



# IEEE

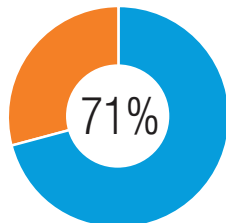
## Wire & Cable Technology

IEEE GlobalSpec

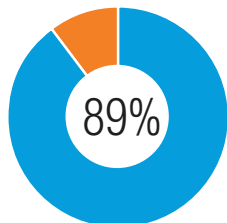
**Wire & Cable Technology** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Power Cables
- Cable Assemblies
- Cable Manufacturing & Test
- Cable Accessories & Applications

### Key Subscriber Facts:

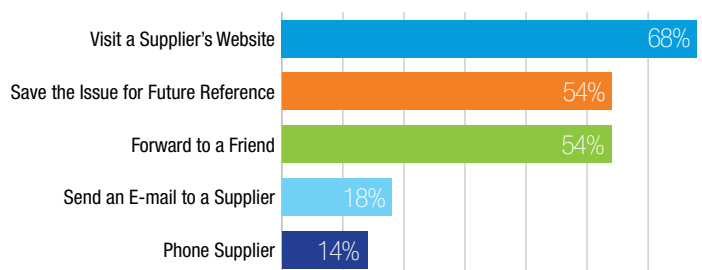


Make or influence company buying decisions

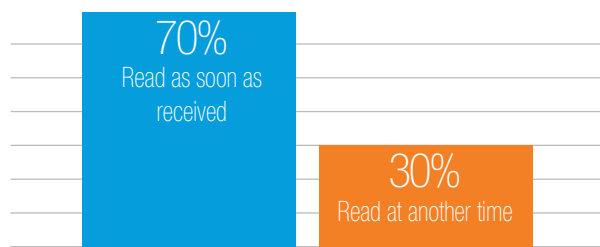


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 56,000+**

### Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	7,200+
Communications - Datacom/Telecom/Wireless/Network	4,100+
General Manufacturing	3,700+
Automotive	2,900+
Industrial Machinery/Tools & Equipment	2,800+
Oil & Gas	2,700+
Utilities/Energy	2,400+
Instrumentation & Controls	2,400+
Aerospace & Defense	2,300+
Building & Construction	2,300+
Education	2,200+
Consumer Products/Electronics	2,000+
Computers, Systems & Peripherals	1,800+
Government	1,300+
Semiconductor & Electronic Components	1,200+
HVAC, Fire Control, Safety	1,100+
Chemicals, Plastics & Rubber	1,000+
Medical Equipment/Instrumentation	1,000+
Fabricated Metals	900+
Transportation	700+
Food & Beverage	600+
Agriculture/Forestry	500+
Paper, Printing & Textiles	400+
Biotechnology/Pharmaceuticals	400+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	7,900+

### Readership Profile by Job Function

Engineering, Design	9,600+
Technical Support/Services	5,800+
Engineering, Other	5,000+
Engineering, Consulting	4,500+
Marketing/Sales	3,600+
Engineering, Process/Production	3,200+
Purchasing	2,900+
Manufacturing	2,800+
Maintenance/Facilities Management	2,300+
Engineering, Faculty/Staff/Student	2,300+
Research & Development	2,000+
General Corporate Mgmt	1,800+
Architect/Builder/Contractor	1,600+
Project Management	1,400+
Quality Control/Assurance	700+
Unspecified Engineering, Scientific and Technical	6,400+

as of June 2018

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

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