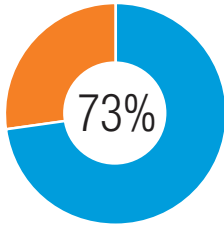




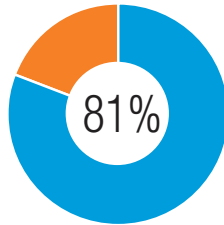
**Food & Beverage Technology** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Processing
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### Key Subscriber Facts:

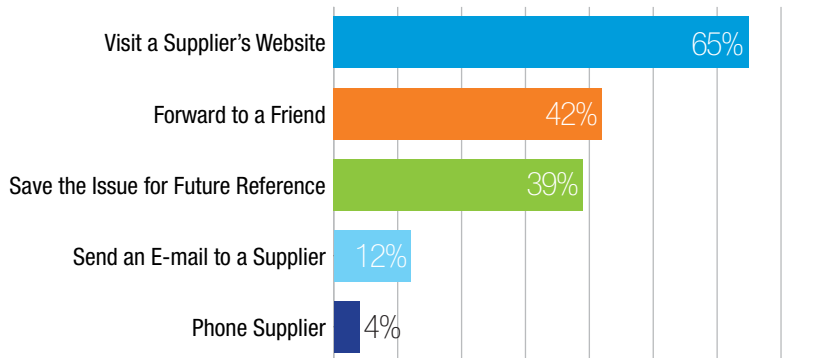


Make or influence company buying decisions

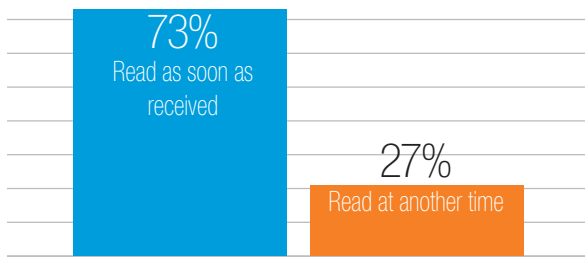


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 35,000+

#### Readership Profile by Industry

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

#### Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	4,100+
Marketing/Sales	3,800+
Manufacturing	2,800+
Engineering, Process/Production	2,600+
Engineering, Consulting	2,500+
Technical Support/Services	2,200+
Engineering, Other	2,100+
Research & Development	2,100+
Purchasing	2,000+
General Corporate Mgmt	1,700+
Maintenance/Facilities Management	1,400+
Engineering, Faculty/Staff/Student	1,100+
Project Management	1,000+
Quality Control/Assurance	800+
Architect/Builder/Contractor	800+
Unspecified Engineering, Scientific and Technical	3,600+

as of June 2017

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/FoodP">www.globalspec.com/FoodP</a>
Silver	145 x 190 pixels	50 words	2	4	Middle	<a href="http://www.globalspec.com/FoodS">www.globalspec.com/FoodS</a>
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	<a href="http://www.globalspec.com/FoodB">www.globalspec.com/FoodB</a>