

GlobalSpec

2026



MEDIA KIT

Deep industry intelligence, customized marketing programs and measurable campaign performance for a smarter way to reach engineers

globalspec.com/advertising

GlobalSpec delivers data-driven industrial marketing solutions that empower companies to promote their products and grow their businesses. By connecting you with engineers through a range of targeted channels, we provide an efficient, all-in-one solution for achieving your campaign goals.

Engineers and technical professionals trust the GlobalSpec family of brands as their go-to resource for expert content, community, and engagement throughout the research, design, and purchasing process.

Our deep industry intelligence, customized marketing programs, and measurable campaign performance ensure that your marketing efforts are comprehensive, impactful, and aligned with your objectives.

910K+ unique visitors
a month

23.5% repeat visitors

1.7M monthly page views

2.2 average time spent (minutes)

***Empowering reach.
Smarter growth.***

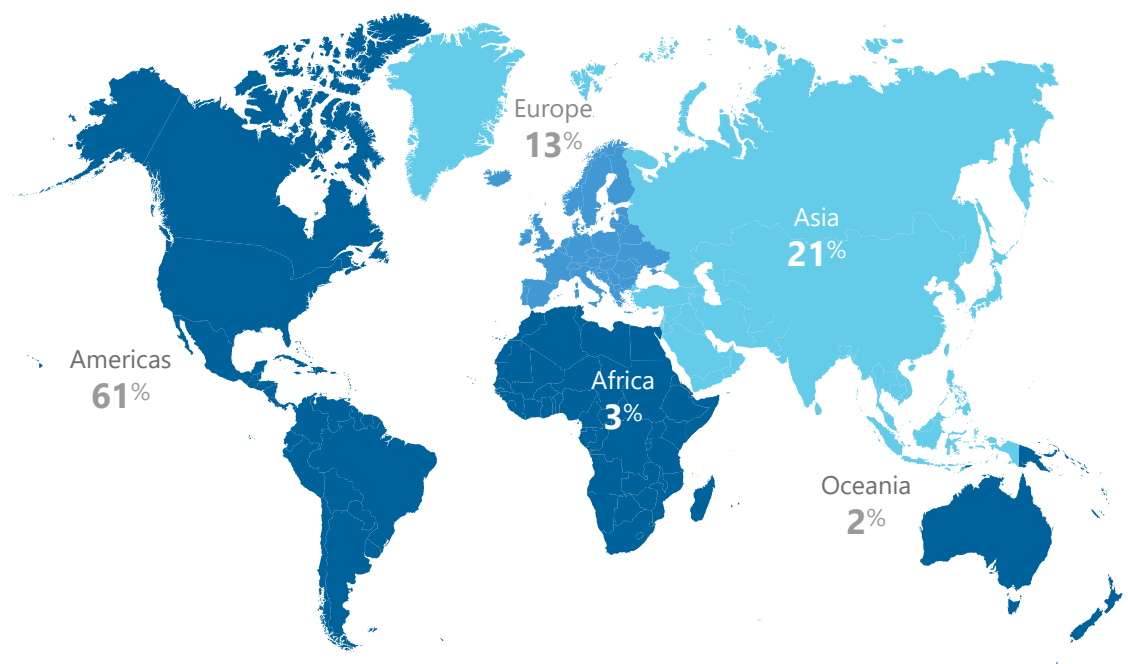
GlobalSpec

Electronics **360**

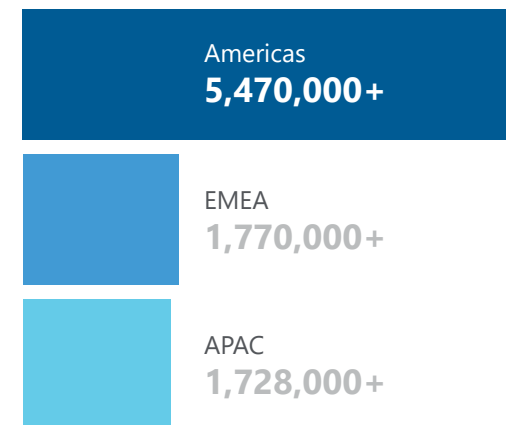
Datasheets **360**

Worldwide Reach

The GlobalSpec family of brands reaches engineers and technical professionals from around the globe, representing the finest minds in the world. These highly educated, motivated, and engaged users are pragmatic thinkers charged with solving some of the most urgent problems in the technical, manufacturing, and mechanical sectors. Learn more about this audience, plus the reach and engagement that GlobalSpec delivers.



