



Fluid Power Systems

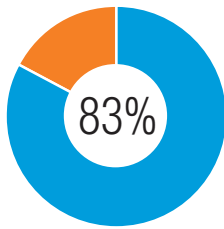
Engineering360



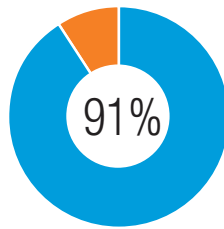
Fluid Power Systems e-newsletter covers equipment, components, and networking technologies for engineers involved with the design and installation of hydraulic and pneumatic systems. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more—all in the areas of:

- Hydraulic Equipment & Components
- Sensing, Measurement, Networking
- Pneumatic Equipment & Components
- Fluid Power Applications

Key Subscriber Facts:

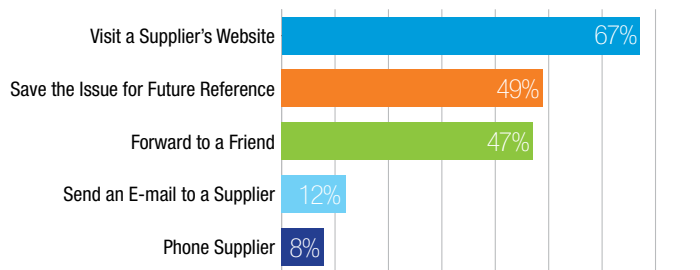


Make or influence company buying decisions

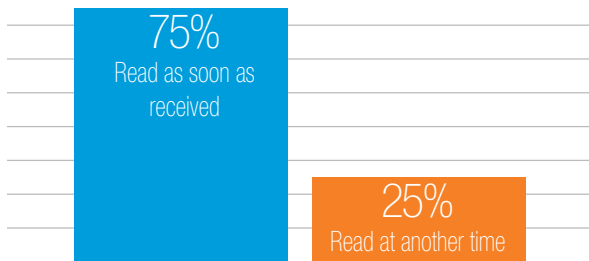


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 128,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	16,900+
Industrial Machinery/Tools & Equipment	12,700+
General Manufacturing	11,100+
Automotive	9,700+
Oil & Gas	9,300+
Building & Construction	5,300+
Instrumentation & Controls	4,800+
Utilities/Energy	4,700+
Education	4,700+
Aerospace & Defense	3,500+
Chemicals, Plastics & Rubber	3,300+
Fabricated Metals	3,300+
Agriculture/Forestry	2,900+
HVAC, Fire Control, Safety	2,800+
Food & Beverage	2,500+
Transportation	2,400+
Medical Equipment/Instrumentation	2,100+
Government	2,000+
Consumer Products/Electronics	1,900+
Paper, Printing & Textiles	1,500+
Semiconductor & Electronic Components	1,300+
Biotechnology/Pharmaceuticals	1,300+
Packaging Machinery	1,200+
Communications - Datacom/Telecom/Wireless/Network	1,100+
Computers, Systems & Peripherals	1,100+
Unspecified Engineering, Scientific and Technical	14,900+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	23,400+
Engineering, Other	11,200+
Engineering, Process/Production	10,600+
Engineering, Consulting	10,300+
Technical Support/Services	10,000+
Maintenance/Facilities Management	9,000+
Manufacturing	8,600+
Marketing/Sales	7,700+
Purchasing	6,300+
Engineering, Faculty/Staff/Student	4,700+
Research & Development	3,900+
General Corporate Mgmt	3,700+
Architect/Builder/Contractor	3,300+
Project Management	2,800+
Quality Control/Assurance	1,300+
Unspecified Engineering, Scientific and Technical	11,700+

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

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	www.globalspec.com/HydraulIN
Gold	145 x 210 pixels	50 words	2	4	Top 1/3	www.globalspec.com/HydraulG
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/HydraulP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/HydraulS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/HydraulB