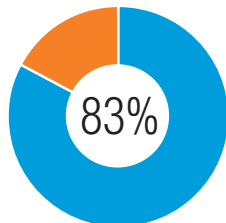




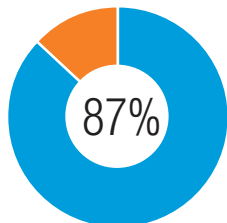
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- Industrial RF Systems
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### Key Subscriber Facts:

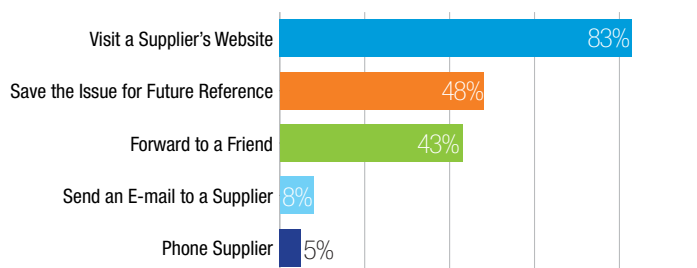


Make or influence company buying decisions

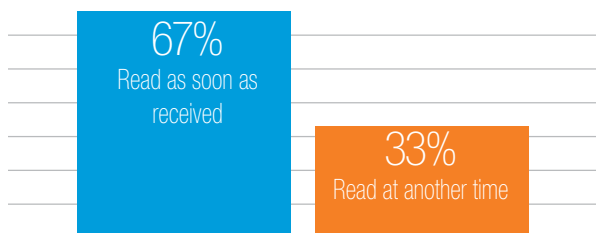


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 77,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	9,900+
Communications - Datacom/Telecom/Wireless/Network	7,700+
Education	4,700+
General Manufacturing	4,000+
Computers, Systems & Peripherals	3,700+
Instrumentation & Controls	3,600+
Automotive	3,500+
Consumer Products/Electronics	3,300+
Oil & Gas	3,000+
Industrial Machinery/Tools & Equipment	3,000+
Aerospace & Defense	2,700+
Utilities/Energy	2,600+
Building & Construction	2,300+
Semiconductor & Electronic Components	1,800+
Government	1,800+
Medical Equipment/Instrumentation	1,600+
HVAC, Fire Control, Safety	1,500+
Transportation	1,100+
Chemicals, Plastics & Rubber	1,000+
Fabricated Metals	800+
Food & Beverage	800+
Biotechnology/Pharmaceuticals	700+
Agriculture/Forestry	700+
Paper, Printing & Textiles	600+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	10,600+

### Readership Profile by Job Function

Engineering, Design	13,900+
Technical Support/Services	8,500+
Engineering, Consulting	7,000+
Engineering, Other	6,800+
Marketing/Sales	4,700+
Research & Development	4,400+
Engineering, Faculty/Staff/Student	4,400+
Engineering, Process/Production	3,800+
General Corporate Mgmt	3,200+
Purchasing	2,700+
Manufacturing	2,700+
Maintenance/Facilities Management	2,400+
Project Management	1,800+
Architect/Builder/Contractor	1,600+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	8,600+

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/WireTechP">www.globalspec.com/WireTechP</a>
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