



IEEE

Food & Beverage Technology

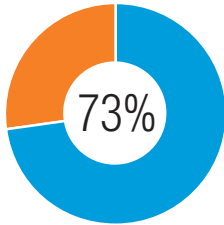
IEEE GlobalSpec



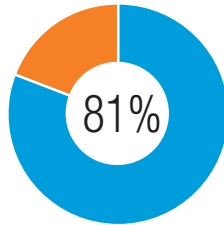
Food & Beverage Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Processing
- Packaging & Preservation
- Storage & Handling
- Inspection/Quality

Key Subscriber Facts:

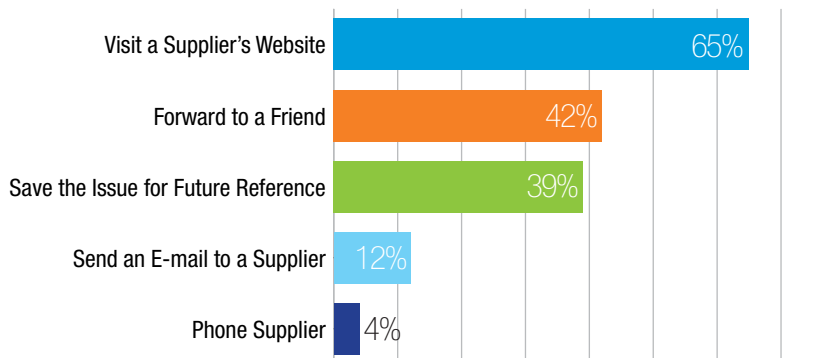


Make or influence company buying decisions

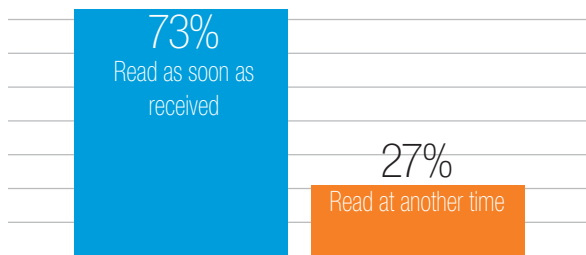


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 32,000+

Readership Profile by Industry (No.)

Food & Beverage	5,500+
Engineering/Tech Design Services	3,100+
General Manufacturing	2,700+
Industrial Machinery/Tools & Equipment	1,900+
Chemicals, Plastics & Rubber	1,200+
Education	1,200+
Instrumentation & Controls	1,100+
Oil & Gas	1,000+
Biotechnology/Pharmaceuticals	1,000+
Automotive	1,000+
Building & Construction	1,000+
Agriculture/Forestry	700+
Utilities/Energy	700+
Consumer Products/Electronics	700+
HVAC, Fire Control, Safety	700+
Packaging Machinery	600+
Medical Equipment/Instrumentation	500+
Aerospace & Defense	400+
Government	400+
Fabricated Metals	400+
Computers, Systems & Peripherals	400+
Communications - Datacom/Telecom/Wireless/Network	400+
Paper, Printing & Textiles	400+
Semiconductor & Electronic Components	300+
Transportation	300+
Unspecified Engineering, Scientific and Technical	4,400+

Readership Profile by Job Function

Engineering, Design	3,700+
Marketing/Sales	3,500+
Manufacturing	2,500+
Engineering, Process/Production	2,300+
Engineering, Consulting	2,300+
Technical Support/Services	2,100+
Engineering, Other	2,000+
Research & Development	1,900+
Purchasing	1,800+
General Corporate Mgmt	1,600+
Maintenance/Facilities Management	1,300+
Engineering, Faculty/Staff/Student	1,000+
Project Management	900+
Quality Control/Assurance	800+
Architect/Builder/Contractor	700+
Unspecified Engineering, Scientific and Technical	3,400+

as of December 2017

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Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	www.globalspec.com/FoodB