



# Appliance Technology

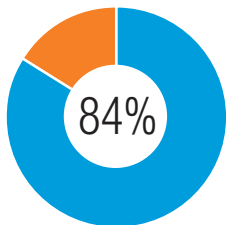
IEEE GlobalSpec



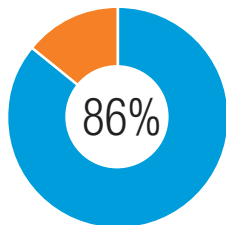
**Appliance Technology** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Appliances & White Goods
- Health & Fitness
- Outdoor & Recreation
- Office Technology

## Key Subscriber Facts:

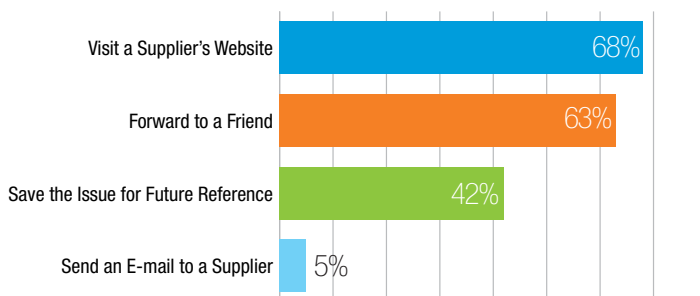


Make or influence company buying decisions

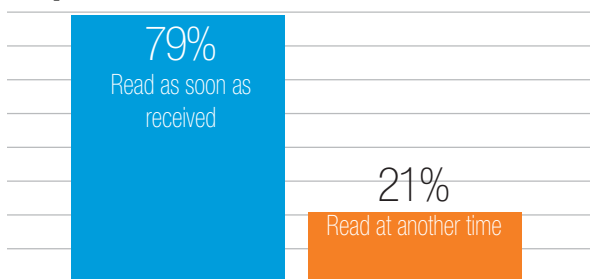


Use e-newsletter as a primary resource in early to middle buy cycle stage

## Key Actions Taken by Subscribers Upon Reading:



## Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 readership research IEEE GlobalSpec Readership Survey

## Current Subscriber Base ..... 32,000+

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	4,600+
General Manufacturing	2,400+
Automotive	1,900+
Industrial Machinery/Tools & Equipment	1,900+
Education	1,800+
Consumer Products/Electronics	1,500+
Building & Construction	1,300+
Oil & Gas	1,200+
Instrumentation & Controls	1,100+
Utilities/Energy	1,000+
Communications - Datacom/Telecom/Wireless/Network	1,000+
Aerospace & Defense	1,000+
HVAC, Fire Control, Safety	900+
Computers, Systems & Peripherals	900+
Chemicals, Plastics & Rubber	800+
Semiconductor & Electronic Components	700+
Medical Equipment/Instrumentation	700+
Government	600+
Fabricated Metals	600+
Food & Beverage	500+
Biotechnology/Pharmaceuticals	400+
Transportation	400+
Agriculture/Forestry	300+
Paper, Printing & Textiles	300+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	4,400+

### Readership Profile by Job Function

Engineering, Design	5,700+
Engineering, Consulting	2,800+
Technical Support/Services	2,800+
Engineering, Other	2,700+
Marketing/Sales	2,100+
Engineering, Process/Production	2,000+
Research & Development	1,800+
Engineering, Faculty/Staff/Student	1,700+
Manufacturing	1,600+
Maintenance/Facilities Management	1,200+
Purchasing	1,200+
General Corporate Mgmt	1,100+
Architect/Builder/Contractor	800+
Project Management	700+
Quality Control/Assurance	500+
Unspecified Engineering, Scientific and Technical	3,700+

as of December 2017

For more information, call 1-844-300-3098.

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Standard	145 x 145 pixels	30 words	1	4	Middle	<a href="http://www.globalspec.com/AppTechS">www.globalspec.com/AppTechS</a>
Basic	145 x 145 pixels	20 words	1	2	Bottom <sup>1</sup> / <sub>3</sub>	<a href="http://www.globalspec.com/AppTechB">www.globalspec.com/AppTechB</a>