

IEEE GlobalSpec's **Engineering in Motion** newsletter emphasizes the most engaging and informative engineering news in the form of videos. Subscribers can stay up-to-date on the latest technology, products, and research news with a series of engaging videos. Watch the latest breakthroughs unfold before your eyes – consumer electronics in action, DIY and tutorial sessions, as well as news briefs and engineer commentaries.

Markets/Industries Served

Automotive; Communications – Datacom/Telecom/Wireless/Network; Consumer Products & Electronics; Education; Design Services; Medical Equipment/Instrumentation; Semiconductor & Electronic Components; Computers, Systems & Peripherals; Electronics

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.



*2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 91,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	11,000+
General Manufacturing	7,400+
Automotive	6,100+
Industrial Machinery/Tools & Equipment	6,100+
Aerospace & Defense.....	4,800+
Education	4,000+
Oil & Gas	4,000+
Utilities/Energy.....	3,900+
Instrumentation & Controls	3,600+
Building & Construction	3,600+
Chemicals, Plastics & Rubber.....	3,200+
Consumer Products/Electronics	3,100+
Medical Equipment/Instrumentation.....	2,700+
Communications - Datacom/Telecom/Wireless/Network ..	2,700+
Semiconductor & Electronic Components.....	2,100+
HVAC, Fire Control, Safety	2,000+
Fabricated Metals	1,800+
Government.....	1,800+
Food & Beverage	1,600+
Computers, Systems & Peripherals	1,600+
Transportation.....	1,300+
Biotechnology/Pharmaceuticals	1,200+
Paper, Printing & Textiles.....	1,100+
Agriculture/Forestry	1,000+
Packaging Machinery	600+
Unspecified Engineering	8,600+

Readership Profile by Job Function

Engineering, Design	19,200+
Engineering, Consulting	8,700+
Engineering, Other	7,100+
Technical Support/Services.....	6,500+
Research & Development.....	6,200+
Manufacturing	5,800+
Marketing/Sales.....	5,800+
Engineering, Process/Production.....	5,300+
Maintenance/Facilities Management.....	4,100+
General Corporate Mgmt.....	3,400+
Purchasing	3,300+
Engineering, Faculty/Staff/Student	2,900+
Project Management.....	2,500+
Architect/Builder/Contractor.....	1,900+
Quality Control/Assurance.....	1,700+
Unspecified Engineering	6,600+

as of Jan 2019

Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: www.globalspec.com/AdSchedule

Sample Ad: <https://www.globalspec.com/VerticalVideo>

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

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Posted on 360 Sites
Featured	600 x 200 animated image created by IEEE GlobalSpec 600 x 74 banner ad supplied by purchaser	30 words	1 link to video	1	Featured Video will be posted on MultiMedia Section, supply up to 500 words of descriptive text for website.
Playlist	265 x 150 still from video	15 words	1 link to video	4	Playlist Video will be posted on MultiMedia Section, supply up to 500 words of descriptive text for website.