



IEEE

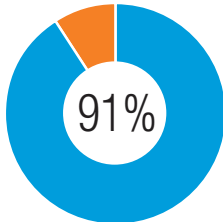
Sensors & Switches

Engineering360

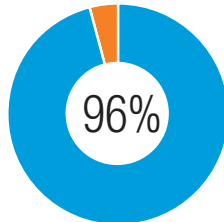
Sensors & Switches e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Electric & Electromagnetic Sensors
- Thermal, Mechanical & Pressure Sensors
- Switches and Solenoids
- Optical & Ultrasonic Sensors

Key Subscriber Facts:

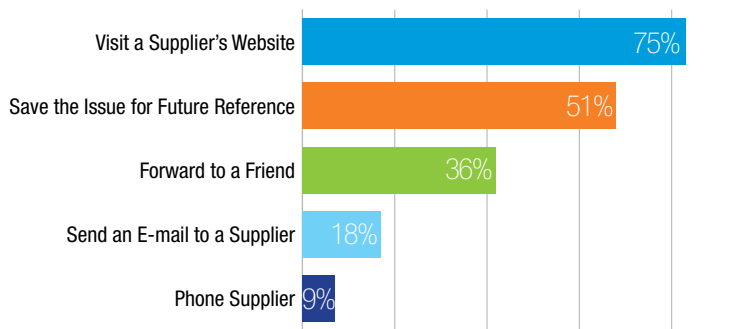


Make or influence company buying decisions

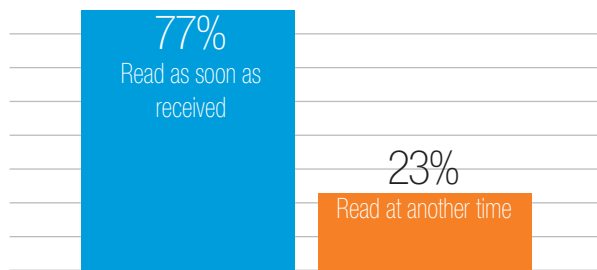


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 126,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	16,400+
Instrumentation & Controls	8,600+
General Manufacturing	8,100+
Automotive	8,000+
Industrial Machinery/Tools & Equipment	7,800+
Education	7,400+
Oil & Gas	5,900+
Utilities/Energy	4,500+
Aerospace & Defense	4,400+
Consumer Products/Electronics	3,900+
Building & Construction	3,600+
Communications - Datacom/Telecom/Wireless/Network	3,300+
Medical Equipment/Instrumentation	3,200+
Semiconductor & Electronic Components	2,900+
HVAC, Fire Control, Safety	2,900+
Computers, Systems & Peripherals	2,500+
Chemicals, Plastics & Rubber	2,500+
Government	2,300+
Food & Beverage	2,200+
Fabricated Metals	1,800+
Biotechnology/Pharmaceuticals	1,600+
Transportation	1,600+
Paper, Printing & Textiles	1,400+
Agriculture/Forestry	1,400+
Packaging Machinery	1,000+
Unspecified Engineering, Scientific and Technical	16,600+

Readership Profile by Job Function

Engineering, Design	24,500+
Engineering, Other	11,200+
Technical Support/Services	10,600+
Engineering, Consulting	10,200+
Engineering, Process/Production	8,900+
Research & Development	7,800+
Engineering, Faculty/Staff/Student	6,900+
Marketing/Sales	6,400+
Maintenance/Facilities Management	6,300+
Manufacturing	5,600+
Purchasing	4,500+
General Corporate Mgmt	3,600+
Project Management	2,600+
Architect/Builder/Contractor	2,200+
Quality Control/Assurance	1,300+
Unspecified Engineering, Scientific and Technical	13,200+

as of June 2017

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