



IEEE

Medical Equipment Design

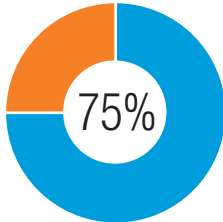
IEEE GlobalSpec



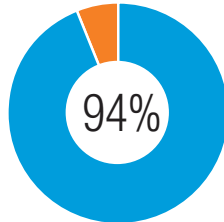
Medical Equipment Design e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Medical Grade Materials & Products
- Computers, Imaging & Software
- Electrical & Electronic Equipment
- Manufacturing & Quality Control

Key Subscriber Facts:

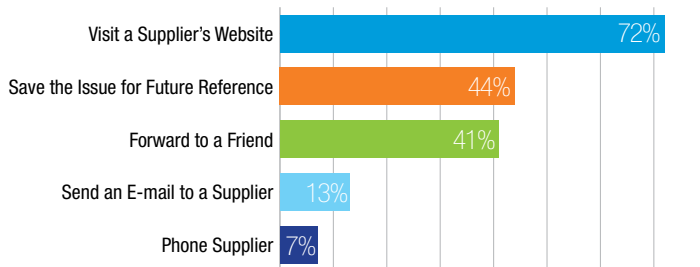


Make or influence company buying decisions

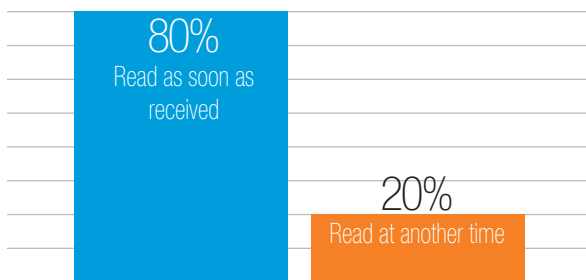


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 35,000+

Readership Profile by Industry (No.)

Medical Equipment/Instrumentation	6,800+
Engineering/Tech Design Services	4,300+
General Manufacturing	2,200+
Education	1,900+
Industrial Machinery/Tools & Equipment	1,700+
Biotechnology/Pharmaceuticals	1,400+
Automotive	1,300+
Instrumentation & Controls	1,100+
Oil & Gas	1,000+
Consumer Products/Electronics	900+
Aerospace & Defense	900+
Building & Construction	700+
Semiconductor & Electronic Components	700+
Chemicals, Plastics & Rubber	700+
Communications - Datacom/Telecom/Wireless/Network	700+
Computers, Systems & Peripherals	600+
Utilities/Energy	600+
Government	500+
Fabricated Metals	500+
HVAC, Fire Control, Safety	500+
Food & Beverage	300+
Transportation	200+
Agriculture/Forestry	200+
Paper, Printing & Textiles	200+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	4,500+

Readership Profile by Job Function

Engineering, Design	6,700+
Marketing/Sales	3,200+
Engineering, Consulting	2,900+
Research & Development	2,700+
Engineering, Other	2,600+
Technical Support/Services	2,300+
Engineering, Process/Production	1,900+
Manufacturing	1,800+
Engineering, Faculty/Staff/Student	1,700+
General Corporate Mgmt	1,500+
Purchasing	1,300+
Project Management	700+
Maintenance/Facilities Management	700+
Quality Control/Assurance	600+
Architect/Builder/Contractor	500+
Unspecified Engineering, Scientific and Technical	3,700+

as of December 2017

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