



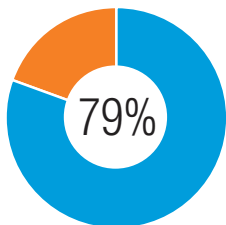
# Motion Control Components

Engineering360

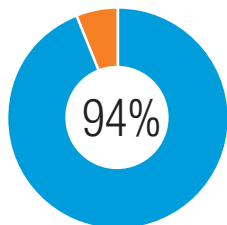
**Motion Control Components** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Positioning & Sensing
- Motion System Hardware
- Motion Controllers
- Drives & Actuators

## Key Subscriber Facts:

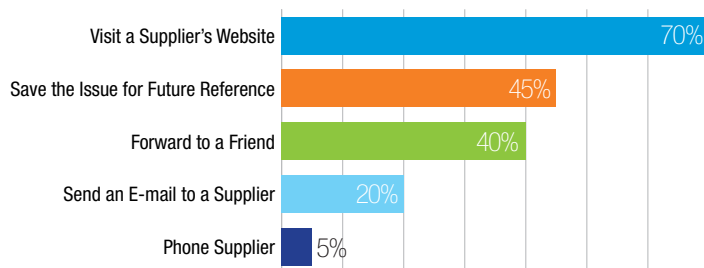


Make or influence company buying decisions

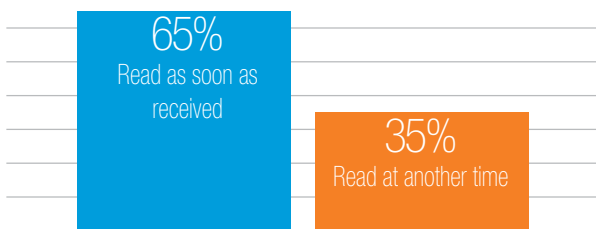


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 77,000+**

## Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	10,700+
General Manufacturing	6,700+
Industrial Machinery/Tools & Equipment	6,500+
Automotive	5,000+
Instrumentation & Controls	4,100+
Education	4,000+
Oil & Gas	2,900+
Aerospace & Defense	2,700+
Utilities/Energy	2,200+
Consumer Products/Electronics	2,100+
Building & Construction	1,700+
Medical Equipment/Instrumentation	1,700+
Communications - Datacom/Telecom/Wireless/Network	1,600+
Fabricated Metals	1,600+
Computers, Systems & Peripherals	1,600+
Semiconductor & Electronic Components	1,500+
Chemicals, Plastics & Rubber	1,300+
HVAC, Fire Control, Safety	1,200+
Government	1,100+
Food & Beverage	1,000+
Transportation	900+
Paper, Printing & Textiles	900+
Biotechnology/Pharmaceuticals	800+
Packaging Machinery	800+
Agriculture/Forestry	700+
Unspecified Engineering, Scientific and Technical	11,500+

## Readership Profile by Job Function

Engineering, Design	17,200+
Engineering, Consulting	6,200+
Engineering, Other	6,200+
Technical Support/Services	5,800+
Engineering, Process/Production	5,600+
Marketing/Sales	4,200+
Manufacturing	3,900+
Research & Development	3,900+
Engineering, Faculty/Staff/Student	3,800+
Maintenance/Facilities Management	3,100+
General Corporate Mgmt.	2,600+
Purchasing	2,500+
Project Management	1,300+
Architect/Builder/Contractor	1,100+
Quality Control/Assurance	600+
Unspecified Engineering, Scientific and Technical	8,900+

as of June 2017

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

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Gold	145 x 210 pixels	50 words	2	4	Top 1/3	<a href="http://www.globalspec.com/MCComG">www.globalspec.com/MCComG</a>
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/MCComP">www.globalspec.com/MCComP</a>
Silver	145 x 190 pixels	50 words	2	4	Middle	<a href="http://www.globalspec.com/MCComS">www.globalspec.com/MCComS</a>
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	<a href="http://www.globalspec.com/MCComB">www.globalspec.com/MCComB</a>