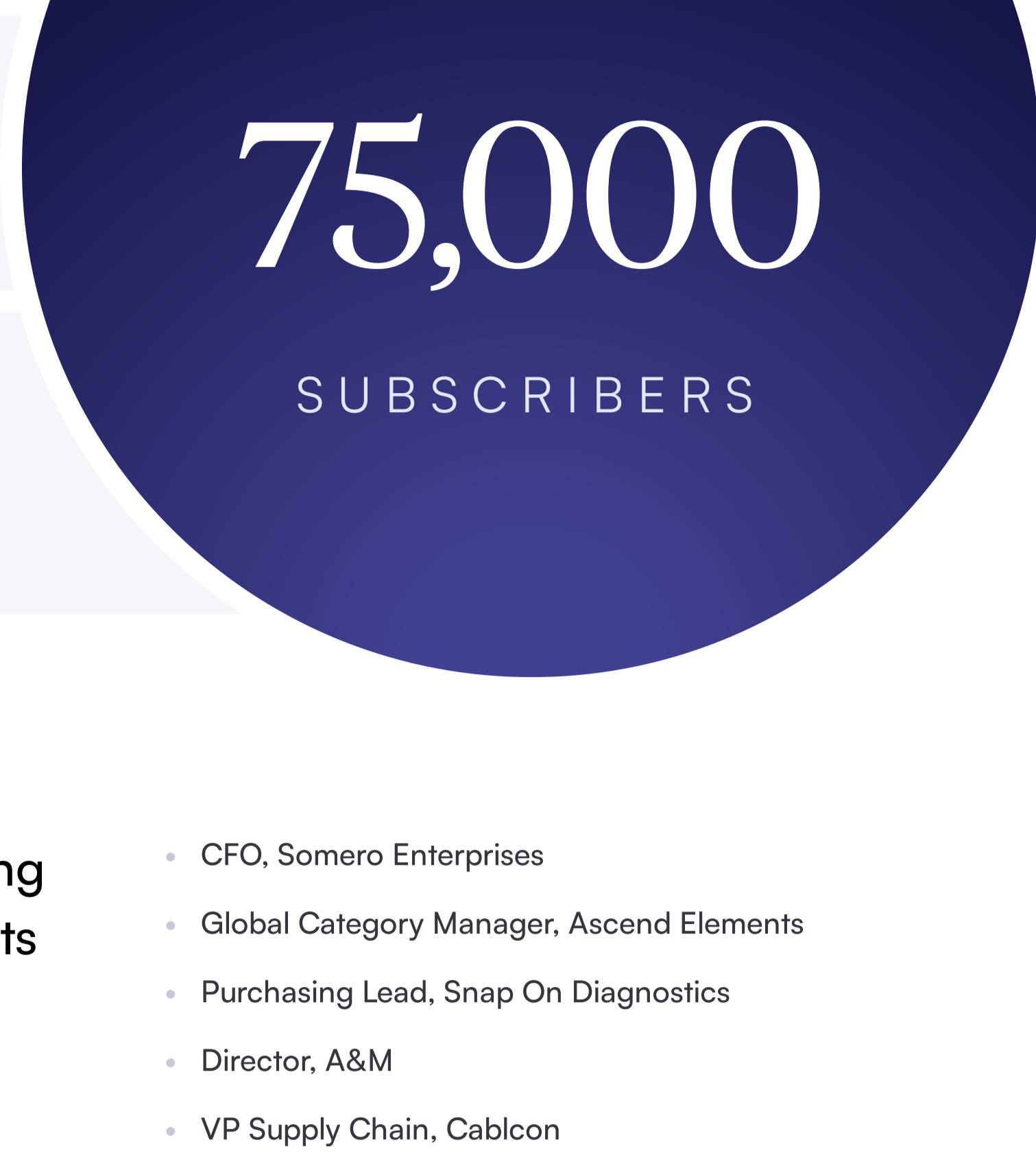


01 Audience

124K
 unique monthly visitors

74%
 of subscribers are manager-level or above

88%
 of Fortune 500 Top Industrial Companies read Manufacturing Dive



You'll find Manufacturing Dive's news and insights in the inbox of notable subscribers, like:

- CFO, Somero Enterprises
- Global Category Manager, Ascend Elements
- Purchasing Lead, Snap On Diagnostics
- Director, A&M
- VP Supply Chain, Cablcon
- Sr. Materials Manager, GE Aerospace
- Director, Veho
- Operations Head, Overland Vehicle Systems
- Manufacturing Engineering Manager, The Shyft Group

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02 Top-performing content

The manufacturing environment is changing rapidly to meet external pressures while driving internal innovations across technologies. Concerns surrounding economic factors, cybersecurity, data management and analysis, and geopolitical tensions are top of mind for manufacturing leaders in 2024. Let's take a look at what manufacturing leaders have been focused on most.

