



IEEE

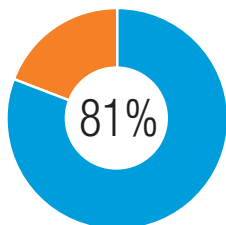
Mechanical Components

IEEE GlobalSpec

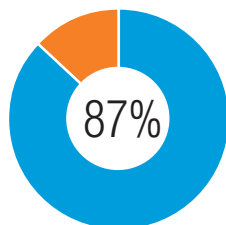
Mechanical Components e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Bearings, Bushing & Guides
- Tools & Testing
- Materials
- Industrial Hardware

Key Subscriber Facts:

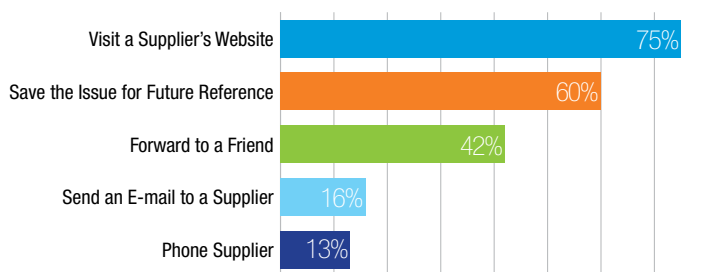


Make or influence company buying decisions

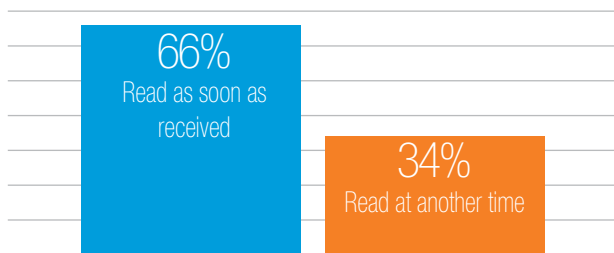


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 121,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	16,000+
General Manufacturing	11,600+
Industrial Machinery/Tools & Equipment	11,200+
Automotive	9,900+
Oil & Gas	6,400+
Aerospace & Defense	4,800+
Education	4,700+
Fabricated Metals	3,700+
Building & Construction	3,600+
Utilities/Energy	3,500+
HVAC, Fire Control, Safety	2,800+
Instrumentation & Controls	2,600+
Chemicals, Plastics & Rubber	2,500+
Medical Equipment/Instrumentation	2,500+
Consumer Products/Electronics	2,400+
Agriculture/Forestry	1,800+
Transportation	1,800+
Food & Beverage	1,800+
Government	1,700+
Semiconductor & Electronic Components	1,500+
Communications - Datacom/Telecom/Wireless/Network	1,300+
Paper, Printing & Textiles	1,300+
Computers, Systems & Peripherals	1,300+
Biotechnology/Pharmaceuticals	1,200+
Packaging Machinery	1,000+
Unspecified Engineering, Scientific and Technical	18,400+

Readership Profile by Job Function

Engineering, Design	26,200+
Engineering, Other	9,600+
Engineering, Consulting	8,900+
Engineering, Process/Production	8,900+
Manufacturing	8,400+
Technical Support/Services	7,900+
Maintenance/Facilities Management	6,400+
Marketing/Sales	6,100+
Purchasing	5,600+
Engineering, Faculty/Staff/Student	4,600+
Research & Development	4,500+
General Corporate Mgmt	3,500+
Project Management	2,300+
Architect/Builder/Contractor	2,200+
Quality Control/Assurance	1,500+
Unspecified Engineering, Scientific and Technical	14,800+

as of December 2017

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

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