# **Industrial MRO**

## Current Subscriber Base: 18,000+

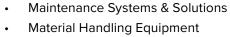
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In the Industrial MRO (Maintenance, Repair, and Operations) newsletter, readers gain valuable insights into strategies and technologies for ensuring the smooth and efficient operation of industrial machinery and equipment. The newsletter covers topics such as predictive maintenance solutions, asset management software, and best practices for minimizing downtime and maximizing productivity. Additionally, it delves into emerging trends like remote monitoring, condition-based maintenance, and sustainability initiatives, offering engineers and maintenance professionals a comprehensive resource to optimize their MRO processes and enhance equipment reliability.

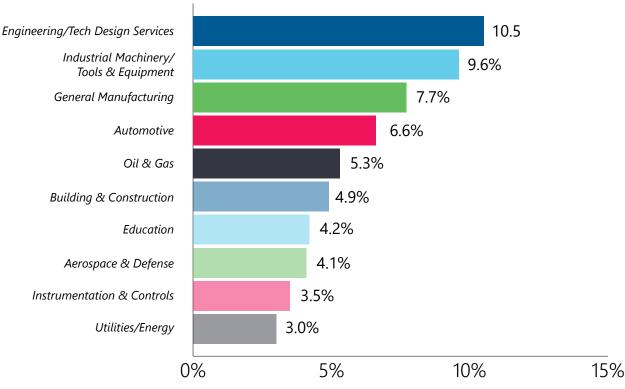
#### Markets/Industries Served:

- Automation Equipment
- Energy Efficiency
- Inventory & Asset Management

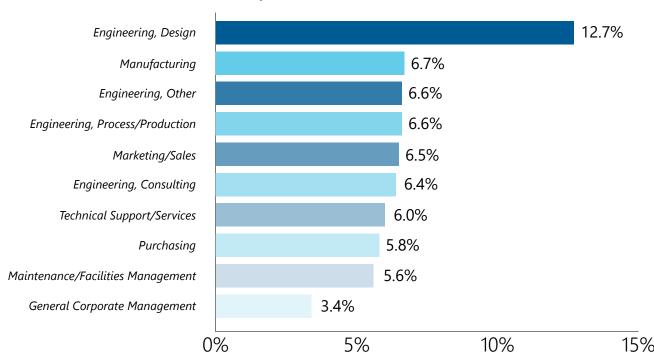
#### Subscribers Include:



- **Plant Facilities**
- **Predictive Maintenance**
- **Smart Factories**
- Supply Chain Management



#### **Top Job Functions**



### Top Industries

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57% of engineers listed vendor news, such as product and service updates, as their favorite aspect of newsletters.\*



89% of engineers subscribe to newsletters, with 55% subscribing to 3 or more.\*



74% of Manufacturing Marketers used email newsletters to distribute content in the last 12 months.\*\*

15%

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