



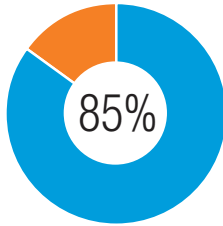
Machine Tools & Metal Working

Engineering360

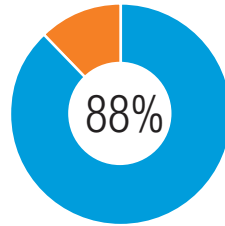
Machine Tools & Metal Working e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Metal Cutting
- Metal Forming
- Tools & Fixturing
- Software & Programming

Key Subscriber Facts:

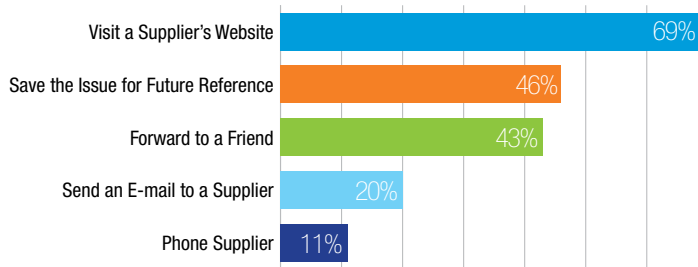


Make or influence company buying decisions

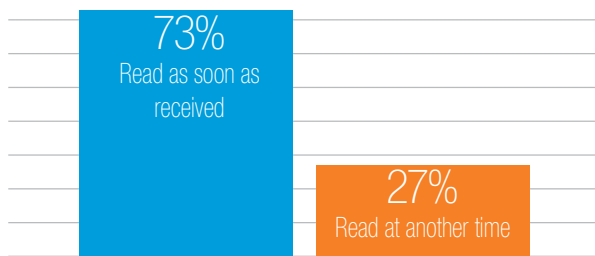


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 97,000+

Readership Profile by Industry (No.)

Industrial Machinery/Tools & Equipment	12,400+
General Manufacturing	11,600+
Engineering/Tech Design Services	10,900+
Automotive	8,000+
Fabricated Metals	6,300+
Oil & Gas	4,100+
Building & Construction	4,000+
Aerospace & Defense	3,700+
Education	3,600+
Utilities/Energy	2,200+
Consumer Products/Electronics	1,800+
Instrumentation & Controls	1,700+
Chemicals, Plastics & Rubber	1,700+
Medical Equipment/Instrumentation	1,600+
Agriculture/Forestry	1,500+
HVAC, Fire Control, Safety	1,400+
Transportation	1,300+
Government	1,300+
Food & Beverage	1,200+
Communications - Datacom/Telecom/Wireless/Network	1,000+
Semiconductor & Electronic Components	1,000+
Computers, Systems & Peripherals	1,000+
Paper, Printing & Textiles	900+
Packaging Machinery	700+
Biotechnology/Pharmaceuticals	600+
Unspecified Engineering, Scientific and Technical	11,600+

Readership Profile by Job Function

Engineering, Design	15,500+
Manufacturing	12,500+
Engineering, Process/Production	7,900+
Engineering, Other	7,100+
Marketing/Sales	6,400+
Technical Support/Services	6,100+
Engineering, Consulting	5,600+
Purchasing	4,900+
Maintenance/Facilities Management	4,700+
General Corporate Mgmt.	3,500+
Engineering, Faculty/Staff/Student	3,400+
Research & Development	3,400+
Architect/Builder/Contractor	2,700+
Project Management	1,900+
Quality Control/Assurance	1,400+
Unspecified Engineering, Scientific and Technical	10,000+

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/MachMetN
Gold	145 x 210 pixels	50 words	2	4	Top ¹ / ₃	www.globalspec.com/MachMetG
Platinum	145 x 210 pixels	75 words	2	1	Top ¹ / ₂	www.globalspec.com/MachMetP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/MachMetS
Bronze	145 x 190 pixels	50 words	2	4	Bottom ¹ / ₃	www.globalspec.com/MachMetB