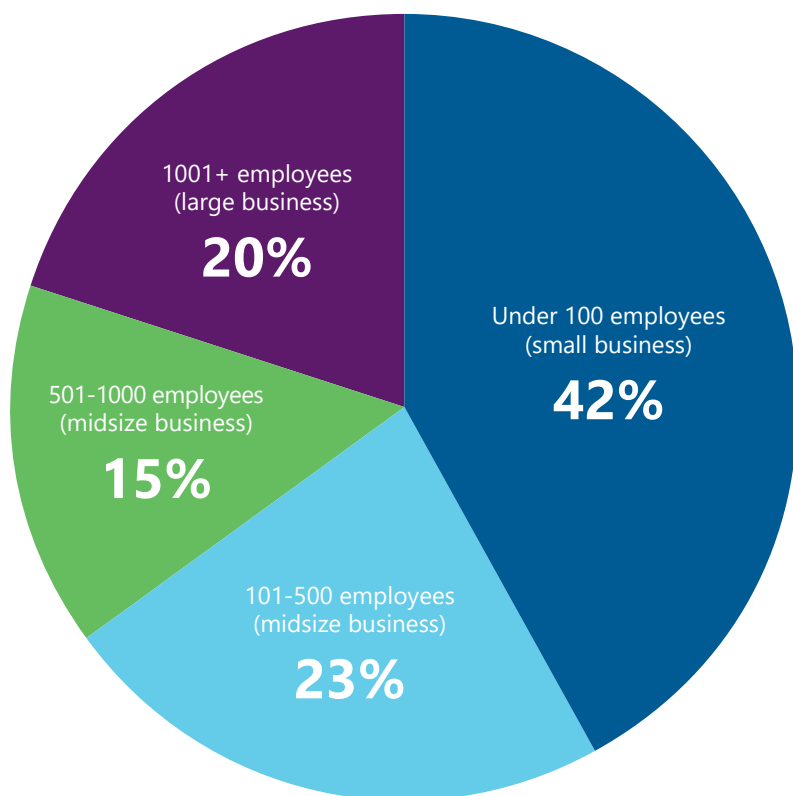
REGISTERED USERS BY REGION:



