



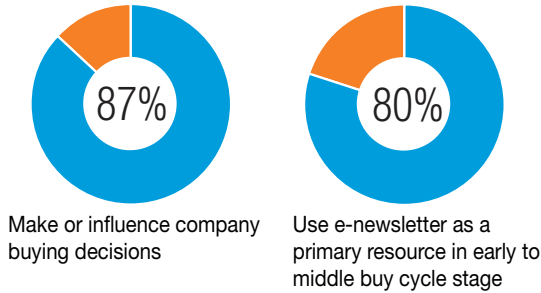
SPECS & TECHS

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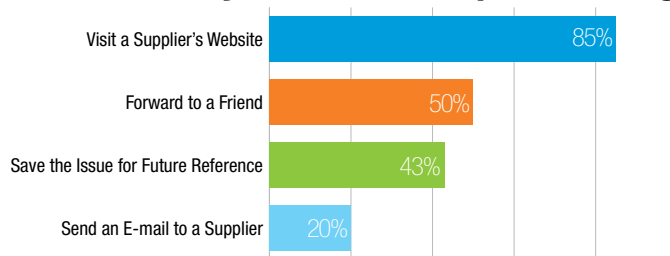
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Specs & Techs puts you in front of a highly active and engaged audience of engineering, technical, and industrial professionals across many industries who use e-newsletters as their top resource to stay abreast of products and suppliers, new technologies, and product applications.

Key Subscriber Facts:



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 1,000,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	114,700+
General Manufacturing	76,000+
Automotive	69,900+
Industrial Machinery/Tools & Equipment	63,600+
Building & Construction	59,700+
Oil & Gas	52,000+
Education	47,700+
Aerospace & Defense	42,000+
Utilities/Energy	37,500+
Chemicals, Plastics & Rubber	34,500+
Instrumentation & Controls	31,800+
Consumer Products/Electronics	28,500+
HVAC, Fire Control, Safety	25,600+
Communications - Datacom/Telecom/Wireless/Network	25,400+
Fabricated Metals	25,200+
Medical Equipment/Instrumentation	24,200+
Food & Beverage	22,900+
Government	20,700+
Agriculture/Forestry	20,600+
Computers, Systems & Peripherals	19,900+
Semiconductor & Electronic Components	17,800+
Transportation	16,800+
Biotechnology/Pharmaceuticals	15,800+
Paper, Printing & Textiles	13,800+
Packaging Machinery	7,800+
Unspecified Engineering, Scientific and Technical	117,600+

Readership Profile by Job Function

Engineering, Design	167,100+
Engineering, Consulting	86,300+
Engineering, Other	79,600+
Technical Support/Services	77,200+
Manufacturing	76,300+
Purchasing	62,600+
Engineering, Process/Production	62,000+
Marketing/Sales	57,400+
Maintenance/Facilities Management	53,700+
Research & Development	50,400+
Architect/Builder/Contractor	40,100+
Engineering, Faculty/Staff/Student	35,600+
General Corporate Mgmt	34,000+
Project Management	28,100+
Quality Control/Assurance	19,300+
Unspecified Engineering, Scientific and Technical	102,200+

as of December 2017

For more information, call 1-800-261-2052.

Advertising Levels (discounted rates apply for multiple insertion orders)

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Banner Ad	600 x 74 pixels	N/A	1	1	Top 1/3	www.globalspec.com/SpecsTechsBTYB
Featured	145 x 210 pixels	75 words	2	6	Top 1/2	www.globalspec.com/SpecsTechsG
Platinum	145 x 210 pixels	75 words	4	1	Top 1/2	www.globalspec.com/SpecsTechsP
Standard	145 x 190 pixels	50 words	4	3	Middle	www.globalspec.com/SpecsTechsS
Basic	145 x 190 pixels	50 words	2	2	Bottom 1/3	www.globalspec.com/SpecsTechsB
Product Watch	100 x 100 pixels	30 words	1	8	Bottom	www.globalspec.com/SpecsTechsPW
The Challenge of the Month	100 x 100 pixels	25 words	1	1	Bottom	www.globalspec.com/SpecsTechsCH

Don't Miss Out on the Opportunity to:

- **Reach** your target audience when they are gathering information relevant to their work experience and decision-making processes
- **Influence** the decision-making process of professionals who matter most and impact your top line
- **Improve** top of mind brand awareness of your company, its products and services, and gain a competitive advantage
- **Educate** your target audience on why they should choose you – via links to videos, white papers, technical articles, and more
- **Ensure** key products and product lines achieve their sales goals through new product introductions, promotional offers, and the ability to capture qualified prospects for those products
- **Drive** targeted, qualified prospects to your own website or special promotional landing pages where you can further influence their buying decisions and behaviors

Proven Results:

“We chose to advertise in GlobalSpec’s Specs & Techs e-newsletter because GlobalSpec has helped us in terms of both branding and lead generation. We get more than half our sales leads from GlobalSpec, and we get a big bump in leads when we advertise in an e-newsletter.”

