



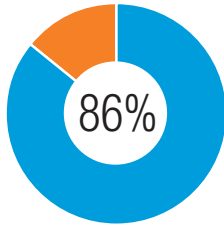
Pump Technology

IEEE GlobalSpec

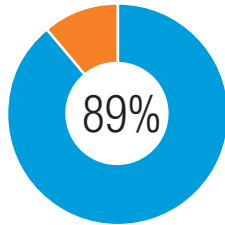
Pump Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Water & Wastewater Pumps
- Industrial Pumps
- Pump Applications
- Controls, Operation, Maintenance

Key Subscriber Facts:

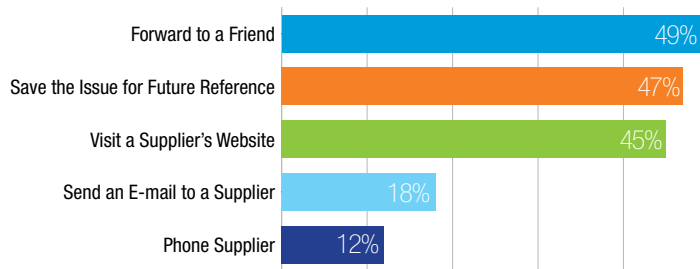


Make or influence company buying decisions

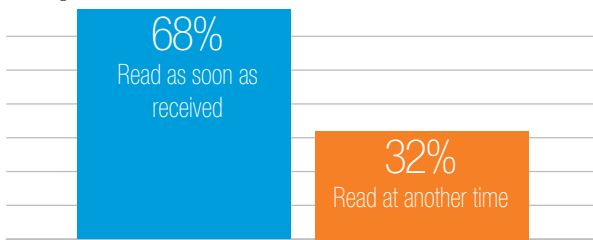


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 and 2014 surveys

Current Subscriber Base 85,000+

Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	11,400+
Oil & Gas	8,600+
Industrial Machinery/Tools & Equipment	6,800+
General Manufacturing	6,300+
Utilities/Energy	4,900+
Automotive	3,600+
Building & Construction	3,600+
Chemicals, Plastics & Rubber	3,100+
HVAC, Fire Control, Safety	2,900+
Education	2,800+
Instrumentation & Controls	2,500+
Agriculture/Forestry	2,100+
Food & Beverage	1,800+
Government	1,700+
Aerospace & Defense	1,500+
Fabricated Metals	1,400+
Medical Equipment/Instrumentation	1,300+
Biotechnology/Pharmaceuticals	1,200+
Consumer Products/Electronics	1,200+
Transportation	1,100+
Paper, Printing & Textiles	900+
Semiconductor & Electronic Components	900+
Communications - Datacom/Telecom/Wireless/Network	700+
Computers, Systems & Peripherals	700+
Packaging Machinery	600+
Unspecified Engineering, Scientific and Technical	11,000+

Readership Profile by Job Function

Engineering, Design	14,100+
Engineering, Consulting	8,500+
Engineering, Other	7,500+
Engineering, Process/Production	7,100+
Technical Support/Services	6,300+
Marketing/Sales	5,700+
Maintenance/Facilities Management	5,400+
Manufacturing	4,300+
Purchasing	4,100+
Research & Development	3,000+
Engineering, Faculty/Staff/Student	2,800+
General Corporate Mgmt	2,800+
Project Management	2,100+
Architect/Builder/Contractor	2,000+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	8,200+

as of December 2017

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

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Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	www.globalspec.com/PumpTB