



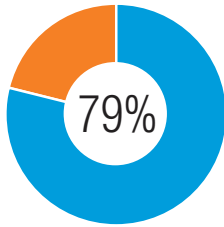
Electronic Components

IEEE GlobalSpec

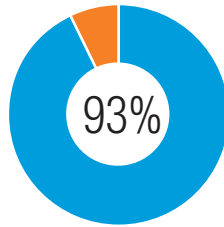
Electronic Components e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Analog/Mixed Signal
- Discrete & Power Devices
- Interface & Logic
- Memory

Key Subscriber Facts:

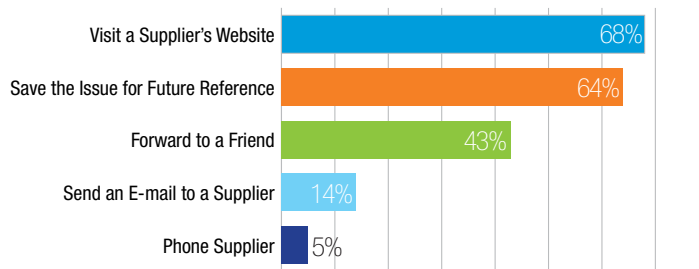


Make or influence company buying decisions

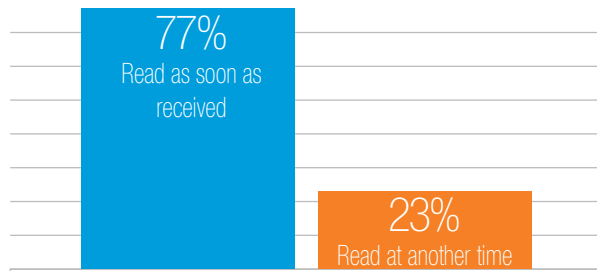


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 103,000+

Readership Profile by Industry (No.)

Engineering, Design	29,300+
Technical Support/Services	15,800+
Engineering, Other	15,300+
Engineering, Consulting	13,600+
Engineering, Process/Production	9,900+
Maintenance/Facilities Management	9,600+
Marketing/Sales	9,000+
Manufacturing	8,100+
Purchasing	7,500+
Engineering, Faculty/Staff/Student	7,400+
Research & Development	7,100+
General Corporate Mgmt	4,800+
Architect/Builder/Contractor	4,300+
Project Management	3,800+
Quality Control/Assurance	1,800+
Unspecified Engineering, Scientific and Technical	17,800+

Readership Profile by Job Function

Engineering, Design	20,500+
Technical Support/Services	10,800+
Engineering, Other	9,500+
Engineering, Consulting	8,000+
Marketing/Sales	6,000+
Engineering, Faculty/Staff/Student	5,900+
Research & Development	5,900+
Engineering, Process/Production	5,900+
Manufacturing	4,800+
Purchasing	4,100+
Maintenance/Facilities Management	3,400+
General Corporate Mgmt	3,100+
Project Management	1,700+
Architect/Builder/Contractor	1,400+
Quality Control/Assurance	1,100+
Unspecified Engineering, Scientific and Technical	10,800+

as of December 2017

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