– **Tom Collen, Director of Marketing, Northwire, Inc.**

“GlobalSpec also helps us with branding. When we do an e-newsletter sponsorship – and we have done several – we can instantly see how many people have clicked through to our website and are now aware of our company and what we have to offer. Those are people who probably would not have been aware of Festo USA otherwise, and that’s a measureable result.”

– **Chris Stabile, Marketing Communications Manager, Festo USA**

2018 Weekly Distribution & Ad Due Dates:

With a weekly circulation base divided into two equal distribution lists, you have the option of reaching 1/2 or the full distribution, based on your needs.

Issue Date: January 2, 2018 Ad Due: December 22, 2017	Issue Date: January 9, 2018 Ad Due: January 2, 2018	Issue Date: January 16, 2018 Ad Due: January 9, 2018	Issue Date: January 23, 2018 Ad Due: January 16, 2018	Issue Date: January 30, 2018 Ad Due: January 23, 2018
Issue Date: February 6, 2018 Ad Due: January 30, 2018	Issue Date: February 13, 2018 Ad Due: February 6, 2018	Issue Date: February 20, 2018 Ad Due: February 13, 2018	Issue Date: February 27, 2018 Ad Due: February 20, 2018	
Issue Date: March 6, 2018 Ad Due: February 27, 2018	Issue Date: March 13, 2018 Ad Due: March 6, 2018	Issue Date: March 20, 2018 Ad Due: March 13, 2018	Issue Date: March 27, 2018 Ad Due: March 20, 2018	
Issue Date: April 3, 2018 Ad Due: March 27, 2018	Issue Date: April 10, 2018 Ad Due: April 3, 2018	Issue Date: April 17, 2018 Ad Due: April 10, 2018	Issue Date: April 24, 2018 Ad Due: April 17, 2018	
Issue Date: May 1, 2018 Ad Due: April 24, 2018	Issue Date: May 8, 2018 Ad Due: May 1, 2018	Issue Date: May 15, 2018 Ad Due: May 8, 2018	Issue Date: May 22, 2018 Ad Due: May 15, 2018	Issue Date: May 29, 2018 Ad Due: May 22, 2018
Issue Date: June 5, 2018 Ad Due: May 29, 2018	Issue Date: June 12, 2018 Ad Due: June 5, 2018	Issue Date: June 19, 2018 Ad Due: June 12, 2018	Issue Date: June 26, 2018 Ad Due: June 19, 2018	
Issue Date: July 3, 2018 Ad Due: June 26, 2018	Issue Date: July 10, 2018 Ad Due: July 3, 2018	Issue Date: July 17, 2018 Ad Due: July 10, 2018	Issue Date: July 24, 2018 Ad Due: July 17, 2018	Issue Date: July 31, 2018 Ad Due: July 24, 2018
Issue Date: August 7, 2018 Ad Due: July 31, 2018	Issue Date: August 14, 2018 Ad Due: August 7, 2018	Issue Date: August 21, 2018 Ad Due: August 14, 2018	Issue Date: August 28, 2018 Ad Due: August 21, 2018	
Issue Date: September 4, 2018 Ad Due: August 28, 2018	Issue Date: September 11, 2018 Ad Due: September 4, 2018	Issue Date: September 18, 2018 Ad Due: September 11, 2018	Issue Date: September 25, 2018 Ad Due: September 18, 2018	
Issue Date: October 2, 2018 Ad Due: September 25, 2018	Issue Date: October 9, 2018 Ad Due: October 3, 2018	Issue Date: October 16, 2018 Ad Due: October 10, 2018	Issue Date: October 23, 2018 Ad Due: October 17, 2018	Issue Date: October 30, 2018 Ad Due: October 24, 2018
Issue Date: November 6, 2018 Ad Due: October 30, 2018	Issue Date: November 13, 2018 Ad Due: November 6, 2018	Issue Date: November 20, 2018 Ad Due: November 13, 2018	Issue Date: November 27, 2018 Ad Due: November 20, 2018	
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