



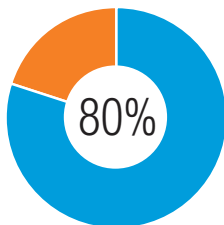
Industrial MRO

Engineering360

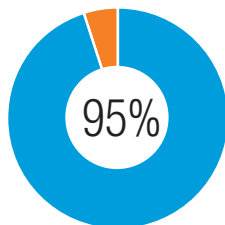
Industrial MRO e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Inventory & Asset Management
- Cost & Energy Savings
- Maintenance Systems & Solutions
- Products & Services

Key Subscriber Facts:

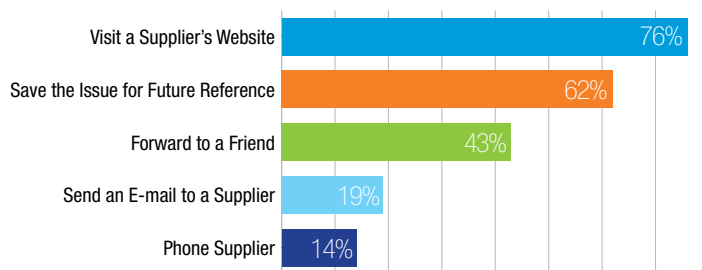


Make or influence company buying decisions

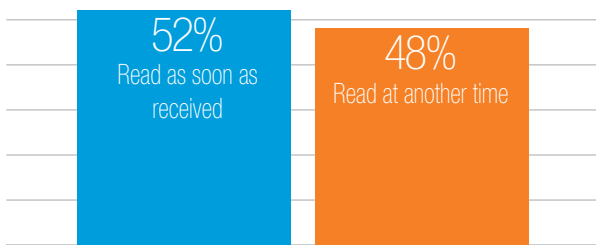


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 and 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 27,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

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

as of June 2017

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

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Frequency and Distribution Dates: www.globalspec.com/AdSchedule

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
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Gold	145 x 210 pixels	50 words	2	4	Top 1/3	www.globalspec.com/IndMROG
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/IndMROP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/IndMROS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/IndMROB