



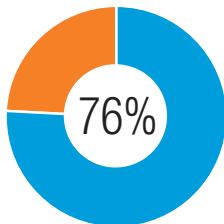
Semiconductor & MEMS Fabrication

IEEE GlobalSpec

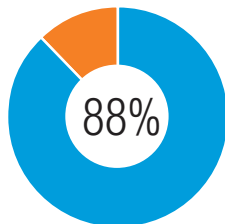
Semiconductor & MEMS Fabrication e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Design
- Apps/Commercialization
- Materials
- Test & Measurement

Key Subscriber Facts:

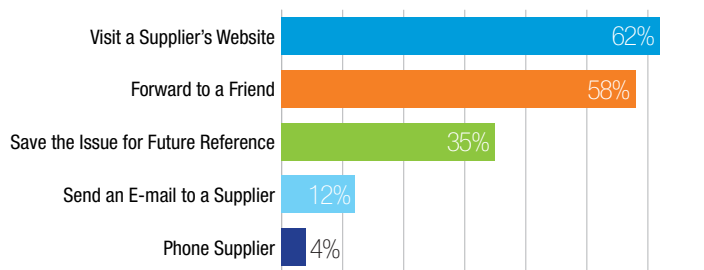


Make or influence company buying decisions

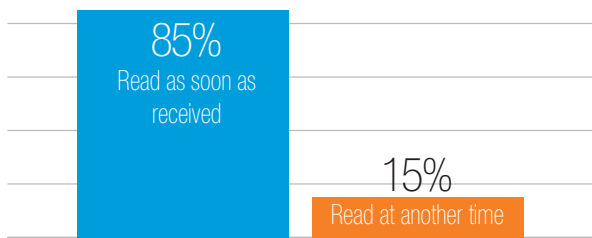


Use e-newsletter as a primary resource in early to middle buy cycle stage

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.)

Engineering/Tech Design Services	4,800+
Semiconductor & Electronic Components	3,600+
Education	2,800+
General Manufacturing	2,000+
Industrial Machinery/Tools & Equipment	1,700+
Instrumentation & Controls	1,600+
Automotive	1,600+
Aerospace & Defense	1,400+
Consumer Products/Electronics	1,400+
Communications - Datacom/Telecom/Wireless/Network	1,300+
Oil & Gas	1,000+
Computers, Systems & Peripherals	1,000+
Utilities/Energy	900+
Medical Equipment/Instrumentation	800+
Chemicals, Plastics & Rubber	700+
Government	600+
Building & Construction	600+
Biotechnology/Pharmaceuticals	500+
Fabricated Metals	400+
HVAC, Fire Control, Safety	400+
Transportation	300+
Paper, Printing & Textiles	200+
Food & Beverage	200+
Agriculture/Forestry	200+
Packaging Machinery	100+
Unspecified Engineering, Scientific and Technical	4,800+

Readership Profile by Job Function

Engineering, Design	6,800+
Research & Development	3,100+
Engineering, Other	3,000+
Engineering, Faculty/Staff/Student	2,800+
Engineering, Consulting	2,700+
Technical Support/Services	2,600+
Marketing/Sales	2,300+
Engineering, Process/Production	2,300+
Manufacturing	1,400+
General Corporate Mgmt	1,100+
Purchasing	900+
Maintenance/Facilities Management	800+
Project Management	500+
Quality Control/Assurance	400+
Architect/Builder/Contractor	400+
Unspecified Engineering, Scientific and Technical	3,700+

as of December 2017

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