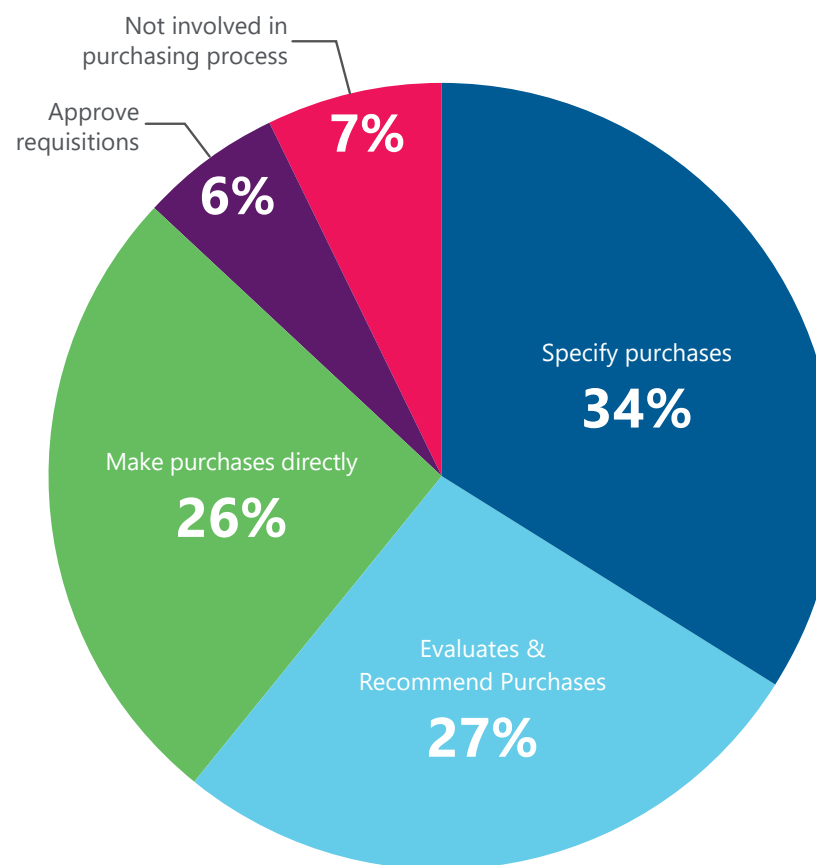
Source: Omniture, Google Analytics

Audience Profile

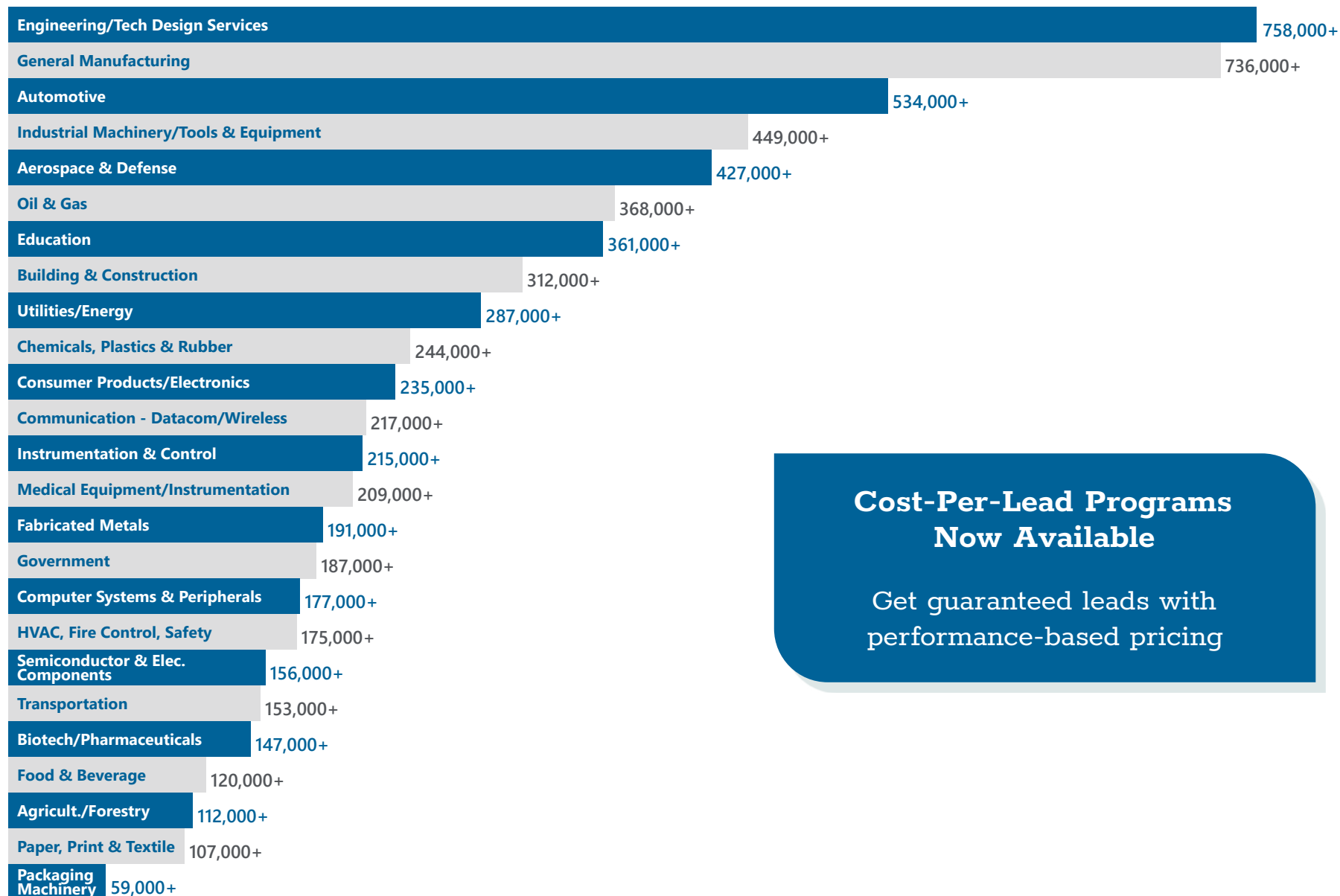
ORGANIZATION SIZE



ROLE GLOBALSPEC USERS PLAY IN PURCHASING DECISIONS



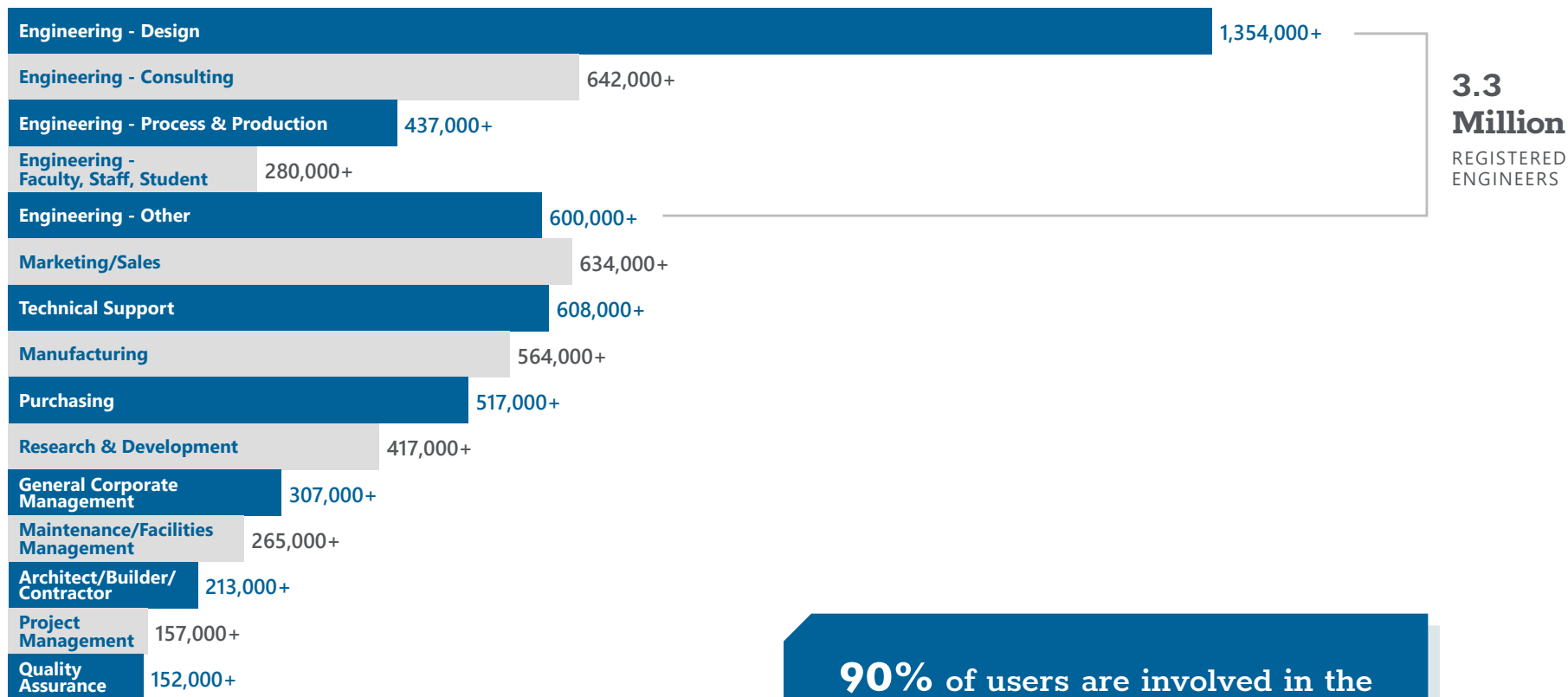
Registered Users (Industry)



Cost-Per-Lead Programs Now Available

Get guaranteed leads with
performance-based pricing

Registered Users (Job Function)



90% of users are involved in the purchasing of goods and services.

Build Your Marketing Strategy Around Real Goals. Not Just Tactics.

At GlobalSpec, we help you connect with engineers at every stage of the buying journey. Whether you're launching a product, nurturing long sales cycles, or establishing thought leadership, our data-driven tools come together to meet your goals.

Solution Boxes

1

Launching a New Product?

- **Targeted emails** and **newsletters** to announce your release
- **Product Discovery** placements for high-intent visibility
- **Display Ads** to expand reach across engineering sites



2

Need More Qualified Leads?

- **Webinars** and **white papers** gated for lead capture
- **Custom emails** to engage prospects
- Real-time lead tracking and **cost-per-lead options**



3

Growing Brand Awareness?

- **Newsletter sponsorships** and **welcome ads**
- **Video promotion** in curated content bundles
- **Display ads** across **high-traffic** engineering topics



4

Establishing Thought Leadership?

- **Custom content development** with our editorial team
- Reach engineers through trusted **newsletters**
- **Webinars** and **white papers** for deep-dive technical education



Let's build a strategy around your goals, one puzzle piece at a time.

