



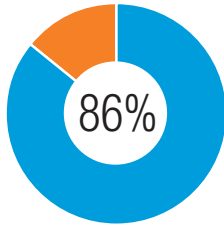
Coatings & Surface Engineering

Engineering360

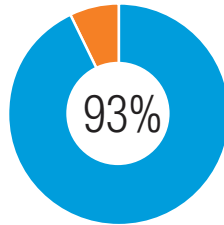
Coatings & Surface Engineering e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Industrial Coatings
- Surface Engineering
- Cleaning & Surface Preparation
- Specialty Coatings

Key Subscriber Facts:

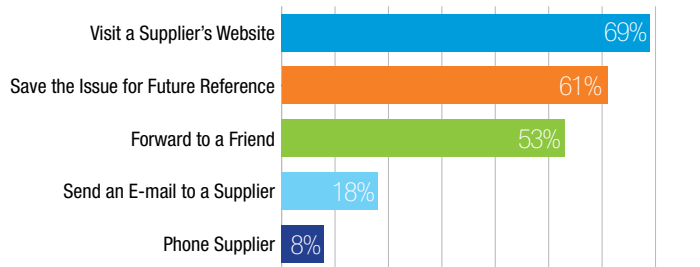


Make or influence company buying decisions

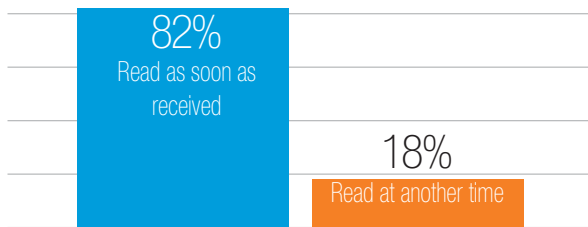


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 97,000+

Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	10,600+
General Manufacturing	9,200+
Building & Construction	7,200+
Automotive	6,900+
Chemicals, Plastics & Rubber	6,100+
Industrial Machinery/Tools & Equipment	6,000+
Oil & Gas	5,600+
Aerospace & Defense	4,300+
Education	3,700+
Fabricated Metals	3,400+
Utilities/Energy	2,800+
Consumer Products/Electronics	2,300+
Medical Equipment/Instrumentation	2,000+
Instrumentation & Controls	1,900+
Semiconductor & Electronic Components	1,800+
Government	1,600+
Paper, Printing & Textiles	1,600+
Food & Beverage	1,300+
HVAC, Fire Control, Safety	1,300+
Transportation	1,300+
Communications - Datacom/Telecom/Wireless/Network	1,200+
Agriculture/Forestry	1,100+
Biotechnology/Pharmaceuticals	1,100+
Computers, Systems & Peripherals	1,000+
Packaging Machinery	600+
Unspecified Engineering, Scientific and Technical	11,500+

Readership Profile by Job Function

Engineering, Design	14,400+
Manufacturing	7,900+
Engineering, Process/Production	7,700+
Research & Development	7,500+
Engineering, Consulting	7,300+
Marketing/Sales	6,400+
Engineering, Other	6,400+
Technical Support/Services	5,400+
Purchasing	4,500+
Architect/Builder/Contractor	4,200+
General Corporate Mgmt	4,100+
Maintenance/Facilities Management	4,100+
Engineering, Faculty/Staff/Student	3,100+
Project Management	2,900+
Quality Control/Assurance	2,500+
Unspecified Engineering, Scientific and Technical	8,800+

as of June 2017

For more information, call 1-844-300-3098.

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/CSEngP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/CSEngS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/CSEngB