Sensing Technologies

Current Subscriber Base: 66,000+

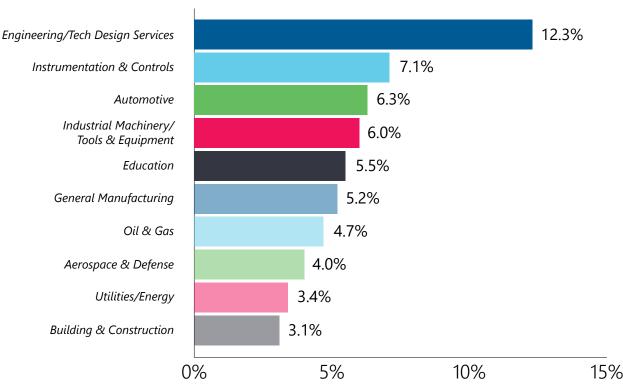
View Previous Issues

The Sensing Technologies newsletter explores the latest advancements in sensor design, data acquisition methods, and IoT integration, emphasizing their role in various industries such as healthcare, automotive, and environmental monitoring. Additionally, it delves into emerging trends such as wearable sensors, smart cities, and sensor fusion, offering resources for staying informed about sensing technologies that impact a wide range of applications.

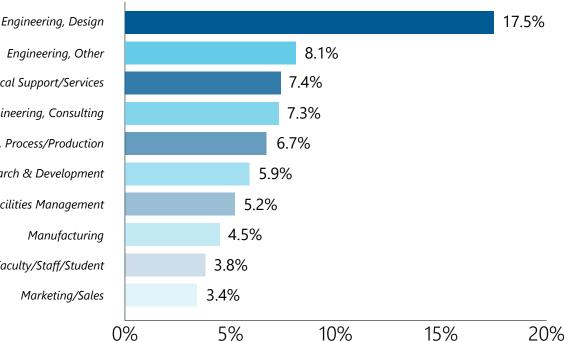
Markets/Industries Served:

- Accelerometer Sensors
- **Chemical Sensors**
- Gas & Smoke Sensors
- Infrared (IR) Sensors
- Motion Detection Sensors
- **Optical Sensors**
- **Proximity Sensors**
- **Pressure Sensors**
- Water Quality Sensors

Subscribers Include:



Top Job Functions



Engineering, Other Technical Support/Services Engineering, Consulting Engineering, Process/Production Research & Development Maintenance/Facilities Management Manufacturing Engineering, Faculty/Staff/Student Marketing/Sales

Top Industries

GlobalSpec

GlobalSpec Newsletters: 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 newsletters as a key resource when comparing and evaluating suppliers.



57% of engineers listed vendor news, such as product and service updates, as their favorite aspect of newsletters.*



89% of engineers subscribe to newsletters, with 55% subscribing to 3 or more.*



74% of Manufacturing Marketers used email newsletters to distribute content in the last 12 months **

Learn More:

See Frequency and Distribution Dates View Sample Ad Levels

* 2023 Smart Marketing for Engineers ** Manufacturing Content Marketing

Updated 092023

GlobalSpec.com/advertising

sales@GlobalSpec.com 800-261-2052