



IEEE

Motion Control Components

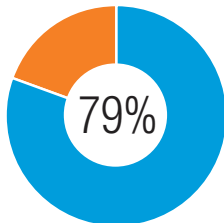
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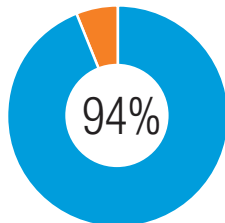
Motion Control Components e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Positioning & Sensing
- Motion System Hardware
- Motion Controllers
- Drives & Actuators

Key Subscriber Facts:

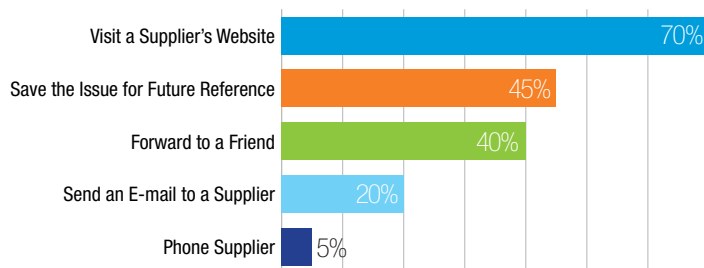


Make or influence company buying decisions

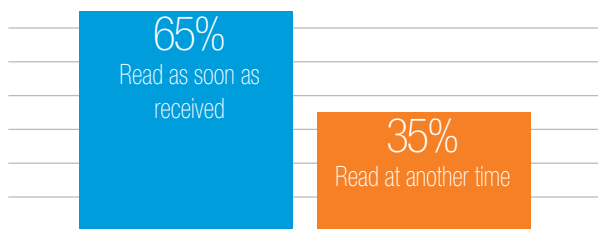


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 72,000+

Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	9,900+
General Manufacturing	6,300+
Industrial Machinery/Tools & Equipment	6,200+
Automotive	4,800+
Instrumentation & Controls	3,800+
Education	3,600+
Oil & Gas	2,600+
Aerospace & Defense	2,500+
Consumer Products/Electronics	2,000+
Utilities/Energy	2,000+
Building & Construction	1,700+
Medical Equipment/Instrumentation	1,600+
Fabricated Metals	1,500+
Communications - Datacom/Telecom/Wireless/Network	1,500+
Computers, Systems & Peripherals	1,400+
Semiconductor & Electronic Components	1,300+
Chemicals, Plastics & Rubber	1,200+
HVAC, Fire Control, Safety	1,100+
Food & Beverage	1,100+
Government	1,000+
Transportation	900+
Paper, Printing & Textiles	900+
Agriculture/Forestry	800+
Packaging Machinery	700+
Biotechnology/Pharmaceuticals	700+
Unspecified Engineering, Scientific and Technical	11,000+

Readership Profile by Job Function

Engineering, Design	16,000+
Engineering, Other	5,700+
Engineering, Consulting	5,700+
Technical Support/Services	5,400+
Engineering, Process/Production	5,200+
Marketing/Sales	3,900+
Manufacturing	3,700+
Research & Development	3,600+
Engineering, Faculty/Staff/Student	3,400+
Maintenance/Facilities Management	3,200+
General Corporate Mgmt	2,400+
Purchasing	2,400+
Project Management	1,300+
Architect/Builder/Contractor	1,100+
Quality Control/Assurance	600+
Unspecified Engineering, Scientific and Technical	8,600+

as of December 2017

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

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