



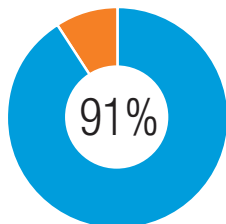
# Sensors & Switches

IEEE GlobalSpec

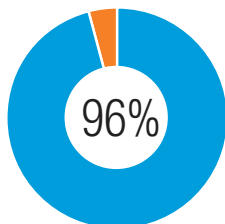
**Sensors & Switches** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Electric & Electromagnetic Sensors
- Thermal, Mechanical & Pressure Sensors
- Switches and Solenoids
- Optical & Ultrasonic Sensors

## Key Subscriber Facts:

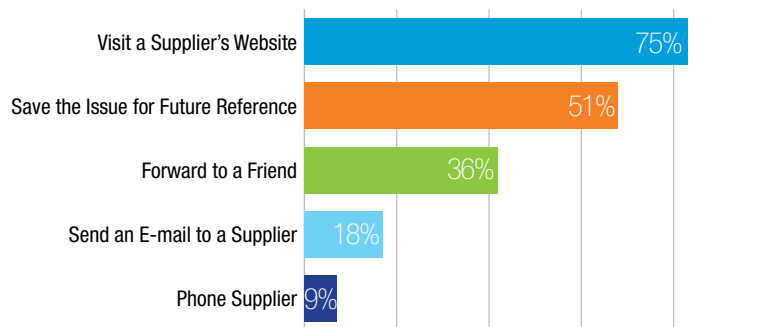


Make or influence company buying decisions

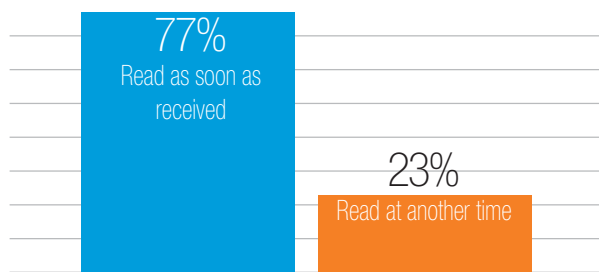


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 117,000+

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	15,000+
Instrumentation & Controls	8,100+
Automotive	7,400+
General Manufacturing	7,400+
Industrial Machinery/Tools & Equipment	7,200+
Education	6,600+
Oil & Gas	5,600+
Utilities/Energy	4,100+
Aerospace & Defense	4,100+
Consumer Products/Electronics	3,700+
Building & Construction	3,400+
Medical Equipment/Instrumentation	3,000+
Communications - Datacom/Telecom/Wireless/Network	3,000+
HVAC, Fire Control, Safety	2,800+
Semiconductor & Electronic Components	2,700+
Chemicals, Plastics & Rubber	2,400+
Computers, Systems & Peripherals	2,300+
Government	2,200+
Food & Beverage	2,200+
Fabricated Metals	1,600+
Biotechnology/Pharmaceuticals	1,500+
Transportation	1,400+
Agriculture/Forestry	1,300+
Paper, Printing & Textiles	1,300+
Packaging Machinery	900+
Unspecified Engineering, Scientific and Technical	15,900+

### Readership Profile by Job Function

Engineering, Design	22,400+
Engineering, Other	10,300+
Technical Support/Services	9,800+
Engineering, Consulting	9,400+
Engineering, Process/Production	8,300+
Research & Development	7,200+
Engineering, Faculty/Staff/Student	6,200+
Maintenance/Facilities Management	6,100+
Marketing/Sales	5,900+
Manufacturing	5,200+
Purchasing	4,200+
General Corporate Mgmt	3,400+
Project Management	2,500+
Architect/Builder/Contractor	2,100+
Quality Control/Assurance	1,200+
Unspecified Engineering, Scientific and Technical	12,800+

as of December 2017

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