



# Components for RF & Microwave

IEEE GlobalSpec

**Components for RF & Microwave** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest RF & Microwave technology trends. It's the perfect platform to get your message out about new products, recent technology developments, product application ideas, and more.

## Coverage Areas/Topics

- Market overviews
- Cost issues
- Evolving role of standards
- Global and regional trends
- Product/material development
- Latest industry news

## Markets/Industries Served

Aerospace, Automotive, Communications, Wireless Technology, Consumer Products/Eletronics, Medical equipment, Defense & Security

## Special Edition Issues

February 12, 2018; August 13, 2018

## Reach a Highly Engaged Audience\*

Our focused publications make it easy for you to support specific marketing initiatives and build awareness among a highly engaged audience of decision makers who use e-newsletters as a key resource when comparing and evaluating suppliers.

**Current Subscriber Base ..... 44,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services .....	10,900+
Aerospace & Defense .....	5,100+
Communications - Datacom/Telecom/Wireless/Network .....	4,700+
Automotive .....	3,400+
Consumer Products/Electronics .....	2,900+
Instrumentation & Controls .....	2,900+
Unspecified Engineering, Scientific and Technical .....	2,300+

### Readership Profile by Job Function

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Engineering, Consulting .....	7,900+
Research & Development .....	4,300+
Purchasing .....	2,400+
Engineering, Other .....	1,600+
Technical Support/Services .....	1,600+
Marketing/Sales .....	1,100+
Engineering, Faculty/Staff/Student .....	1,000+
Engineering, Process/Production .....	900+
Manufacturing .....	700+
General Corporate Mgmt .....	600+
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Unspecified Engineering, Scientific and Technical .....	2,000+

*as of December 2017*

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*\*2014 IEEE GlobalSpec Media Solutions Readership Survey*

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