



## Nerd Girls Newsletter

Nerd Girls is a community that celebrates young women in STEM by giving them a platform to share their stories. Our mission is to encourage and inspire girls to change the world around them by pursuing careers in Science, Technology, Engineering and Mathematics.

The Nerd Girls newsletter is released along with each monthly episode of the Nerd Girls Nation web series. It also features exclusive and timely content surrounding women in STEM.

## Coverage Areas/Topics

- Gender equity in STEM professions
- Inspirational women in STEM
- Mentoring and professional development
- Science, technology and innovation

## 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 Engineering360 Media Solutions Readership Survey

**Current Subscriber Base ..... 135,000+**

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Education .....	12,400+
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General Manufacturing .....	9,200+
Industrial Machinery/Tools & Equipment .....	6,200+
Building & Construction .....	5,600+
Automotive .....	5,600+
Aerospace & Defense.....	4,899+
Chemicals, Plastics & Rubber.....	4,100+
Oil & Gas .....	3,800+
Consumer Products/Electronics .....	3,700+
Government.....	3,600+
Medical Equipment/Instrumentation.....	3,500+
Utilities/Energy.....	3,400+
Biotechnology/Pharmaceuticals .....	2,800+
Communications - Datacom/Telecom/Wireless/Network ..	2,800+
Food & Beverage .....	2,400+
Computers, Systems & Peripherals .....	2,400+
Instrumentation & Controls .....	2,400+
Semiconductor & Electronic Components.....	2,300+
HVAC, Fire Control, Safety .....	2,300+
Fabricated Metals .....	2,200+
Agriculture/Forestry .....	2,100+
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Paper, Printing & Textiles.....	1,700+
Packaging Machinery .....	700+
Unspecified Engineering .....	33,100+

## Readership Profile by Job Function

Engineering, Faculty/Staff/Student .....	20,200+
Purchasing .....	11,800+
Marketing/Sales.....	11,100+
Engineering, Design.....	10,800+
Manufacturing .....	8,200+
Technical Support/Services.....	6,600+
Research & Development.....	6,300+
Engineering, Other .....	6,000+
Engineering, Consulting .....	5,200+
Engineering, Process/Production.....	3,900+
Architect/Builder/Contractor .....	3,500+
Maintenance/Facilities Management.....	3,400+
General Corporate Mgmt.....	3,200+
Quality Control/Assurance.....	2,700+
Project Management.....	2,700+
Unspecified Engineering .....	29,400+

as of Jan 2019

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