



IEEE

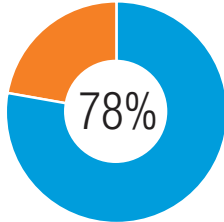
Nanotechnology

Engineering360

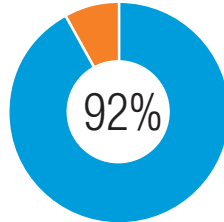
Nanotechnology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Research & Development
- Materials & Structured Products
- Devices
- Consumer Products

Key Subscriber Facts:

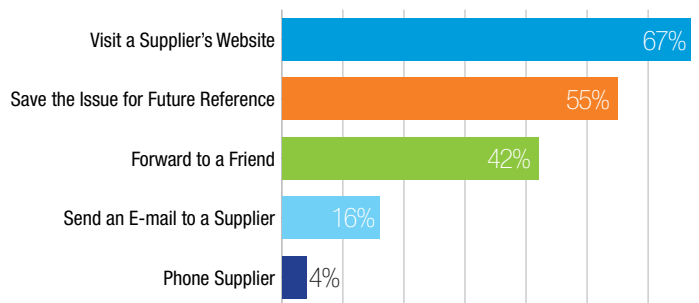


Make or influence company buying decisions

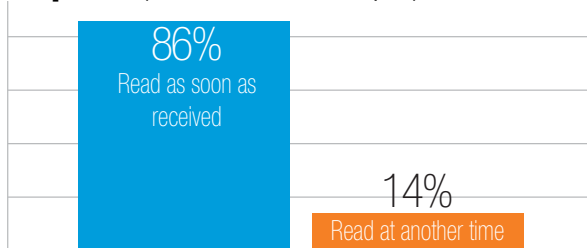


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 81,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	10,400+
Education	6,900+
General Manufacturing	5,300+
Automotive	4,300+
Industrial Machinery/Tools & Equipment	3,700+
Chemicals, Plastics & Rubber	3,600+
Aerospace & Defense	3,400+
Oil & Gas	2,900+
Instrumentation & Controls	2,800+
Semiconductor & Electronic Components	2,800+
Medical Equipment/Instrumentation	2,600+
Utilities/Energy	2,600+
Consumer Products/Electronics	2,500+
Communications - Datacom/Telecom/Wireless/Network	2,500+
Building & Construction	2,400+
Computers, Systems & Peripherals	2,200+
Biotechnology/Pharmaceuticals	2,200+
Government	1,900+
Fabricated Metals	1,200+
Food & Beverage	1,000+
HVAC, Fire Control, Safety	1,000+
Paper, Printing & Textiles	900+
Agriculture/Forestry	800+
Transportation	700+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	10,400+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	13,700+
Research & Development	9,900+
Engineering, Consulting	6,900+
Engineering, Other	6,200+
Engineering, Faculty/Staff/Student	5,600+
Technical Support/Services	5,300+
Engineering, Process/Production	5,000+
Marketing/Sales	4,800+
Manufacturing	3,700+
General Corporate Mgmt.	3,300+
Purchasing	2,500+
Maintenance/Facilities Management	1,900+
Project Management	1,800+
Architect/Builder/Contractor	1,500+
Quality Control/Assurance	1,200+
Unspecified Engineering, Scientific and Technical	8,100+

as of June 2017

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