



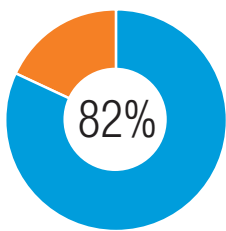
# Electronic Product Design

IEEE GlobalSpec

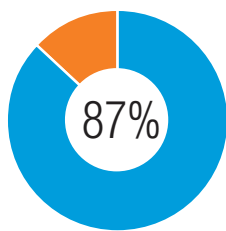
**Electronic Product Design** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- EDA
- Power Sources & Conversion
- Mechatronics
- DSP, SoC, Programmable Logic
- Interconnect & Packaging
- Thermal Management

## Key Subscriber Facts:

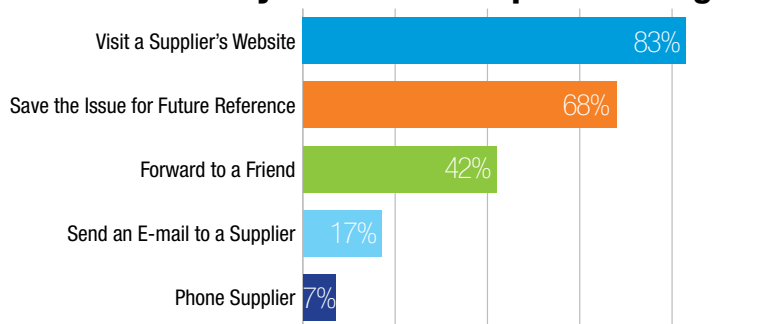


Make or influence company buying decisions

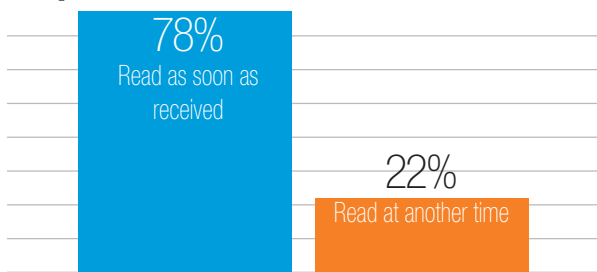


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 86,000+**

## Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	13,400+
Consumer Products/Electronics	5,300+
Education	5,100+
General Manufacturing	4,900+
Automotive	4,600+
Instrumentation & Controls	4,600+
Industrial Machinery/Tools & Equipment	4,400+
Communications - Datacom/Telecom/Wireless/Network	4,000+
Aerospace & Defense	3,600+
Semiconductor & Electronic Components	3,000+
Computers, Systems & Peripherals	2,700+
Oil & Gas	2,700+
Utilities/Energy	2,500+
Medical Equipment/Instrumentation	2,300+
Building & Construction	2,100+
Government	1,600+
HVAC, Fire Control, Safety	1,400+
Chemicals, Plastics & Rubber	1,200+
Food & Beverage	1,000+
Fabricated Metals	1,000+
Transportation	900+
Biotechnology/Pharmaceuticals	800+
Paper, Printing & Textiles	700+
Agriculture/Forestry	700+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	10,800+

## Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	20,100+
Technical Support/Services	7,600+
Engineering, Other	7,600+
Engineering, Consulting	6,700+
Engineering, Process/Production	5,200+
Research & Development	4,900+
Engineering, Faculty/Staff/Student	4,800+
Marketing/Sales	4,100+
Manufacturing	3,900+
Maintenance/Facilities Management	3,000+
Purchasing	2,800+
General Corporate Mgmt	2,500+
Project Management	1,700+
Architect/Builder/Contractor	1,400+
Quality Control/Assurance	900+
Unspecified Engineering, Scientific and Technical	8,700+

as of December 2017

**For more information, call 1-800-261-2052.**

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Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	<a href="http://www.globalspec.com/ElecDesB">www.globalspec.com/ElecDesB</a>