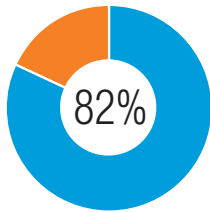




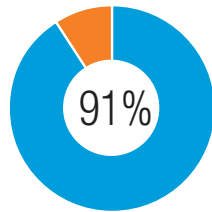
Motors & Drives e-newsletter addresses engineers responsible for the design and application of motion control and machine automation solutions. This publication helps readers keep pace with motor/drive technology advances and their impact on energy consumption, maintenance, and overall plant reliability. Topics include:

- AC & DC Motors
- Drive Technology
- Servo, Stepper & Linear Motors
- Motor/Drive Applications

Key Subscriber Facts:

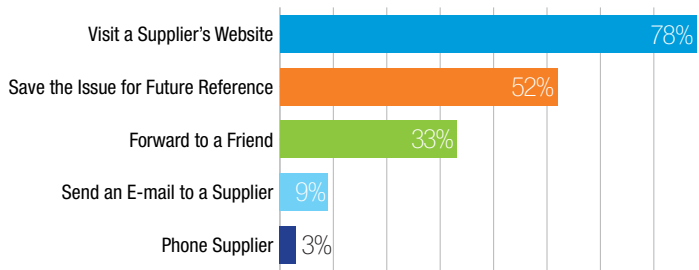


Make or influence company buying decisions

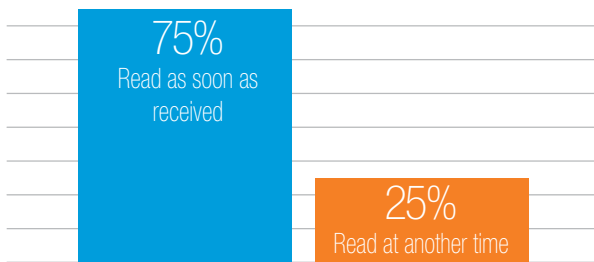


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 123,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	17,100+
Industrial Machinery/Tools & Equipment	10,400+
Automotive	9,900+
General Manufacturing	9,300+
Education	6,500+
Oil & Gas	5,500+
Instrumentation & Controls	5,100+
Utilities/Energy	5,000+
Building & Construction	4,200+
Aerospace & Defense	3,400+
Consumer Products/Electronics	3,300+
HVAC, Fire Control, Safety	3,100+
Fabricated Metals	2,500+
Computers, Systems & Peripherals	2,500+
Transportation	2,400+
Food & Beverage	2,300+
Chemicals, Plastics & Rubber	2,300+
Medical Equipment/Instrumentation	2,100+
Agriculture/Forestry	2,100+
Government	2,000+
Communications - Datacom/Telecom/Wireless/Network	1,900+
Semiconductor & Electronic Components	1,800+
Paper, Printing & Textiles	1,600+
Biotechnology/Pharmaceuticals	1,100+
Packaging Machinery	1,000+
Unspecified Engineering, Scientific and Technical	14,800+

Readership Profile by Job Function

Engineering, Design	24,100+
Engineering, Other	11,300+
Technical Support/Services	10,700+
Engineering, Consulting	9,600+
Engineering, Process/Production	8,000+
Maintenance/Facilities Management	7,900+
Manufacturing	6,700+
Marketing/Sales	6,300+
Engineering, Faculty/Staff/Student	5,900+
Purchasing	5,300+
Research & Development	5,000+
General Corporate Mgmt	3,500+
Architect/Builder/Contractor	2,800+
Project Management	2,700+
Quality Control/Assurance	1,000+
Unspecified Engineering, Scientific and Technical	11,900+

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

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Featured	145 x 145 pixels	30 words	2	3	Top 1/3	www.globalspec.com/MotorsF
Standard	145 x 145 pixels	30 words	1	4	Middle	www.globalspec.com/MotorsS
Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	www.globalspec.com/MotorsB