



IEEE

Shock, Vibration & Noise

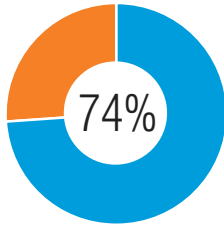
Engineering360



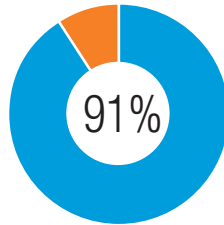
Shock, Vibration & Noise e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Shock Absorbers, Dampers, Gas Springs
- Noise Control & Measurement
- Vibration/Acceleration Control Systems
- Machine Mounts, Vibration Isolators

Key Subscriber Facts:

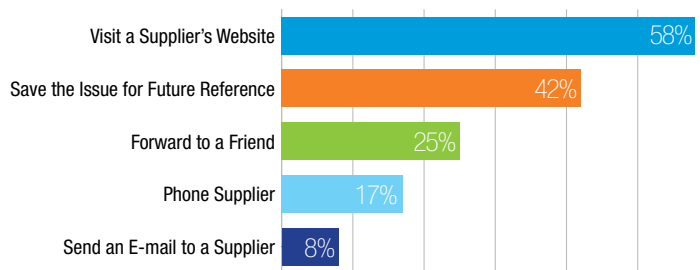


Make or influence company buying decisions



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 47,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	9,900+
Engineering, Other	4,300+
Engineering, Consulting	4,200+
Technical Support/Services.....	3,400+
Engineering, Process/Production.....	3,400+
Research & Development.....	2,600+
Engineering, Faculty/Staff/Student	2,400+
Marketing/Sales.....	2,300+
Maintenance/Facilities Management.....	2,200+
Manufacturing	2,100+
Purchasing	1,500+
General Corporate Mgmt.....	1,300+
Architect/Builder/Contractor	900+
Project Management.....	900+
Quality Control/Assurance.....	700+
Unspecified Engineering, Scientific and Technical	4,800+

as of June 2017

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