

Electronics360 Creative Engineering



Creative Engineering e-newsletter covers creative ideas, inspiring stories, products, and people in the electronics industry and maker space.

It's the perfect platform to get your message out about new programs, products and services.

Markets/Industries Served

Automotive; Communications; Consumer Products & Electronics; Education; Design Services; Medical Equipment/Instrumentation; Semiconductor & Electronic Components; Computers, Systems & Peripherals

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.



**2015 IEEE Engineering360 Media Solutions Readership Survey*

Current Subscriber Base 102,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	32,900+
Automotive	17,700+
Education	17,000+
Consumer Products/Electronics	7,600+
Medical Equipment/Instrumentation.....	6,800+
Communications - Datacom/Telecom/Wireless/Network .	5,600+
Semiconductor & Electronic Components.....	4,700+
Computers, Systems & Peripherals	3,700+
General Manufacturing	600+
Industrial Machinery/Tools & Equipment	600+
Building & Construction	400+
Aerospace & Defense.....	400+
Utilities/Energy.....	300+
Oil & Gas	300+
Instrumentation & Controls	300+
Fabricated Metals	200+
Chemicals, Plastics & Rubber.....	200+
Food & Beverage	200+
Unspecified Engineering, Scientific and Technical	1,600+

Readership Profile by Job Function

Engineering, Design.....	38,900 +
Engineering, Other	16,100+
Research & Development.....	12,300+
Engineering, Faculty/Staff/Student	11,200+
Purchasing	9,600+
Engineering, Process/Production.....	9,300+
Engineering, Consulting	600+
Manufacturing	500+
Technical Support/Services.....	500+
Maintenance/Facilities Management.....	400+
Marketing/Sales.....	300+
Project Management.....	300+
General Corporate Mgmt.....	300+
Architect/Builder/Contractor.....	200+
Unspecified Engineering, Scientific and Technical	1,400+

Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: www.globalspec.com/AdSchedule

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

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue
Standard	234 x 60 pixels	50 words	1	3
Featured	145 x 145 pixels	75 words	2	1