



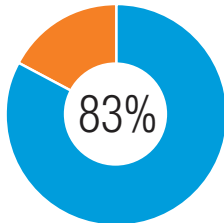
Mechanical Power Transmission

IEEE GlobalSpec

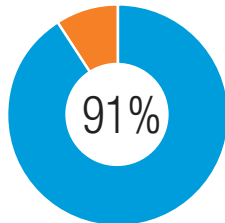
Mechanical Power Transmission e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Gears & Gearbox Assemblies • Belts, Pulleys, Chains & Sprockets
- Brakes, Clutches & Couplings • Design & Analysis

Key Subscriber Facts:

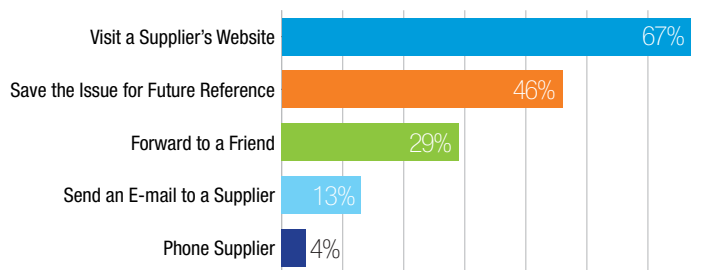


Make or influence company buying decisions

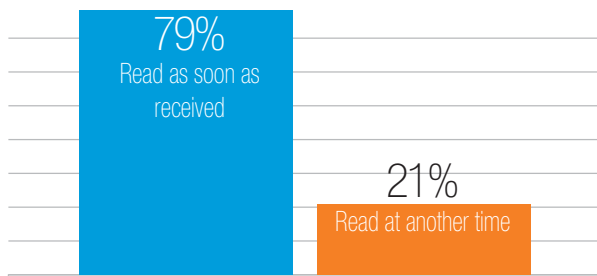


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 62,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	9,500+
Industrial Machinery/Tools & Equipment	6,400+
General Manufacturing	5,300+
Automotive	5,000+
Oil & Gas	3,400+
Utilities/Energy	2,900+
Education	2,800+
Building & Construction	1,800+
Aerospace & Defense	1,700+
Fabricated Metals	1,600+
Instrumentation & Controls	1,400+
Agriculture/Forestry	1,200+
Chemicals, Plastics & Rubber	1,200+
Transportation	1,100+
Consumer Products/Electronics	1,000+
Food & Beverage	1,000+
HVAC, Fire Control, Safety	1,000+
Government	900+
Communications - Datacom/Telecom/Wireless/Network	800+
Medical Equipment/Instrumentation	800+
Paper, Printing & Textiles	800+
Computers, Systems & Peripherals	700+
Semiconductor & Electronic Components	700+
Packaging Machinery	500+
Biotechnology/Pharmaceuticals	500+
Unspecified Engineering, Scientific and Technical	8,300+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	13,400+
Engineering, Other	5,700+
Engineering, Consulting	4,900+
Engineering, Process/Production	4,600+
Technical Support/Services	4,300+
Maintenance/Facilities Management	3,900+
Manufacturing	3,600+
Marketing/Sales	3,200+
Engineering, Faculty/Staff/Student	3,100+
Purchasing	2,300+
Research & Development	2,200+
General Corporate Mgmt	1,700+
Project Management	1,200+
Architect/Builder/Contractor	1,100+
Quality Control/Assurance	600+
Unspecified Engineering, Scientific and Technical	6,600+

as of December 2017

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

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