



### Entrepreneurship and the Maker

IEEE GlobalSpec's Entrepreneurship and the Maker focuses on creative ideas, inspiring stories, products and the people in the electronics industry and maker space. This newsletter aims to relay the practical commercial and entrepreneurial aspects of creating and bringing a product to market.

### Coverage Areas/Topics

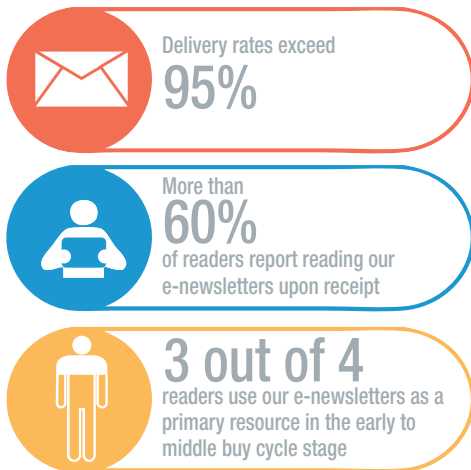
- Robotics
- Electronic Components
- Additive Manufacturing
- Machine Tools & Metal Working

### Markets/Industries Served

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

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\*2014 IEEE GlobalSpec Media Solutions Readership Survey

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Featured	145 x 145 pixels	30 words	2	3	Top 1/2
Standard	145 x 145 pixels	30 words	1	4	Top 1/3
Basic	145 x 145 pixels	20 words	1	2	Middle

**Current Subscriber Base ..... 75,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services .....	22,300+
Automotive .....	12,300+
Education .....	9,200+
Medical Equipment/Instrumentation.....	4,300+
Consumer Products/Electronics .....	4,200+
Aerospace & Defense.....	3,100+
Communications - Datacom/Telecom/Wireless/Network ..	3,000+
Semiconductor & Electronic Components.....	2,600+
Computers, Systems & Peripherals .....	2,100+
Instrumentation & Controls .....	1,800+
General Manufacturing .....	1,400+
Industrial Machinery/Tools & Equipment .....	1,200+
Oil & Gas .....	700+
Building & Construction .....	700+
Chemicals, Plastics & Rubber.....	700+
Utilities/Energy.....	600+
Fabricated Metals .....	400+
Food & Beverage .....	300+
Government.....	300+
Transportation.....	300+
Agriculture/Forestry .....	300+
HVAC, Fire Control, Safety .....	200+
Biotechnology/Pharmaceuticals .....	200+
Paper, Printing & Textiles.....	200+
Packaging Machinery .....	100+
Unspecified Engineering .....	3,000+

### Readership Profile by Job Function

Engineering, Design .....	26,700+
Engineering, Other .....	8,700+
Research & Development.....	6,700+
Engineering, Faculty/Staff/Student .....	6,200+
Engineering, Process/Production.....	5,400+
Purchasing .....	5,200+
Engineering, Consulting .....	4,700+
Manufacturing .....	2,900+
Project Management.....	1,200+
Marketing/Sales.....	1,100+
Technical Support/Services.....	1,000+
Quality Control/Assurance.....	1,000+
Maintenance/Facilities Management.....	800+
General Corporate Mgmt.....	700+
Architect/Builder/Contractor.....	400+
Unspecified Engineering .....	2,600+

as of Jan 2019

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