



**IEEE**

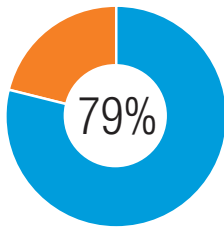
# Electronic Components

Engineering360

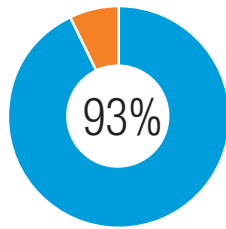
**Electronic Components** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Analog/Mixed Signal
- Discrete & Power Devices
- Interface & Logic
- Memory

## Key Subscriber Facts:

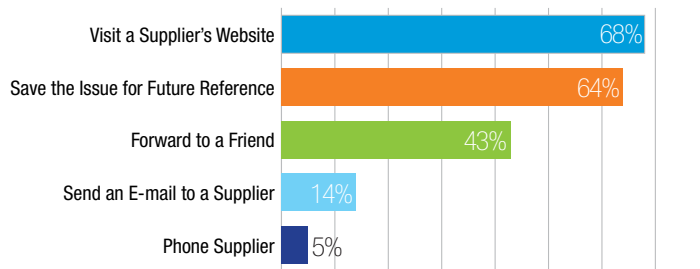


Make or influence company buying decisions

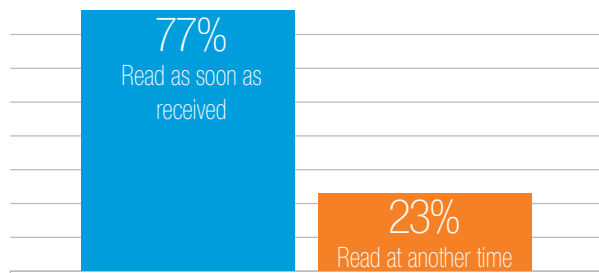


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 113,000+**

## Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	15,500+
Education	7,200+
General Manufacturing	7,100+
Consumer Products/Electronics	6,900+
Automotive	6,300+
Communications - Datacom/Telecom/Wireless/Network	5,700+
Instrumentation & Controls	5,700+
Industrial Machinery/Tools & Equipment	5,700+
Semiconductor & Electronic Components	5,100+
Aerospace & Defense	4,700+
Computers, Systems & Peripherals	4,500+
Utilities/Energy	3,400+
Oil & Gas	3,300+
Medical Equipment/Instrumentation	2,800+
Government	2,300+
Building & Construction	2,100+
HVAC, Fire Control, Safety	1,800+
Chemicals, Plastics & Rubber	1,600+
Transportation	1,400+
Fabricated Metals	1,300+
Biotechnology/Pharmaceuticals	1,000+
Paper, Printing & Textiles	1,000+
Food & Beverage	1,000+
Agriculture/Forestry	700+
Packaging Machinery	600+
Unspecified Engineering, Scientific and Technical	14,500+

## Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	22,600+
Technical Support/Services	11,800+
Engineering, Other	10,500+
Engineering, Consulting	8,800+
Marketing/Sales	6,800+
Engineering, Faculty/Staff/Student	6,700+
Engineering, Process/Production	6,600+
Research & Development	6,400+
Manufacturing	5,300+
Purchasing	4,500+
Maintenance/Facilities Management	3,700+
General Corporate Mgmt	3,400+
Project Management	1,800+
Architect/Builder/Contractor	1,500+
Quality Control/Assurance	1,200+
Unspecified Engineering, Scientific and Technical	11,600+

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	<a href="http://www.globalspec.com/EIComP">www.globalspec.com/EIComP</a>
Silver	145 x 190 pixels	50 words	2	4	Middle	<a href="http://www.globalspec.com/EIComS">www.globalspec.com/EIComS</a>
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