Maximize Brand Exposure with Product Discovery

Our **Product Discovery** program is designed to put your brand in front of key decision-makers across the industries you're targeting. With our extensive product catalogs, we make it easy for engineers and technical professionals to discover new products and services, ensuring your offerings stand out.

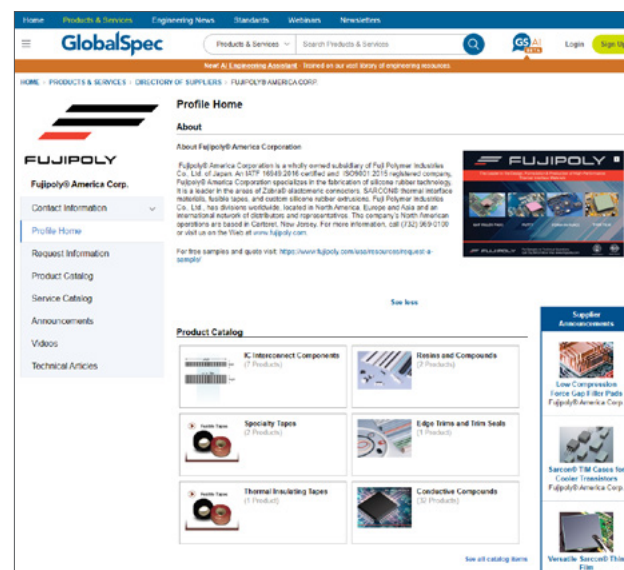
Through a comprehensive cross-channel solution, we promote your brand, products, and services to generate demand and drive engagement.

Your Product Discovery program includes a detailed company profile featuring product categories, listings, website links, technical articles, press releases, videos, social media channels, and product announcements—all aimed at promoting your latest innovations and news.

Benefits:

- **Increased Brand Exposure:** Get your brand in front of a highly targeted audience.
- **Generate Nurture-Ready Contacts:** Build a pipeline of leads ready for further engagement.
- **Real-Time Marketing Insights:** Gain valuable data on how your products are performing.
- **Guaranteed Product Alerts:** Ensure your products reach prospects actively searching for solutions.
- **Capture Active Prospects:** Engage potential customers while they are in the decision-making process.

SOLUTION:



"Our products are listed there, very nicely and organized, and the leads that are generated from the program have been very successful both on the domestic side and international side."

Mario Mazzotta
Director of Business
Development
Kaman Precision
Products

Extend the reach and impact of your product discovery platform with our exclusive newsletter bundles.

Reach a Targeted Audience with GlobalSpec Newsletters

SOLUTION:



46+

NEWSLETTER
TITLES

2.9 Million+

NEWSLETTER
SUBSCRIPTIONS

8.9%

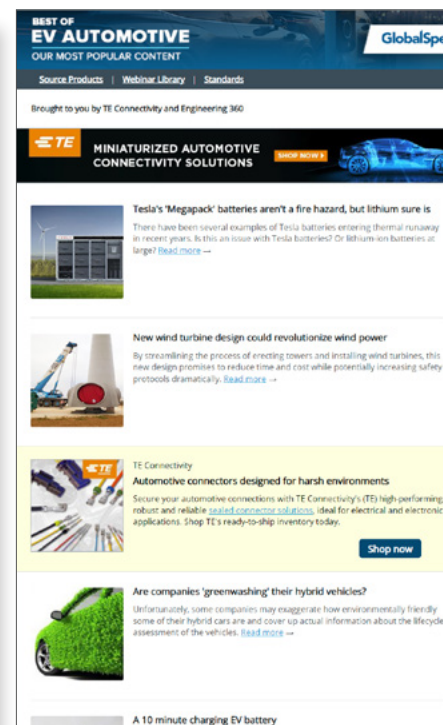
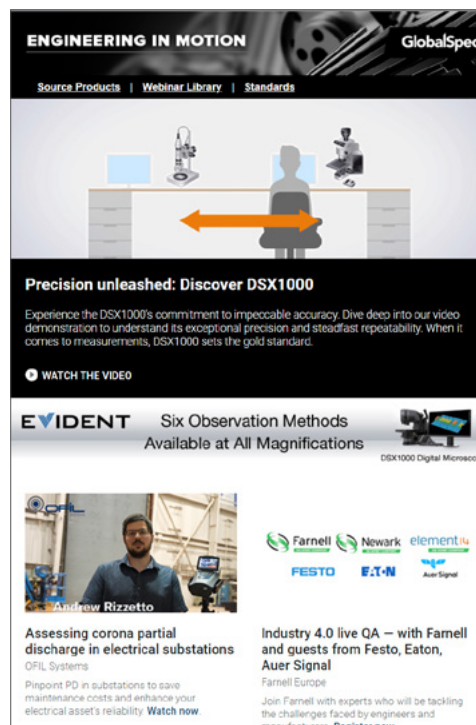
NEWSLETTER
CLICK-THROUGH RATE

20.5%

NEWSLETTER
OPEN RATE

GlobalSpec newsletters are far from ordinary. With over 46+ expertly curated titles, our newsletters are trusted resources that engineering and technical professionals rely on throughout every stage of their buying journey.

