



Transportation Technology e-newsletter delivers timely and relevant content to readers involved in creating technological advances that are reshaping the way people and goods travel the world – via land, air, or sea.

Transportation Technology unveils the new product breakthroughs, material developments, innovative manufacturing techniques, and software tools driving today’s automotive, aerospace, rail, and marine industries. Whether they are designing electric vehicles, diesel locomotives, or supersonic aircraft, subscribers will discover new methods to improve performance, cut cost, reduce harmful emissions, and speed time to market. It’s the perfect platform to get your message out about new products, recent technology developments, product application ideas, and more.

Coverage Areas/Topics

- Material developments
- Innovative manufacturing techniques and software tools driving today’s automotive, aerospace, rail, and marine industries

Markets/Industries Served

Automotive; Rail; Trucks and Buses; Marine; Aerospace

Reach a Highly Engaged Audience*

Our focused publications make it easy for you to support specific marketing initiatives and build awareness among a highly engaged audience of decision makers who use e-newsletters as a key resource when comparing and evaluating suppliers.

Current Subscriber Base 91,000+

Readership Profile by Industry (No.)

Automotive	20,900+
General Manufacturing	9,700+
Aerospace & Defense.....	8,500+
Industrial Machinery/Tools & Equipment	5,600+
Oil & Gas	5,400+
Engineering/Tech Design Services	4,800+
Transportation.....	4,400+
Unspecified Engineering, Scientific and Technical	2,500+

Readership Profile by Job Function

Engineering, Design.....	18,500+
Manufacturing	9,000+
Engineering, Consulting	7,400+
Engineering, Other	7,100+
Technical Support/Services.....	7,100+
Engineering, Process/Production.....	7,000+
Research & Development.....	6,800+
Purchasing	6,500+
Maintenance/Facilities Management.....	4,800+
General Corporate Mgmt.....	4,100+
Project Management.....	3,100+
Architect/Builder/Contractor.....	3,000+
Engineering, Faculty/Staff/Student	2,500+
Quality Control/Assurance.....	2,400+
Marketing/Sales.....	500+
Unspecified Engineering, Scientific and Technical	1,100+

as of June 2017



Delivery rates exceed
95%



More than
60%
of readers report reading our e-newsletters upon receipt



3 out of 4
readers use our e-newsletters as a primary resource in the early to middle buy cycle stage

*2014 IEEE GlobalSpec Media Solutions Readership Survey

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