

GlobalSpec E-Newsletter Advertising

Share your news with our engaged, dedicated subscribers

GlobalSpec e-newsletters are anything but average, run-of-the-mill communications. These 70+ titles are well-crafted, well-respected resources that your targets actually rely on as a key resource during all stages of their buying cycle.

Each newsletter is delivered to a list of opt-in subscribers, who are eager to read the rich editorial content our team provides. This includes industry trends and events, the latest research, product news and career information.

With a highly targeted selection of e-newsletters, you can reach the right audience efficiently and effectively. And of course, customized reporting allows you to gauge the success of your e-newsletter program.

Make your e-newsletter advertising buy work harder for you while filling your pipeline with the engineering and technical professionals interested in the products you deliver, from the markets and industries you serve.

GlobalSpec E-Newsletters By the Numbers:

70+ TITLES

5 MILLION TOTAL SUBSCRIPTIONS

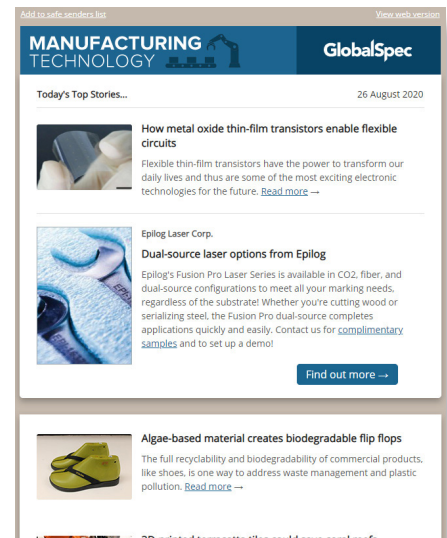
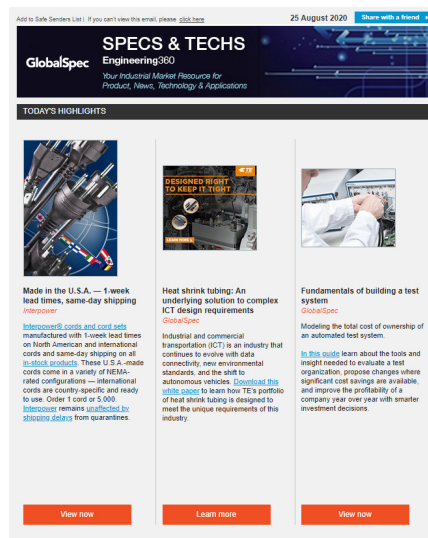
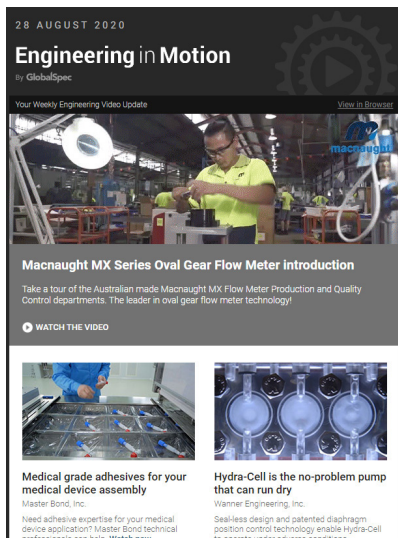
14.2% CLICK-THROUGH RATE

10.9% OPEN RATE

92% OF ENGINEERS SUBSCRIBE TO MULTIPLE E-NEWSLETTERS

95% OF ENGINEERS READ MOST OR ALL THE NEWSLETTERS THAT ARRIVE IN THEIR INBOX

*GlobalSpec and TREW Marketing 2020 Smart Marketing for Engineers



For more information or a personalized media review, call 800-261-2052 or email sales@globalspec.com
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