

# AUDIENCE ENGAGEMENT REPORT



# Total Audience Reach

JULY-DECEMBER 2024

Unprecedented broadband network investments require innovative solutions and education for fixed and mobile networks. *ISE Magazine*, [www.isemag.com](http://www.isemag.com) and ISE EXPO showcase the technological solutions and education that network professionals rely on as they plan, build, operate and maintain Communications Service Providers' broadband networks.

## AVERAGE MONTHLY REACH



**52,688**

## REACH DECISION-MAKERS



**66%**

## TOP COMPANIES THAT ENGAGE

verizon<sup>v</sup>



T Mobile

Google



LUMEN



zayo<sup>®</sup>



## BUSINESS & INDUSTRY SERVED

Tier 1,2,3,4 Telecom/Rural Providers/Dark Fiber & Infrastructure Services/Cable/MSO	50%
Consultant Firms/Contractors/EF&I/Education/Research Firm	20%
Manufacturer/Supplier/Distributor	15%
Utility/Municipality/Gov't/Military	7%
Data Center/Cloud Hosting	4%
Other	4%

## JOB TITLE

Management	35%
Engineering/Design	26%
Construction/Install/Ops	22%
Other	10%
IT/Information Systems	7%

The Audience Engagement Report provides an integrated view of the ISE Magazine community. The data provided within is the 12-month engaged audience obtained via internal and third party sources, including Google Analytics and Omeda. Total reach is the sum of average site visits, newsletter recipients, magazine subscribers, and social media audience. No attempt has been made to identify or eliminate duplication that may exist across media channels.

