



Mechanical Components

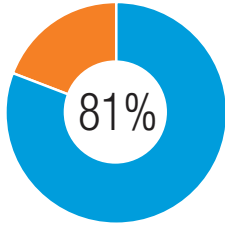
Engineering360



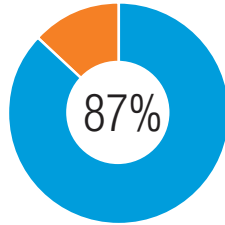
Mechanical Components e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Bearings, Bushing & Guides
- Tools & Testing
- Materials
- Industrial Hardware

Key Subscriber Facts:

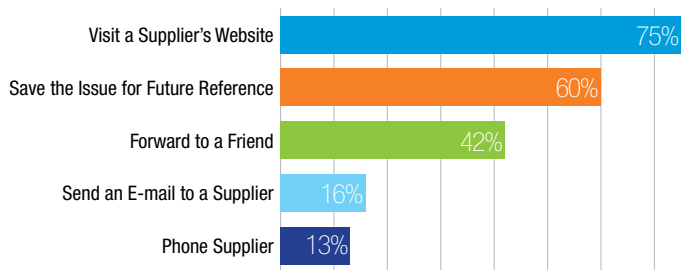


Make or influence company buying decisions

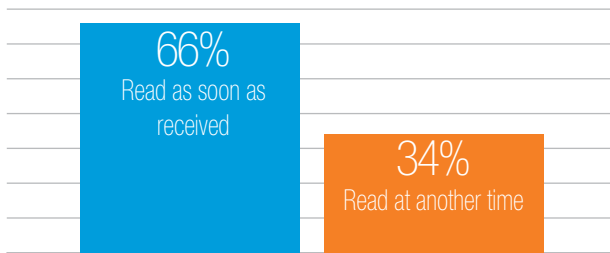


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 125,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	16,900+
General Manufacturing	12,300+
Industrial Machinery/Tools & Equipment	11,500+
Automotive	10,200+
Oil & Gas	6,700+
Education	5,100+
Aerospace & Defense	4,900+
Fabricated Metals	3,800+
Utilities/Energy	3,800+
Building & Construction	3,400+
HVAC, Fire Control, Safety	2,900+
Instrumentation & Controls	2,700+
Chemicals, Plastics & Rubber	2,500+
Medical Equipment/Instrumentation	2,500+
Consumer Products/Electronics	2,500+
Government	1,900+
Transportation	1,800+
Food & Beverage	1,700+
Agriculture/Forestry	1,700+
Semiconductor & Electronic Components	1,600+
Communications - Datacom/Telecom/Wireless/Network	1,400+
Computers, Systems & Peripherals	1,400+
Paper, Printing & Textiles	1,300+
Biotechnology/Pharmaceuticals	1,200+
Packaging Machinery	1,000+
Unspecified Engineering, Scientific and Technical	18,200+

Readership Profile by Job Function

Engineering, Design	27,300+
Engineering, Other	10,200+
Engineering, Consulting	9,500+
Engineering, Process/Production	9,400+
Manufacturing	8,700+
Technical Support/Services	8,200+
Marketing/Sales	6,500+
Maintenance/Facilities Management	6,300+
Purchasing	5,600+
Engineering, Faculty/Staff/Student	5,000+
Research & Development	4,700+
General Corporate Mgmt	3,600+
Architect/Builder/Contractor	2,100+
Project Management	2,100+
Quality Control/Assurance	1,600+
Unspecified Engineering, Scientific and Technical	14,500+

as of June 2017

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

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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/MechComG
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/MechComP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/MechComS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/MechComB