



# Lab Equipment

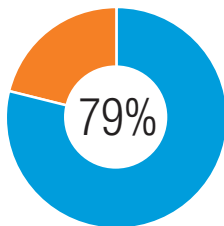
IEEE GlobalSpec



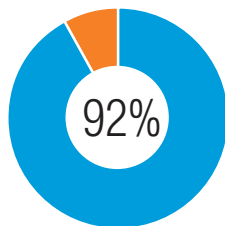
**Lab Equipment** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Clinical & Research Labware
- Test & Metrology
- Environmental Technology
- Health & Safety

## Key Subscriber Facts:

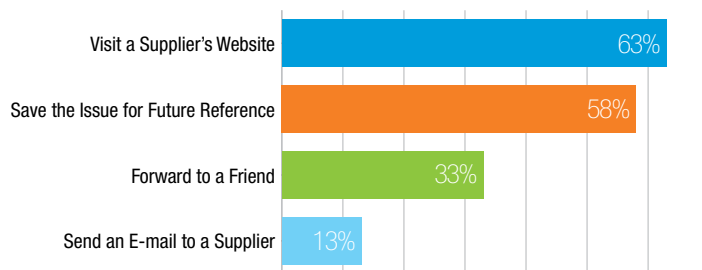


Make or influence company buying decisions

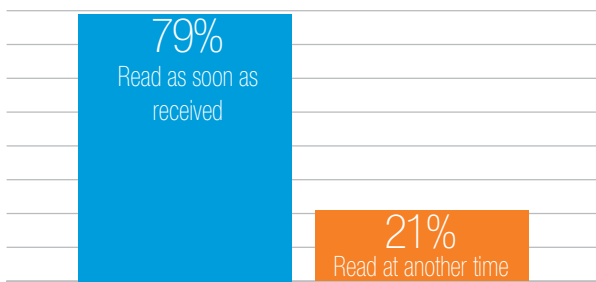


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 87,000+

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	8,600+
Education	7,500+
General Manufacturing	4,600+
Medical Equipment/Instrumentation	4,400+
Instrumentation & Controls	4,000+
Biotechnology/Pharmaceuticals	3,700+
Automotive	3,700+
Chemicals, Plastics & Rubber	3,600+
Industrial Machinery/Tools & Equipment	3,600+
Oil & Gas	3,400+
Aerospace & Defense	3,000+
Government	2,400+
Utilities/Energy	2,100+
Consumer Products/Electronics	2,100+
Communications - Datacom/Telecom/Wireless/Network	1,800+
Building & Construction	1,800+
Semiconductor & Electronic Components	1,700+
Food & Beverage	1,700+
Computers, Systems & Peripherals	1,400+
Agriculture/Forestry	1,100+
Fabricated Metals	1,000+
HVAC, Fire Control, Safety	1,000+
Paper, Printing & Textiles	700+
Transportation	600+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	10,200+

### Readership Profile by Job Function

Engineering, Design	10,800+
Research & Development	10,000+
Technical Support/Services	6,400+
Engineering, Consulting	6,000+
Engineering, Other	5,800+
Marketing/Sales	5,200+
Engineering, Faculty/Staff/Student	4,900+
Engineering, Process/Production	4,800+
Manufacturing	3,900+
Quality Control/Assurance	3,600+
Purchasing	3,200+
General Corporate Mgmt	2,600+
Maintenance/Facilities Management	2,000+
Project Management	1,600+
Architect/Builder/Contractor	1,100+
Unspecified Engineering, Scientific and Technical	7,900+

as of December 2017

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

## Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: [www.globalspec.com/AdSchedule](http://www.globalspec.com/AdSchedule)

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Featured	145 x 145 pixels	30 words	2	3	Top 1/3	<a href="http://www.globalspec.com/LabEqTF">www.globalspec.com/LabEqTF</a>
Standard	145 x 145 pixels	30 words	1	4	Middle	<a href="http://www.globalspec.com/LabEqTS">www.globalspec.com/LabEqTS</a>
Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	<a href="http://www.globalspec.com/LabEqTB">www.globalspec.com/LabEqTB</a>