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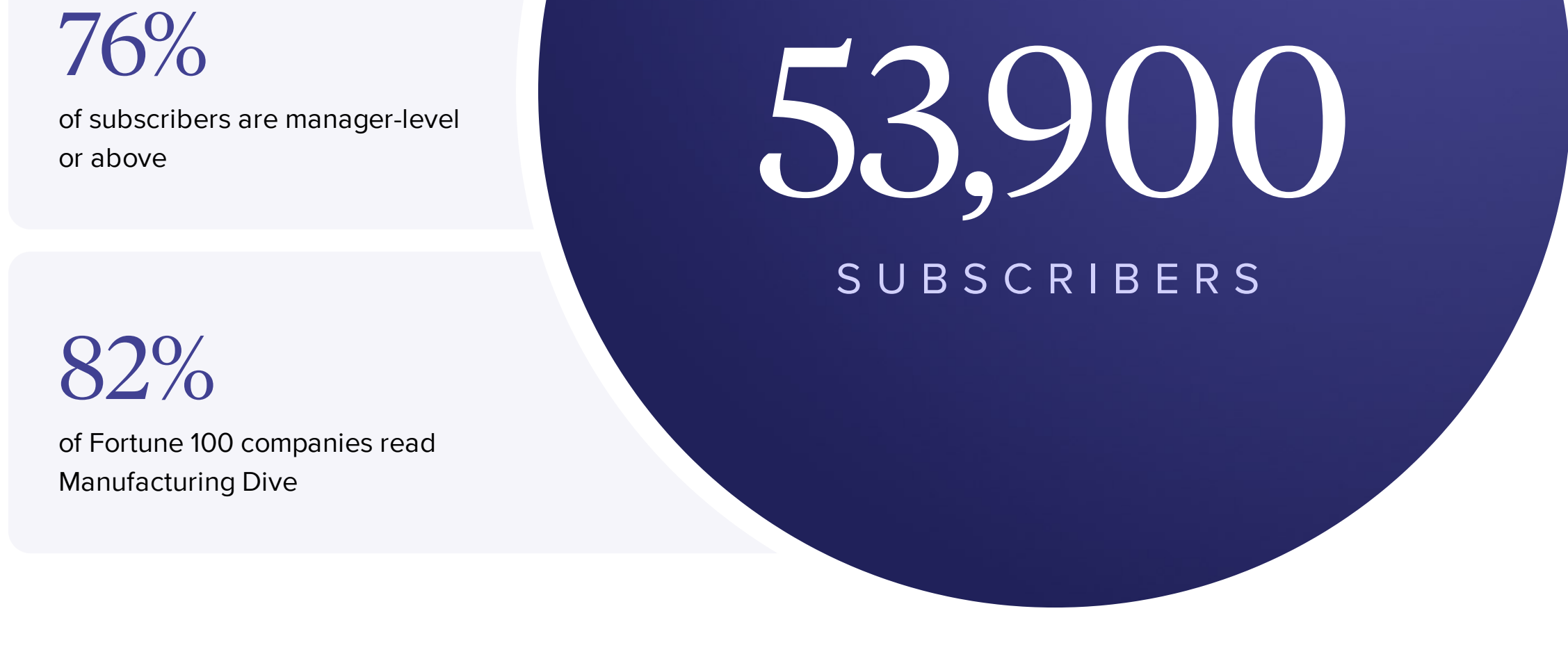
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01 AUDIENCE

