



# IEEE

## Fluid Power Systems

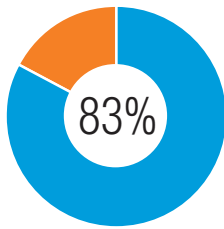
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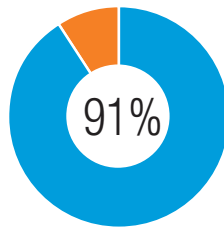
**Fluid Power Systems** e-newsletter covers equipment, components, and networking technologies for engineers involved with the design and installation of hydraulic and pneumatic systems. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more—all in the areas of:

- Hydraulic Equipment & Components
- Sensing, Measurement, Networking
- Pneumatic Equipment & Components
- Fluid Power Applications

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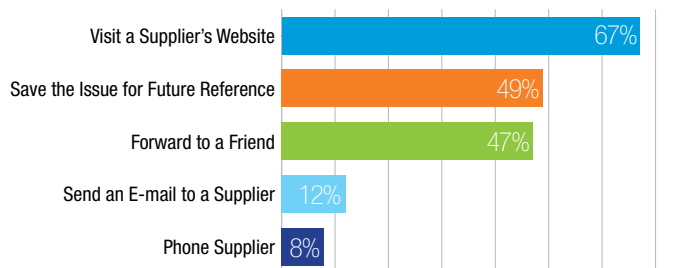


Make or influence company buying decisions

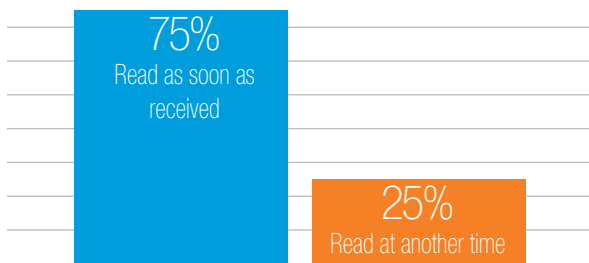


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 112,000+**

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|   | (No.)   |
|---|---------|
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| Industrial Machinery/Tools & Equipment            | 11,200+ |
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| Automotive  | 8,400+  |
| Oil & Gas   | 8,200+  |
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| Instrumentation & Controls                        | 4,200+  |
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| Education   | 4,100+  |
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| Unspecified Engineering, Scientific and Technical | 13,200+ |

### Readership Profile by Job Function

|   |         |
|---|---------|
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| Technical Support/Services                        | 8,800+  |
| Maintenance/Facilities Management                 | 7,800+  |
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| Marketing/Sales                                   | 6,800+  |
| Purchasing  | 5,500+  |
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| Research & Development                            | 3,400+  |
| General Corporate Mgmt                            | 3,300+  |
| Architect/Builder/Contractor                      | 2,900+  |
| Project Management                                | 2,500+  |
| Quality Control/Assurance                         | 1,100+  |
| Unspecified Engineering, Scientific and Technical | 10,300+ |

as of December 2017

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