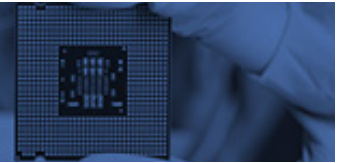




# Semiconductor & MEMS Fabrication

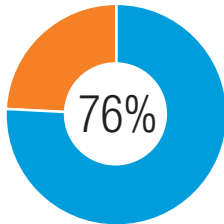
Engineering360



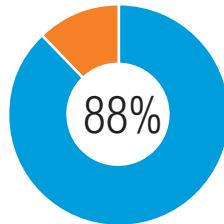
**Semiconductor & MEMS Fabrication** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products,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

- Design
- Materials
- Apps/Commercialization
- Test & Measurement

## Key Subscriber Facts:

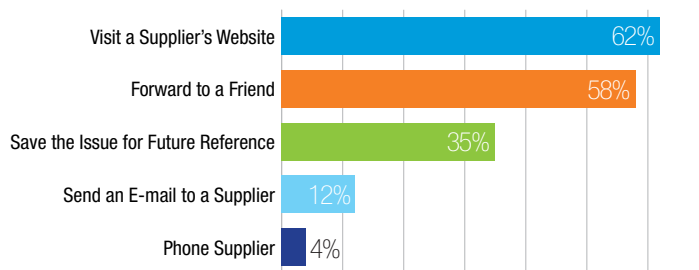


Make or influence company buying decisions

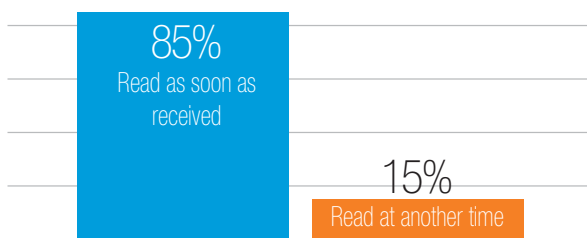


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 39,000+

### Readership Profile by Industry (No.)

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

### Readership Profile by Job Function

Engineering, Design	7,600+
Research & Development	3,400+
Engineering, Other	3,400+
Engineering, Faculty/Staff/Student	3,200+
Engineering, Consulting	3,000+
Technical Support/Services	2,900+
Marketing/Sales	2,600+
Engineering, Process/Production	2,600+
Manufacturing	1,500+
General Corporate Mgmt.	1,200+
Purchasing	1,100+
Maintenance/Facilities Management	800+
Project Management	500+
Quality Control/Assurance	400+
Architect/Builder/Contractor	400+
Unspecified Engineering, Scientific and Technical	4,100+

as of June 2017

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

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/SemiMEMsP">www.globalspec.com/SemiMEMsP</a>
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