



IEEE

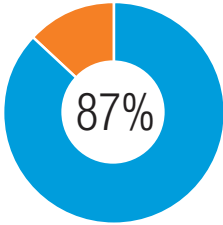
Electronic Test Equipment

Engineering360

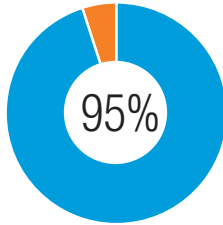
Electronic Test Equipment e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Test Instruments
- Inspection & Test
- Board and Assembly Test
- Test Equipment

Key Subscriber Facts:

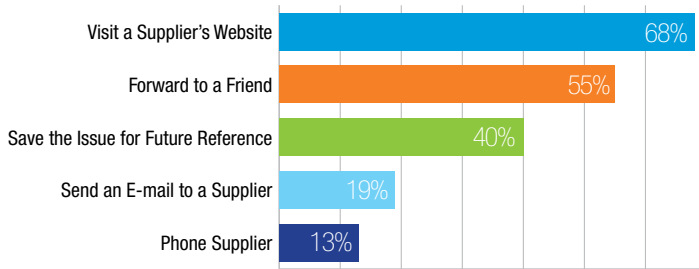


Make or influence company buying decisions

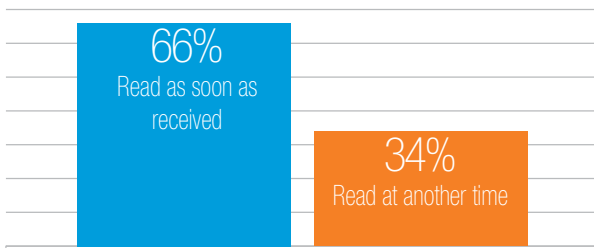


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 85,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	12,200+
Education	5,300+
Instrumentation & Controls	5,100+
General Manufacturing	5,000+
Automotive	4,700+
Industrial Machinery/Tools & Equipment	4,600+
Communications - Datacom/Telecom/Wireless/Network	4,500+
Consumer Products/Electronics	3,900+
Oil & Gas	3,500+
Aerospace & Defense	3,500+
Utilities/Energy	3,200+
Semiconductor & Electronic Components	2,900+
Computers, Systems & Peripherals	2,700+
Medical Equipment/Instrumentation	2,200+
Government	2,000+
Building & Construction	1,800+
HVAC, Fire Control, Safety	1,600+
Chemicals, Plastics & Rubber	1,200+
Transportation	1,000+
Fabricated Metals	1,000+
Biotechnology/Pharmaceuticals	900+
Food & Beverage	800+
Paper, Printing & Textiles	700+
Agriculture/Forestry	500+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	9,700+

Readership Profile by Job Function

Engineering, Design	15,000+
Technical Support/Services	10,200+
Engineering, Other	8,900+
Engineering, Consulting	7,200+
Engineering, Process/Production	5,600+
Engineering, Faculty/Staff/Student	5,000+
Marketing/Sales	4,800+
Research & Development	4,500+
Manufacturing	3,500+
Maintenance/Facilities Management	3,300+
Purchasing	2,900+
General Corporate Mgmt	2,500+
Quality Control/Assurance	1,500+
Project Management	1,300+
Architect/Builder/Contractor	1,200+
Unspecified Engineering, Scientific and Technical	7,600+

as of June 2017

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

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Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/EITestS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/EITestB