



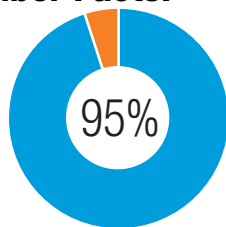
Industrial Automation

IEEE GlobalSpec

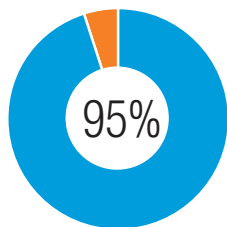
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- Industrial Computers, Robots & Controllers
- Wireless, Remote & Mobile
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Key Subscriber Facts:

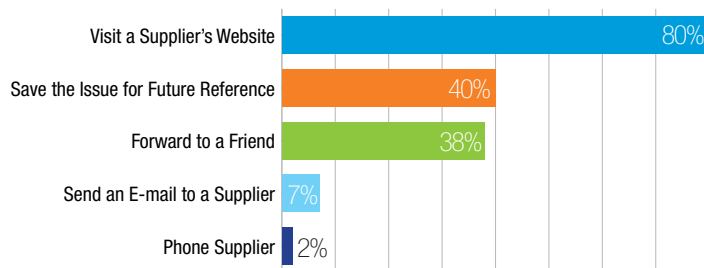


Make or influence company buying decisions



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

	(No.)
Engineering/Tech Design Services	11,500+
Industrial Machinery/Tools & Equipment	8,400+
General Manufacturing	8,000+
Instrumentation & Controls	6,500+
Automotive	5,800+
Oil & Gas	4,800+
Education	3,300+
Utilities/Energy	2,900+
Chemicals, Plastics & Rubber	2,400+
Building & Construction	2,000+
Aerospace & Defense	2,000+
Fabricated Metals	1,900+
Consumer Products/Electronics	1,900+
HVAC, Fire Control, Safety	1,700+
Food & Beverage	1,600+
Communications - Datacom/Telecom/Wireless/Network	1,500+
Computers, Systems & Peripherals	1,500+
Semiconductor & Electronic Components	1,400+
Medical Equipment/Instrumentation	1,300+
Paper, Printing & Textiles	1,200+
Biotechnology/Pharmaceuticals	1,100+
Government	1,000+
Packaging Machinery	900+
Transportation	900+
Agriculture/Forestry	700+
Unspecified Engineering, Scientific and Technical	10,500+

Readership Profile by Job Function

Engineering, Design	16,300+
Engineering, Process/Production	8,300+
Engineering, Consulting	7,700+
Engineering, Other	7,100+
Technical Support/Services	6,400+
Marketing/Sales	6,200+
Manufacturing	5,900+
Maintenance/Facilities Management	3,900+
Engineering, Faculty/Staff/Student	3,500+
Research & Development	3,200+
General Corporate Mgmt	3,100+
Purchasing	2,900+
Project Management	1,800+
Architect/Builder/Contractor	1,200+
Quality Control/Assurance	1,000+
Unspecified Engineering, Scientific and Technical	8,100+

as of December 2017

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