

DEMOGRAPHIC PROFILE



Reach the right audience. Yours.

Registered users by top industry segment

General Manufacturing	1,129,000+
Engineering/Tech Design Services.....	905,000+
Electronics.....	614,000+
Consumer Products/Electronics	264,000+
Computers, Systems & Peripherals	190,000+
Semiconductor & Electronic Components.....	160,000+
Automotive	572,000+
Industrial Machinery/Tools & Equipment	508,000+
Educational/Research Institutions	415,000+
Aerospace & Defense	406,000+
Oil & Gas.....	394,000+
Utilities/Energy	355,000+
Chemicals, Plastics & Rubber	268,000+
Instrumentation & Controls	235,000+
Food & Beverage.....	230,000+
Agriculture/Forestry	227,000+
Fabricated Metals.....	227,000+
Medical Equipment/Instrumentation.....	217,000+
Communications.....	215,000+
Government.....	202,000+
HVAC, Fire Control, Safety	190,000+
Transportation	188,000+
Building & Construction.....	160,000+
Biotechnology/Pharmaceuticals.....	146,000+
Paper, Printing & Textiles	130,000+
Packaging Machinery.....	67,000+

Registered users by job function

Engineering.....	3,984,000+
Design.....	1,624,000+
Consulting.....	720,000+
Process & Production.....	480,000+
Project Management.....	280,000+
Other	880,000+
General Corporate/Management	1,040,000+
Manufacturing.....	640,000+
Technical Support/Services.....	640,000+
Purchasing.....	520,000+
Maintenance/Facilities Management	480,000+
Research & Development.....	480,000+
All Others.....	216,000+

Average work experience of registered users is 15-19 years.

Registered users by region

North America	5,040,000+
Asia.....	1,200,000+
Europe.....	1,120,000+
South America.....	320,000+
Australia/Oceania.....	160,000+
Africa	160,000+

Size of organization

Under 100 employees.....	42%
100-500 employees.....	23%
501-1,000 employees	15%
1,001-5,000 employees.....	5%
More than 5,000 employees	15%

Role IEEE Engineering360 users play in the purchasing of components, equipment and services

Make purchases directly.....	22%
Approve requisitions.....	10%
Specify purchases.....	37%
Evaluate or recommend purchases	25%
Not involved in purchasing process	6%

94% of users are involved in the purchasing of components, equipment and services.

Annual amount of component, equipment, and service spending influenced by IEEE Engineering360 users

More than \$200,000	21%
\$100,001-\$200,000	10%
\$50,001-\$100,000	15%
\$10,000-\$50,000.....	33%
Less than \$10,000.....	19%
None.....	2%

46% of users influence \$50,000 or more in spending;

31% influence more than \$100,000.

Site statistics

Registered users (unduplicated).....	8,000,000
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