



# IEEE

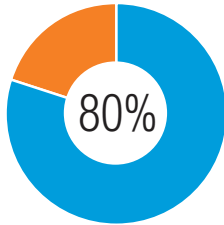
## Industrial MRO

IEEE GlobalSpec

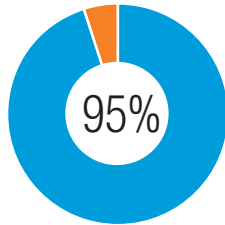
**Industrial MRO** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Inventory & Asset Management
- Cost & Energy Savings
- Maintenance Systems & Solutions
- Products & Services

### Key Subscriber Facts:

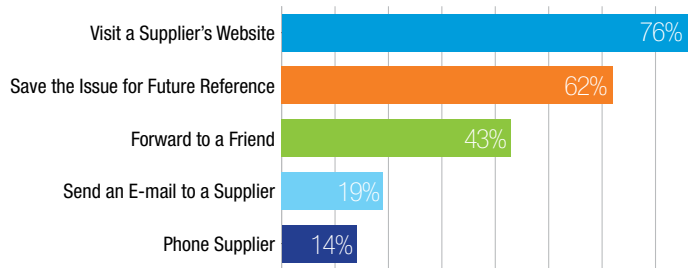


Make or influence company buying decisions

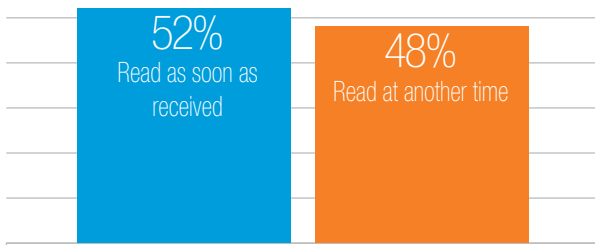


Use e-newsletter as a primary resource in early to middle buy cycle stage

### Key Actions Taken by Subscribers Upon Reading:



### Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 and 2014 IEEE GlobalSpec Readership Survey

### Current Subscriber Base ..... 27,000+

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

### Readership Profile by Job Function

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

as of December 2017

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