



# Components for RF & Microwave

Engineering360



**Components for RF & Microwave** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest RF & Microwave technology trends. It's the perfect platform to get your message out about new products, recent technology developments, product application ideas, and more.

## Coverage Areas/Topics

- Market overviews
- Cost issues
- Evolving role of standards
- Global and regional trends
- Product/material development
- Latest industry news

## Markets/Industries Served

Aerospace, Automotive, Communications, Wireless Technology, Consumer Products/Eletrronics, Medical equipment, Defense & Security

## Special Edition Issues

February 13, 2017; August 14, 2017

## Reach a Highly Engaged Audience\*

Our focused publications make it easy for you to support specific marketing initiatives and build awareness among a highly engaged audience of decision makers who use e-newsletters as a key resource when comparing and evaluating suppliers.

**Current Subscriber Base ..... 48,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services .....	12,400+
Aerospace & Defense.....	5,700+
Communications - Datacom/Telecom/Wireless/Network .	5,200+
Automotive .....	3,900+
Consumer Products/Electronics .....	3,200+
Instrumentation & Controls .....	3,200+
Unspecified Engineering, Scientific and Technical .....	2,200+

### Readership Profile by Job Function

Engineering, Design .....	20,200+
Engineering, Consulting .....	8,900+
Research & Development.....	4,800+
Purchasing .....	2,700+
Engineering, Other .....	1,700+
Technical Support/Services.....	1,700+
Marketing/Sales.....	1,200+
Engineering, Faculty/Staff/Student .....	1,100+
Engineering, Process/Production.....	1,000+
Manufacturing .....	700+
General Corporate Mgmt.....	700+
Maintenance/Facilities Management.....	600+
Unspecified Engineering, Scientific and Technical .....	1,900+

as of June 2017

Delivery rates exceed  
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More than  
**60%**  
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**3 out of 4**  
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middle buy cycle stage

\*2014 IEEE GlobalSpec Media Solutions Readership Survey

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