



IEEE

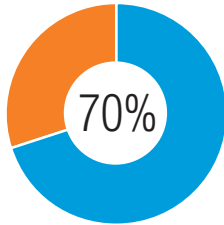
Water & Wastewater Systems

IEEE GlobalSpec

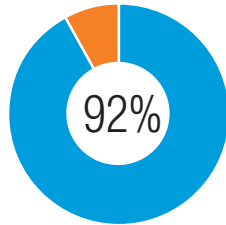
Water & Wastewater Systems e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Resource Management & Supply
- Treatment
- Facility Management & Engineering
- Flow Equipment & Infrastructure

Key Subscriber Facts:

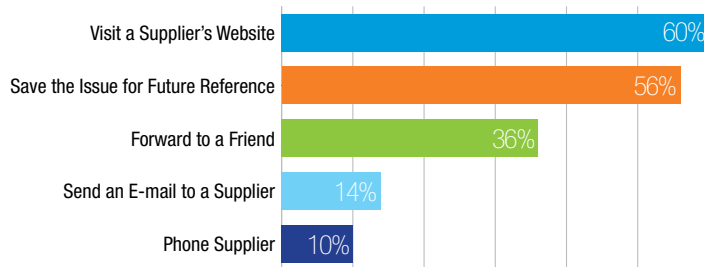


Make or influence company buying decisions

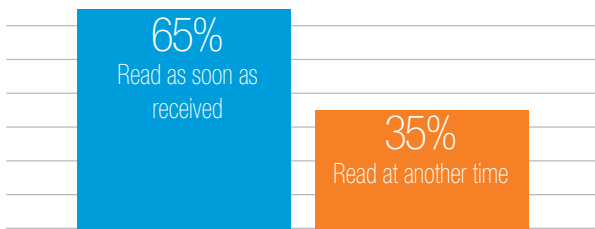


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 41,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	5,500+
Engineering, Consulting	4,200+
Marketing/Sales	3,400+
Engineering, Other	3,100+
Maintenance/Facilities Management	3,000+
Engineering, Process/Production	2,800+
Technical Support/Services	2,700+
Manufacturing	2,000+
Research & Development	1,900+
Architect/Builder/Contractor	1,900+
Purchasing	1,900+
Project Management	1,800+
General Corporate Mgmt	1,600+
Engineering, Faculty/Staff/Student	1,200+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	3,200+

as of December 2017

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