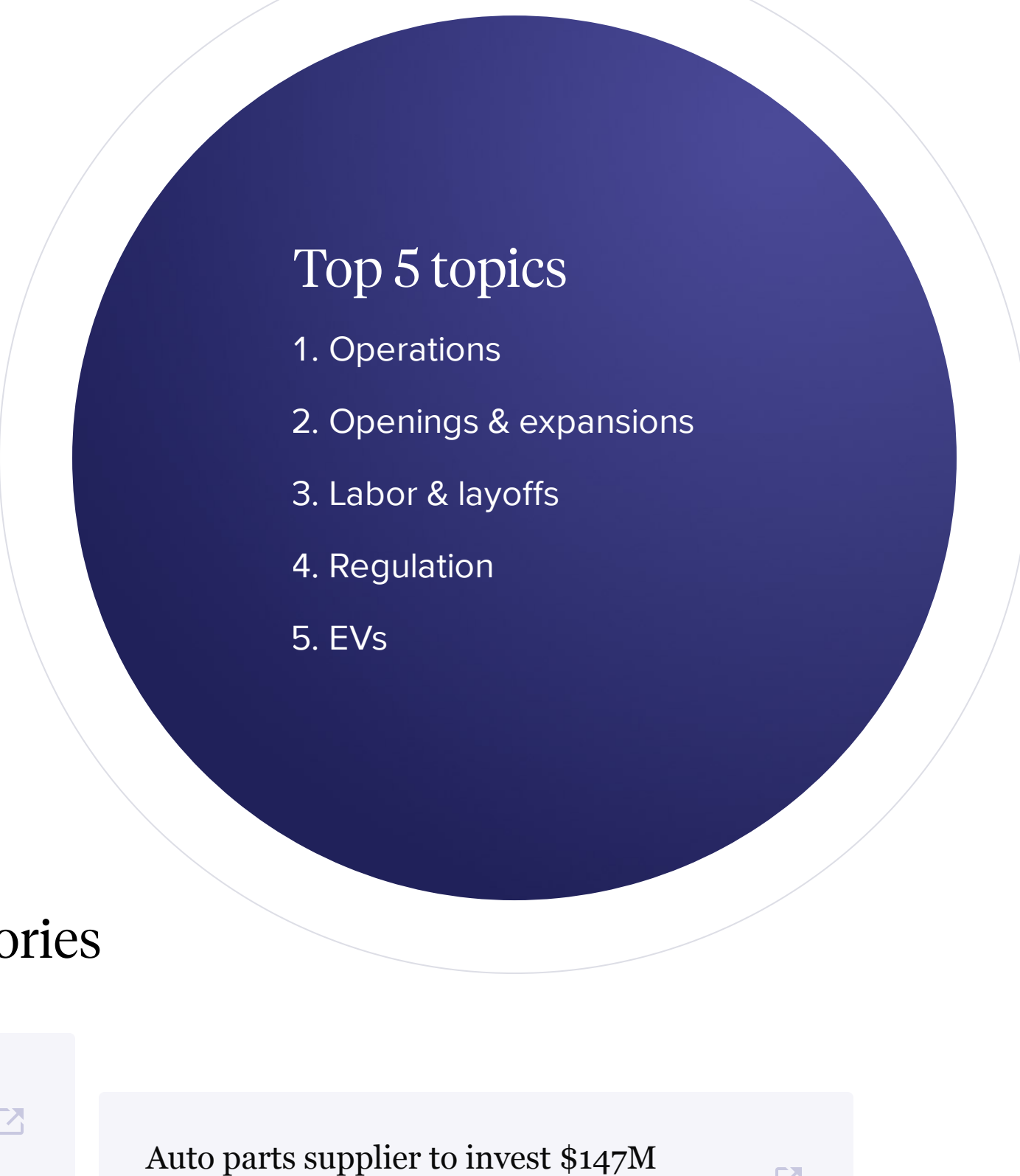


You'll find Manufacturing Dive's news and insights in the inbox of notable subscribers, like:

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

02 TOP-PERFORMING CONTENT

While the manufacturing industry has largely recovered from the elevated logistics costs and supply chain disruptions from the pandemic era, they're not out of the woods just yet. Between labor shortages, investment opportunities, layoffs, and new technologies, manufacturing executives are facing a range of ups and downs. Let's take a look at what our readers have been focused on most.



