

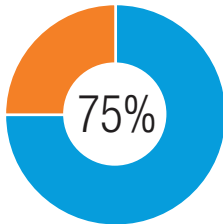


## Medical Equipment Design Video Edition Newsletter

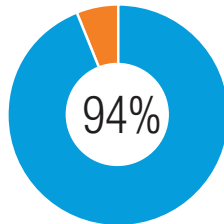
delivers trends and product news to readers interested in staying on top of the latest developments in the medical equipment field delivered in the engaging and informative form of videos. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Medical Grade Materials & Products
- Computers, Imaging & Software
- Electrical & Electronic Equipment
- Manufacturing & Quality Control

### Key Subscriber Facts:

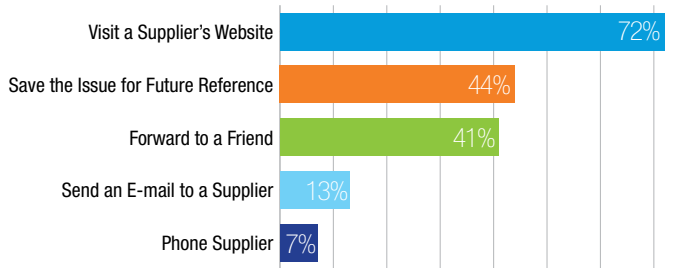


Make or influence company buying decisions

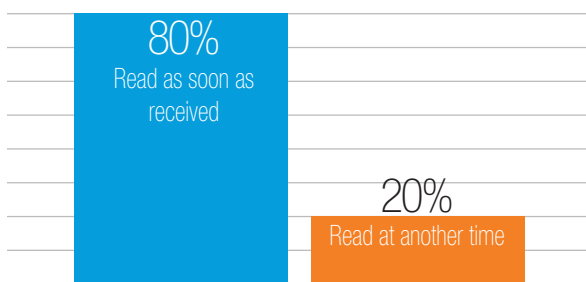


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 22,000+

#### Readership Profile by Industry (No.)

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

#### Readership Profile by Job Function

Engineering, Design	4,300+
Marketing/Sales	2,000+
Engineering, Consulting	1,800+
Research & Development	1,700+
Engineering, Other	1,600+
Technical Support/Services	1,400+
Engineering, Process/Production	1,200+
Manufacturing	1,200+
Engineering, Faculty/Staff/Student	1,100+
General Corporate Mgmt	900+
Purchasing	800+
Project Management	500+
Maintenance/Facilities Management	500+
Quality Control/Assurance	300+
Architect/Builder/Contractor	300+
Unspecified Engineering	2,600+

as of Jan 2019

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

### Advertising Levels (discounted rates apply for multiple insertion orders)

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

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 advertiser	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.