



IEEE

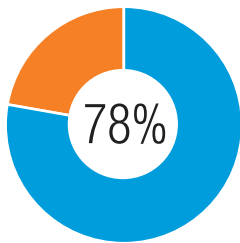
Electrical Components

Engineering360

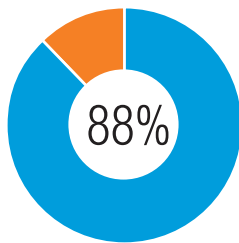
Electrical Components delivers timely and relevant content from multiple sources of information, keeping readers abreast of the latest industry trends and events, new product announcements, recent technology developments, application ideas for products, research and development, career opportunities and more – all in the areas of:

- Power Generation, Distribution & Protection • Connectors & Relays
- Sensors, RFID & Passive Components • Electrical Design & Applications

Key Subscriber Facts:

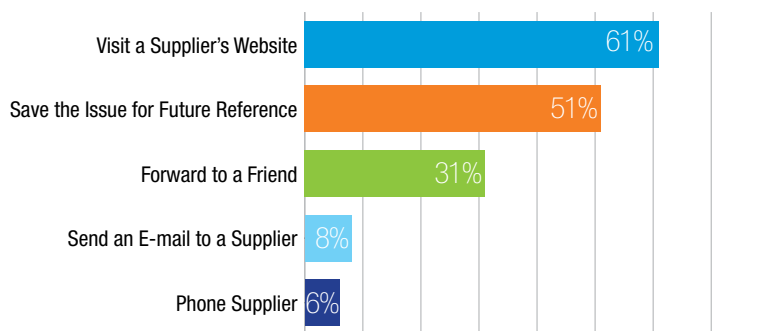


Make or influence company buying decisions

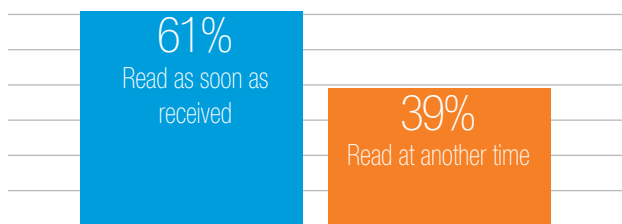


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 179,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	25,500+
General Manufacturing	11,600+
Industrial Machinery/Tools & Equipment	10,800+
Automotive	10,200+
Education	9,200+
Instrumentation & Controls	8,700+
Utilities/Energy.....	8,600+
Consumer Products/Electronics	7,600+
Building & Construction	7,400+
Oil & Gas	6,900+
Aerospace & Defense.....	6,200+
Communications - Datacom/Telecom/Wireless/Network .	6,000+
Semiconductor & Electronic Components.....	4,800+
Computers, Systems & Peripherals	4,400+
HVAC, Fire Control, Safety	3,900+
Medical Equipment/Instrumentation.....	3,700+
Government.....	3,600+
Chemicals, Plastics & Rubber.....	2,900+
Food & Beverage	2,700+
Fabricated Metals.....	2,600+
Transportation.....	2,400+
Agriculture/Forestry	1,800+
Paper, Printing & Textiles.....	1,700+
Biotechnology/Pharmaceuticals	1,600+
Packaging Machinery	1,100+
Unspecified Engineering, Scientific and Technical	23,100+

Readership Profile by Job Function

Engineering, Design.....	32,100+
Technical Support/Services.....	17,100+
Engineering, Other	16,800+
Engineering, Consulting	14,800+
Engineering, Process/Production.....	10,800+
Maintenance/Facilities Management.....	10,100+
Marketing/Sales.....	10,000+
Manufacturing	8,900+
Engineering, Faculty/Staff/Student	8,200+
Purchasing	8,100+
Research & Development.....	7,700+
General Corporate Mgmt.....	5,200+
Architect/Builder/Contractor.....	4,500+
Project Management.....	4,000+
Quality Control/Assurance.....	1,900+
Unspecified Engineering, Scientific and Technical	18,600+

as of June 2017

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