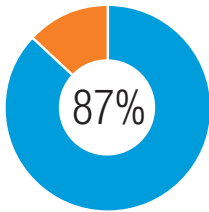




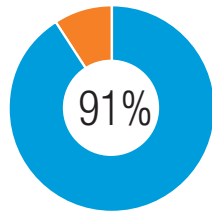
**Fastening, Joining & Assembly** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Fasteners & Hardware
- Adhesives & Sealants
- Design for Assembly
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### Key Subscriber Facts:

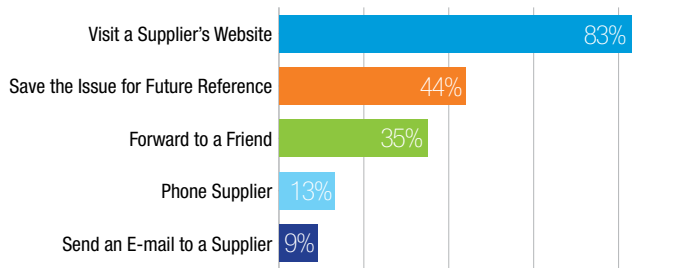


Make or influence company buying decisions

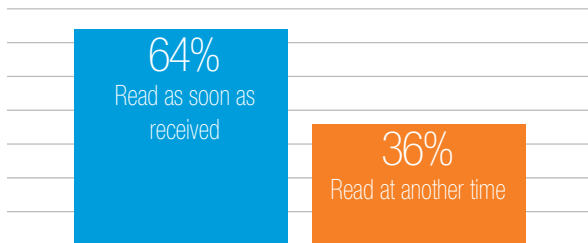


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 64,000+**

### Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	7,500+
General Manufacturing	6,400+
Automotive	5,100+
Industrial Machinery/Tools & Equipment	4,400+
Building & Construction	4,300+
Aerospace & Defense	3,400+
Oil & Gas	2,800+
Fabricated Metals	2,600+
Education	2,300+
Utilities/Energy	1,800+
Consumer Products/Electronics	1,800+
Chemicals, Plastics & Rubber	1,400+
Medical Equipment/Instrumentation	1,200+
Instrumentation & Controls	1,200+
HVAC, Fire Control, Safety	1,100+
Transportation	1,100+
Government	1,000+
Communications - Datacom/Telecom/Wireless/Network	1,000+
Agriculture/Forestry	900+
Semiconductor & Electronic Components	900+
Computers, Systems & Peripherals	800+
Food & Beverage	700+
Paper, Printing & Textiles	600+
Biotechnology/Pharmaceuticals	500+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	8,900+

### Readership Profile by Job Function

Engineering, Design	12,900+
Manufacturing	5,300+
Engineering, Process/Production	4,600+
Engineering, Other	4,400+
Engineering, Consulting	4,000+
Technical Support/Services	3,800+
Purchasing	3,400+
Marketing/Sales	3,200+
Maintenance/Facilities Management	2,900+
Architect/Builder/Contractor	2,800+
Research & Development	2,700+
General Corporate Mgmt	2,100+
Engineering, Faculty/Staff/Student	2,100+
Project Management	1,500+
Quality Control/Assurance	1,100+
Unspecified Engineering, Scientific and Technical	7,300+

as of June 2017

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

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