JULY-DECEMBER 2024

AVERAGE MONTHLY SESSIONS



**11,025**

AVERAGE UNIQUE MONTHLY VISITORS



**8,629**

AVERAGE MONTHLY PAGE VIEWS



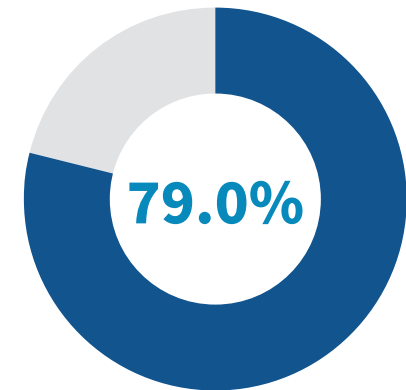
**27,378**

COMBINED SOCIAL REACH\*

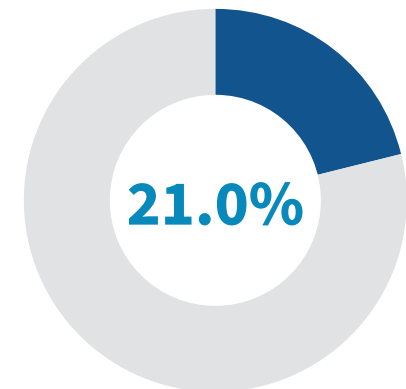


**6,059**

DESKTOP VISITORS



MOBILE VISITORS



ENEWSLETTER REACH



**19,604**

AVERAGE TOTAL OPEN RATE



**43.70%**

\* Social media metrics are snapshots from each page on June 30, 2024



JULY-DECEMBER 2024

## TOP TOPICS



Fiber Networks/FTTx



5G & Fixed  
Wireless Access



Mobile and Fixed Network  
Reliability/Power



C&E/Cybersecurity/Safety



Leadership/Professional  
Development

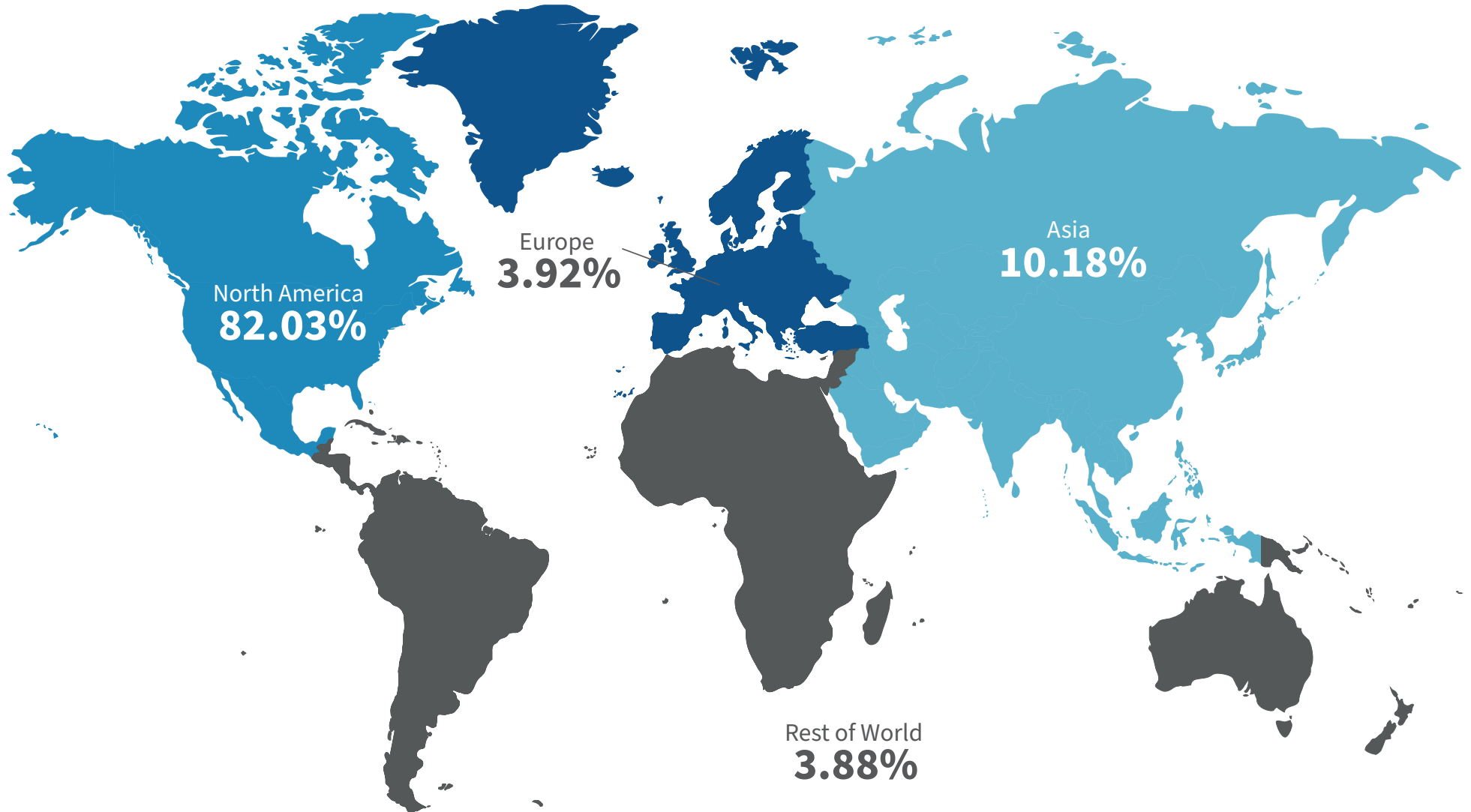
## MOST READ ARTICLES

- Goldilocks Spectrum: Why 5G requires the correct mid-band mix to deliver in DAS indoor environments
- Longitudinal Balance of a Copper Cable Pair and Its Effect on Bandwidth
- 2023 Telecom Year in Review and 2024 Predictions
- From Telco to Techco
- The Impact of 5G On The Cable Industry
- Affordable Connectivity Program to Begin “Wind-Down Procedures” with Funds Running Out
- Tools for Surviving the Golden Resignation
- Scientists Demonstrate Quantum Internet Over Optical Fiber
- Breaking Up with Copper
- Executive Insights With Jennifer Prather, CEO, Totalcom Communications, LLC

## TOP WHITE PAPERS

- ON TOPIC: Engineering For Network Sustainability
- Winning The FTTH Race Why Embracing Future Ready Matters
- Making Sure Fiber Customer Turn Ups Are Done Right The First Time
- A Growing Problem: The Perils Of Vegetation Management
- How BSPS Can Understand And Visualize Disparate Data To Revolutionize Their Business