Top 5 topics

- Operations
- Labor
- Openings & expansions
- Regulation
- Technology

Top 10 Manufacturing Dive stories

Major factory construction projects to watch in 2024	Medtronic to close 5 manufacturing sites
The hardest manufacturing jobs to fill this year	UAW president calls out Stellantis for laying off over 500 workers
Nearly 9,000 UAW members could strike at Ford's Kentucky Truck Plant	Cummins reaches \$1.7B settlement with EPA, California for emissions violations
Intel delays \$20B Ohio project	TSMC delays second Arizona chip plant to 2027 or 2028
4 food manufacturing trends for 2024	Schneider Electric invests \$140M in US manufacturing expansion

Keywords resonating right now

- digital twins
- manufacturing layoffs
- AI in manufacturing
- plant openings/mergers/closures
- circular economy
- reshoring
- talent recruitment & retention
- additive manufacturing

03 Trend analysis

Economic factors

- Optimism as the economic outlook starts to improve (easing inflation, cooling voluntary turnover rate, etc.)
- Grappling with lingering high costs (labor, operating, insurance, etc.) even as inflation cools
- Surge of manufacturing-related construction in the U.S. with increasing investment in sectors like semiconductors and clean tech

External shifts force industry adjustments

- Battery manufacturing boom triggered by growth of EV adoption
- Pressure to evolve to meet changing consumer preferences, especially in food manufacturing (interest in fresh, frozen, and health foods, sustainability, etc.)
- Testing AI to meet heightening demand and optimize product development, operations, and achieve sustainability goals

Modern problems call for innovative solutions

- Geopolitical tensions and concerns increase reshoring and nearshoring efforts to reduce risk and shorten lead times
- Eyes on upgrading security features to mitigate rise in rate and sophistication of supply chain cyberattacks
- Increase in inspections, disaster planning, and continuity measures as the threat of climate change and extreme weather events grows

Our readers spent nearly **2x** as long on these stories than the average story:

- The top challenges in semiconductor manufacturing this year
- Manufacturing trends to watch in 2024: rising costs

Weighing costs & benefits

As inflation cools and supply prices stabilize, labor costs still remain high.

studioID tip

Manufacturers are revisiting their budgets, looking for opportunities to optimize their workforces. Help them by crafting solutions-focused messaging to better position their brands, products, and services. Put cost savings and smarter budgeting front and center, and provide learnings and best practices to allow them stay competitive.

Riding a wave of innovations

In order to stay competitive, industry leaders are exploring AI, machine learning, smart factories, digital twins, and more.

studioID tip

Deliver future-focused content such as best practices, case studies, and industry benchmarks so manufacturing leaders can stay competitive when it comes to emergent tech adoption. Lead with research and allow them to weigh the costs and benefits of investing in those solutions.

Orbiting around data

Manufacturers are facing unprecedented demands for enhanced product security, shared data intelligence, and transparent data security policies.

studioID tip

Companies are looking for resources to help them remain compliant, as well as establish internal ethics and guidelines surrounding AI and machine learning. Provide manufacturers with case studies, success stories, cautionary tales, and actionable guidance. Include step-by-step guides and frameworks they can use to evaluate and improve their approaches to data and cybersecurity.

04 Marketing insights

Build trust with this audience by reflecting the preferences of over 75,000 Manufacturing Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Help them spend smarter

Manufacturing leaders must prioritize smarter spending and cost savings, so give them actionable guidance for how they can do it quickly and efficiently.

studioID tip

Connect solutions to savings, and put ROI front and center. Provide manufacturing decision-makers with case studies they can reference, benchmarks they can compare to, and tools they need to calculate ROI for their own companies.

Stay future-focused

Offer solutions to evolving business challenges by putting them in the broader context of a changing landscape.

studioID tip

Go beyond short-term challenges and fixes, and explore the long-term impact and implications of trends and solutions. Showcase thought leadership by providing best-in-class looks at how leading manufacturers are approaching trends, setting themselves up for long-term growth, and preparing for the next disruption.

Aid them in identifying untapped opportunities

As cost-cutting measures only increase, manufacturers must maximize current investments and do more with what they already have.

studioID tip

This is especially applicable to data, AI, and machine learning, which can allow companies to make better use of data and craft more actionable and accurate insights. Paint a clear picture of what might be possible by revealing novel efficiencies manufacturers may not even be aware of. Surface current technological limitations and provide guidance on how they can overcome them.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.



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- Website icon
- LinkedIn icon
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