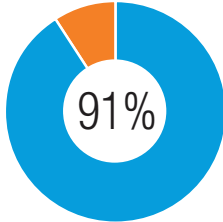


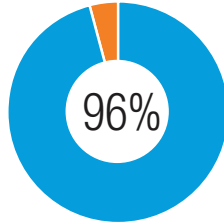
**Sensors & Switches** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

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- Switches and Solenoids
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### Key Subscriber Facts:

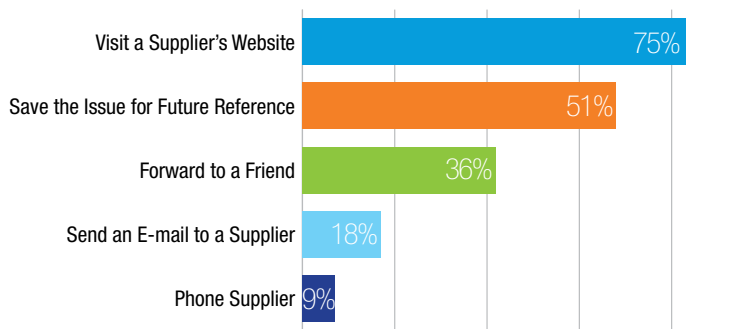


Make or influence company buying decisions

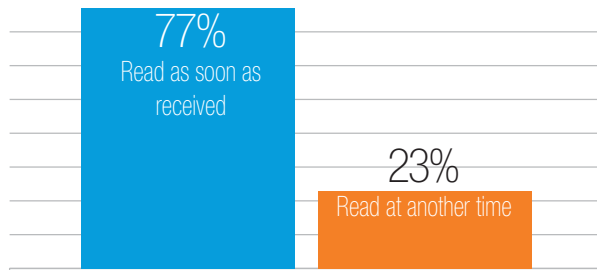


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 86,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	10,600+
Instrumentation & Controls	5,900+
Automotive	5,500+
Industrial Machinery/Tools & Equipment	5,200+
General Manufacturing	5,200+
Education	4,800+
Oil & Gas	3,800+
Aerospace & Defense	3,200+
Utilities/Energy	3,000+
Consumer Products/Electronics	2,600+
Building & Construction	2,400+
Medical Equipment/Instrumentation	2,200+
Communications - Datacom/Telecom/Wireless/Network	2,000+
Semiconductor & Electronic Components	2,000+
HVAC, Fire Control, Safety	2,000+
Chemicals, Plastics & Rubber	1,800+
Food & Beverage	1,700+
Computers, Systems & Peripherals	1,600+
Government	1,600+
Fabricated Metals	1,100+
Biotechnology/Pharmaceuticals	1,100+
Agriculture/Forestry	1,000+
Transportation	1,000+
Paper, Printing & Textiles	900+
Packaging Machinery	700+
Unspecified Engineering	12,400+

### Readership Profile by Job Function

Engineering, Design	16,500+
Engineering, Other	7,200+
Technical Support/Services	6,900+
Engineering, Consulting	6,600+
Engineering, Process/Production	5,800+
Research & Development	5,300+
Maintenance/Facilities Management	4,700+
Engineering, Faculty/Staff/Student	4,400+
Marketing/Sales	4,200+
Manufacturing	3,700+
Purchasing	3,000+
General Corporate Mgmt	2,400+
Project Management	2,000+
Architect/Builder/Contractor	1,500+
Quality Control/Assurance	900+
Unspecified Engineering	10,200+

as of Jan 2019

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

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