JULY-DECEMBER 2024



# Magazine Circulation

JULY-DECEMBER 2024

## PRIMARY BUSINESS BY JOB TITLE

	Grand Total	% of Total	Engineering/Design	Construction/Install/Ops	IT/Information Systems	Management	Other
Tier 1,2,3,4 Telecom/Rural Providers/Dark Fiber & Infrastructure Services/Cable/MSO	6,775	55.31%	2,043	1,966	470	2,227	69
Data Center/Cloud Hosting	423	3.45%	110	61	143	105	4
Consultant Firms/Contractors/EF&I/Education/ Research Firm	2,395	19.55%	746	421	194	961	73
Utility/Municipality/Government/Military	821	6.70%	259	249	119	187	7
Manufacturer/Supplier/Distributor	1,045	8.53%	263	103	39	513	127
Others Allied to the Field	790	6.45%	181	187	108	232	82
<b>Total</b>	<b>12,249</b>	<b>100.00%</b>	<b>3,602</b>	<b>2,987</b>	<b>1,073</b>	<b>4,225</b>	<b>362</b>
<b>% of Total</b>			<b>29.41%</b>	<b>24.39%</b>	<b>8.76%</b>	<b>34.49%</b>	<b>2.96%</b>

Largest Areas of Work Segment	Percentage
Wireline	26.97%
Wireless	9.04%
Wireline and Wireless	46.76%
Cable	11.73%
Satellite	0.88%
Municipal Networks	4.60%

# Magazine Subscribers by State

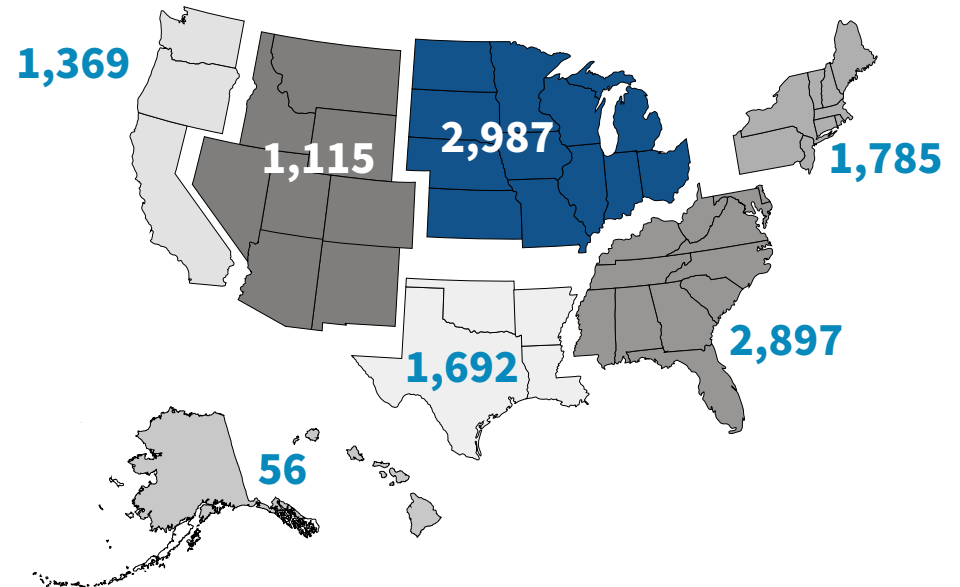
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State	Total
Alabama	160
Arizona	209
Arkansas	130
California	990
Colorado	416
Connecticut	98
D.C.	33
Delaware	31
Florida	645
Georgia	445
Idaho	81
Illinois	426
Indiana	236
Iowa	179
Kansas	258
Kentucky	133
Louisiana	72
Maine	57
Maryland	222
Massachusetts	225
Michigan	275
Minnesota	285
Mississippi	84
Missouri	370
Montana	72
Nebraska	127
Nevada	89
New Hampshire	56

State	Total
New Jersey	315
New Mexico	65
New York	576
North Carolina	331
North Dakota	79
Ohio	408
Oklahoma	183
Oregon	153
Pennsylvania	367
Rhode Island	25
South Carolina	188
South Dakota	72
Tennessee	251
Texas	1,307
Utah	134
Vermont	35
Virginia	364
Washington	226
West Virginia	41
Wisconsin	272
Wyoming	49
<b>Total 48 Contiguous States</b>	<b>11,845</b>
Alaska	25
Hawaii	31
U.S. Territories	39
<b>Total USA</b>	<b>11,940</b>

Circulation Outside the U.S.	Total
Total Canada	90
Total Mexico	8
Total Outside North America	211
<b>Grand Total</b>	<b>12,249</b>

## SUBSCRIBERS BY REGION



Publisher's Own Data - based on issue close - December 2024 issue

We hereby make oath and say that all data set forth in this statement are true. | January 2025

Peter Fretty, Group Market Leader | Laura Moulton, Magazine Audience Development Manager | Jaime DeArman, Digital Audience Development Manager