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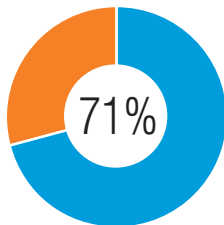
Wire & Cable Technology

IEEE GlobalSpec

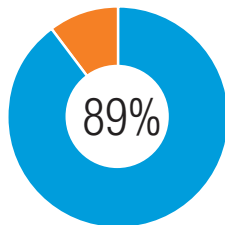
Wire & Cable Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Power Cables
- Cable Assemblies
- Cable Manufacturing & Test
- Cable Accessories & Applications

Key Subscriber Facts:

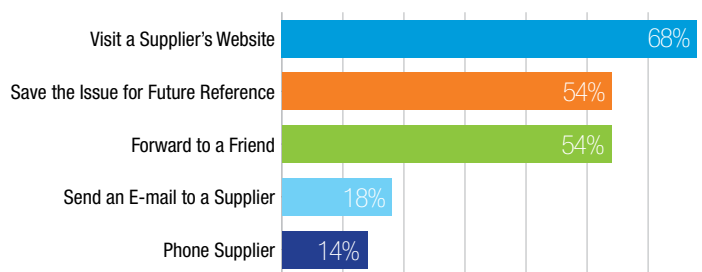


Make or influence company buying decisions

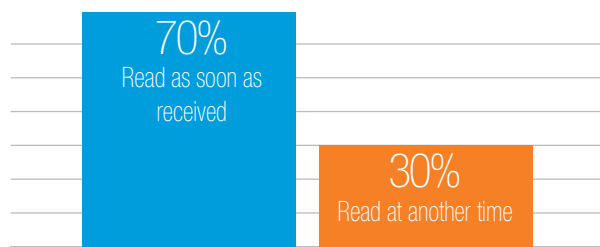


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 61,000+

Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	7,900+
Communications - Datacom/Telecom/Wireless/Network	4,500+
General Manufacturing	4,000+
Automotive	3,200+
Industrial Machinery/Tools & Equipment	3,200+
Oil & Gas	2,900+
Aerospace & Defense	2,700+
Utilities/Energy	2,600+
Instrumentation & Controls	2,600+
Education	2,500+
Building & Construction	2,400+
Consumer Products/Electronics	2,200+
Computers, Systems & Peripherals	2,000+
Government	1,300+
Semiconductor & Electronic Components	1,200+
HVAC, Fire Control, Safety	1,200+
Chemicals, Plastics & Rubber	1,100+
Medical Equipment/Instrumentation	1,100+
Fabricated Metals	1,000+
Transportation	800+
Food & Beverage	600+
Agriculture/Forestry	500+
Paper, Printing & Textiles	400+
Biotechnology/Pharmaceuticals	400+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	8,600+

Readership Profile by Job Function

Engineering, Design	10,700+
Technical Support/Services	6,400+
Engineering, Other	5,500+
Engineering, Consulting	5,000+
Marketing/Sales	4,000+
Engineering, Process/Production	3,600+
Purchasing	3,100
Manufacturing	2,900+
Engineering, Faculty/Staff/Student	2,500+
Research & Development	2,400+
Maintenance/Facilities Management	2,400+
General Corporate Mgmt	2,100+
Architect/Builder/Contractor	1,600+
Project Management	1,500+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	6,800+

as of December 2017

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