



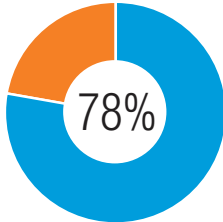
Acoustics & Audio Technology

Engineering360

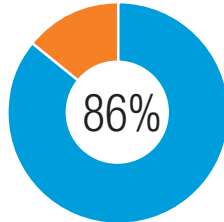
Acoustics & Audio Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Acoustic Materials
- Audio Connectors
- Signal Measurement & Processing
- Speakers & Amplifiers

Key Subscriber Facts:

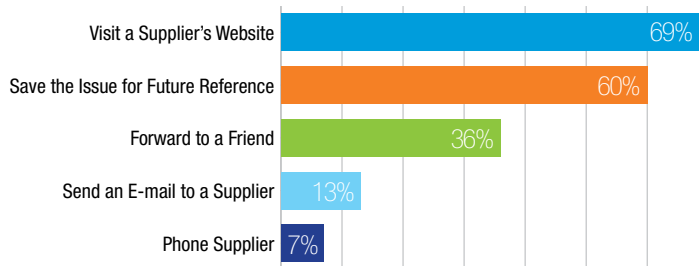


Make or influence company buying decisions

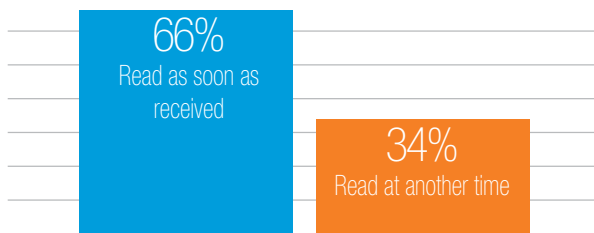


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 58,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	7,600+
Education	3,900+
Consumer Products/Electronics	3,700+
Automotive	3,600+
General Manufacturing	3,200+
Communications - Datacom/Telecom/Wireless/Network	3,000+
Building & Construction	2,300+
Aerospace & Defense	2,200+
Computers, Systems & Peripherals	2,200+
Industrial Machinery/Tools & Equipment	2,100+
Instrumentation & Controls	2,000+
Oil & Gas	1,900+
Utilities/Energy	1,500+
Government	1,300+
Semiconductor & Electronic Components	1,300+
Medical Equipment/Instrumentation	1,300+
HVAC, Fire Control, Safety	1,200+
Chemicals, Plastics & Rubber	900+
Fabricated Metals	700+
Transportation	700+
Biotechnology/Pharmaceuticals	600+
Food & Beverage	500+
Paper, Printing & Textiles	400+
Agriculture/Forestry	400+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	9,100+

Readership Profile by Job Function

Engineering, Design	10,568+
Technical Support/Services	5,849+
Engineering, Consulting	5,664+
Engineering, Other	4,886+
Research & Development	3,549+
Marketing/Sales	3,063+
Engineering, Faculty/Staff/Student	2,983+
Engineering, Process/Production	2,697+
Manufacturing	2,259+
Purchasing	2,019+
General Corporate Mgmt	2,018+
Architect/Builder/Contractor	1,723+
Maintenance/Facilities Management	1,458+
Project Management	1,176+
Quality Control/Assurance	693+
Unspecified Engineering, Scientific and Technical	7,196+

as of June 2017

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Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/AATechB