



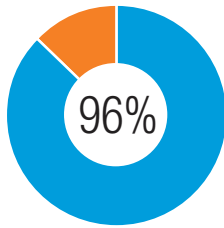
# Design & Analysis Software

Engineering360

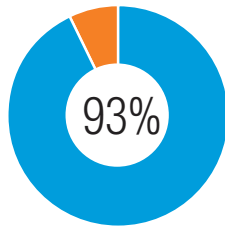
**Design & Analysis Software** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Computer Aided Design (CAD)
- PLM/PDM/Project Management
- Computer Aided Engineering (CAE)
- Computer Aided Manufacturing & Prototyping

## Key Subscriber Facts:

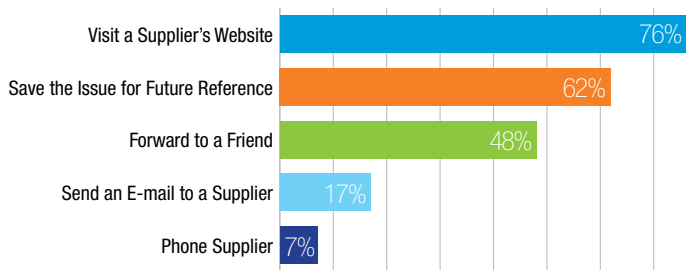


Make or influence company buying decisions

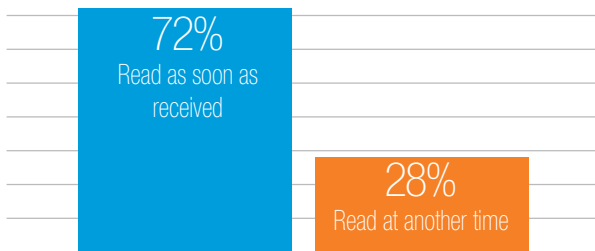


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 92,000+**

## Readership Profile by Industry (No.)

Engineering/Tech Design Services	16,700+
Education	6,200+
General Manufacturing	5,800+
Automotive	5,800+
Oil & Gas	4,500+
Industrial Machinery/Tools & Equipment	4,500+
Building & Construction	3,900+
Aerospace & Defense	3,700+
Instrumentation & Controls	3,000
Utilities/Energy	2,900+
Communications - Datacom/Telecom/Wireless/Network	2,900+
Computers, Systems & Peripherals	2,900+
Consumer Products/Electronics	2,600+
Chemicals, Plastics & Rubber	2,000+
Government	1,900+
Medical Equipment/Instrumentation	1,800+
HVAC, Fire Control, Safety	1,700+
Fabricated Metals	1,600+
Semiconductor & Electronic Components	1,500+
Food & Beverage	1,100+
Biotechnology/Pharmaceuticals	1,100+
Transportation	1,000+
Paper, Printing & Textiles	900+
Agriculture/Forestry	900+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	10,500+

## Readership Profile by Job Function

Engineering, Design	26,200+
Engineering, Consulting	9,000+
Engineering, Other	6,900+
Engineering, Process/Production	5,700+
Research & Development	5,600+
Engineering, Faculty/Staff/Student	5,500+
Technical Support/Services	5,400+
Manufacturing	3,900+
Marketing/Sales	3,100+
Architect/Builder/Contractor	2,400+
General Corporate Mgmt	2,300+
Maintenance/Facilities Management	2,200+
Project Management	2,100+
Purchasing	1,900+
Quality Control/Assurance	1,300+
Unspecified Engineering, Scientific and Technical	8,400+

as of June 2017

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

## Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: [www.globalspec.com/AdSchedule](http://www.globalspec.com/AdSchedule)

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Banner Ad	300 x 250 pixels	N/A	1	1	Top 1/3	<a href="http://www.globalspec.com/DASftweN">www.globalspec.com/DASftweN</a>
Gold	145 x 210 pixels	50 words	2	4	Top 1/3	<a href="http://www.globalspec.com/DASftweG">www.globalspec.com/DASftweG</a>
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/DASftweP">www.globalspec.com/DASftweP</a>
Silver	145 x 190 pixels	50 words	2	4	Middle	<a href="http://www.globalspec.com/DASftweS">www.globalspec.com/DASftweS</a>
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	<a href="http://www.globalspec.com/DASftweB">www.globalspec.com/DASftweB</a>