Top 10 Manufacturing Dive stories

Krispy Kreme to close its North Carolina facility	Auto parts supplier to invest \$147M in Tennessee facility expansion
Canoo, Lucid Motors win contracts to develop battery modules for Defense Department	Vietnam-based tire manufacturer to build first US facility in South Carolina
The 3 jobs manufacturers are struggling to fill in 2023	Solo Cup maker lays off workers after sudden demand drop
Major factory construction projects to watch in 2023	Archer Aviation, Stellantis begin construction of air taxi manufacturing plant
Tyson wins COVID lawsuit against meatpacking employees	Cheese manufacturer expands in Tennessee with \$9M investment

Keywords resonating right now

- layoffs
- closures
- expansions
- regulation
- electric vehicle manufacturing
- government incentives
- high material costs
- talent shortages
- international ops expanding into U.S.
- manufacturing strategy

03 TRENDS

- Investing in expansion
- International companies plant roots in the U.S.
 - Growth of semiconductors plants
 - New frontiers in AI and EVs
- Economic fallout
- Struggle to attract and maintain a quality workforce
 - High material and labor costs
 - Stiff competition between corporations for talent
- Government's role
- New legislation brings increased funding
 - Integrating tech into military
 - Private competition for government contracts



Continued labor woes

Since the onset of the pandemic, the manufacturing industry has been grappling with a host of labor issues, contributing to the job shortages and economic challenges we see today. Many manufacturers are laying off major percentages of their staff due to decreased demand and cost-cutting measures, while they simultaneously struggle to fill their workforce with skilled laborers.

The hunt for production workers, entry-level workers, and skilled specialists who can work with automation is proving particularly difficult for manufacturing professionals. The lack of interest in these jobs in young people and the deficit in skills in automation and digital platforms needed for entry-level positions are leading contributors to the talent crisis.

Government driving growth

As the U.S. government and military look to expand their use of technology, they're tapping private manufacturers to make it happen. In a partnership benefiting both parties, private manufacturing companies can drive innovation and modernize military technology, while increasing their own business portfolio.

The Biden administration has enacted new legislation to incentivize investment in manufacturing. With a particular interest in chips and semiconductors, the U.S. government's heavy investment is catapulting manufacturing expansion efforts.

Big investments reinvigorating certain sectors

Manufacturers both in the states and abroad have their sights set on expansion in the coming years and are looking to get there with notable investments in plant additions and brand-new facilities. Growth in a few key industries is spurring expansions, particularly batteries (primarily, EV chargers) and semiconductors.

Several large international manufacturers are getting in on the game by opening U.S.-operated plants, which are set to manufacture everything from tires to solar panels. With these expansions come increases in jobs and a number of new business opportunities for those particular manufacturing industries (while other less in demand industries struggle and downsize).

04 MARKETING INSIGHTS

Assemble a content strategy that resonates by reflecting the preferences of over 53,900 Manufacturing Dive subscribers in your strategy:

Content Characteristics	Content Types
<ul style="list-style-type: none"> • Comprehensive • Actionable • Informative • Topical • Forward-thinking 	<ul style="list-style-type: none"> • Insights on overarching trends via trendlines • All-encompassing and on-demand resources like playbooks • Interactive content like webinars

Help them track fluctuations

The manufacturing industry is currently facing a range of ups and downs. Help them keep an eye on fluctuations by providing evolving information on critical areas of the industry: from expansions, to closings, to hiring/talent, to technology, to big players + projects to watch. Give them an inside view of how they can apply your solutions from development to the final product.

Supplement them with peer insights

Manufacturing leaders are always looking to stay ahead of the curve. Help them keep tabs on what other manufacturing giants are doing and stay on the pulse of changes regarding strategy & operations, financials, and risk management — with special consideration for our current economic outlook.

Revolve around regulation

The manufacturing industry is heavily impacted by new regulations and policy changes. As regulations evolve around sustainability, transparency, and worker's rights, help this audience keep up with digestible, continually updated summaries that not only educate but provide actionable insights as to how they should react and pivot their strategy.



studio / ID






How are you resonating with this audience?

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

Contact us