Each newsletter is delivered to a list of opted-in subscribers consisting of engineering and technical professionals seeking technical articles, product news, educational opportunities, and industry updates. With a highly targeted selection of newsletters, you can reach the right audience efficiently and effectively.



Utilize our Special Edition Newsletters. Showcase your content within our "Best of" newsletters, allowing your message to be placed alongside the most compelling articles that spotlight leading industry trends and technologies.

"Newsletters provide us with a lot of leads, which is something we're always looking for. GlobalSpec always provides the best customer service and the biggest offerings of different products. I would highly recommend GlobalSpec."

Cyndi Rude

Marketing Agent and Sales Administrator
S. Himmelstein and Company

Reach a Targeted Audience with GlobalSpec Newsletters

SOLUTION:



NEWSLETTER NAME	SUBSCRIBERS	ISSUES/YEAR
Advanced Electronics for RF, Space & Military	29,000+	12
Aerospace Technology	28,000+	24
Alternative & Renewable Energy	82,000+	12
Automation Technology	147,000+	26
Automotive Technology	41,000+	20
Batteries & Energy Storage	25,000+	12
Careers & Education	61,000+	12
Chemical Manufacturing	32,000+	12
Civil Engineering & Construction	60,000+	12
Cobots & Robots	26,000+	12
Consumer Electronics	65,000+	12
The Daily Digest	17,000+	Daily
Defense & Security Technology	19,000+	12
Electrical Components	64,000+	12
Electronic Components	50,000+	26
Electronic Design Solutions	58,000+	

NEWSLETTER NAME	SUBSCRIBERS	ISSUES/YEAR
Electronics360	55,000+	52
Electronic Test Equipment	31,000+	12
Engineering in Motion	94,000+	52
Factory Engineering	46,000+	12
Fastening, Joining, and Machining	63,000+	12
Fluid Control	50,000+	12
Food & Beverage Technology	12,000+	12
HVAC	33,000+	12
Hydraulics & Pneumatics	40,000+	12
Industrial Connectivity & Communication	47,000+	18
Industrial Imaging	33,000+	12
Industrial Processing Equipment	47,000+	18
Manufacturing Technology	77,000+	52
Materials & Surface Engineering	94,000+	12
Materials Handling & Supply Chain	37,000+	12
Mechanical Components	58,000+	12

NEWSLETTER NAME	SUBSCRIBERS	ISSUES/YEAR
Medical Device Design	12,000+	26
Motion Control Components	29,000+	12
Motors & Drives	66,000+	12
Next-Gen Networking & Evolution	90,000+	12
Oil & Gas Technology	25,000	12
Power Grid Technology	32,000+	18
Process Automation	61,000+	24
Quality, Test & Measurement	41,000+	20
Science & Lab Equipment	45,000+	12
Semiconductor Manufacturing	17,000+	12
Sensing & Data	69,000+	24
Specs & Techs	531,000+	52
Specs & Techs EMEA	99,753	12
Transportation Technology	27,000+	18
Water & Wastewater Systems	23,000+	12
Wire, Cables & Connectors	31,000+	12

Subscriber data as of December 2024

For more information or a personalized media review, call **800-261-2052**, email sales@globalspec.com

Boost Visibility and Reach with Display Ads

Display ads enable you to connect with engineers and technical professionals across multiple industries and disciplines—right where they are actively searching for critical content, information, tools, and more.

Our display advertising solutions are designed to meet the goals of your marketing campaign, whether it's boosting brand visibility, highlighting a product, or promoting an editorial piece. With our robust ad options, your message will stand out amidst the valuable content on our site, aligning seamlessly with topics relevant to your target audience.

The GlobalSpec Ad Network gives you the opportunity to deliver your message to a broad, yet specialized audience across dozens of websites for just one buy. Run your campaign across our entire highly-targeted network, or select from one of the industry-specific channels we have available. You'll save time and resources by efficiently reaching this select audience across many sites with a single buy.

SOLUTION:



910k+

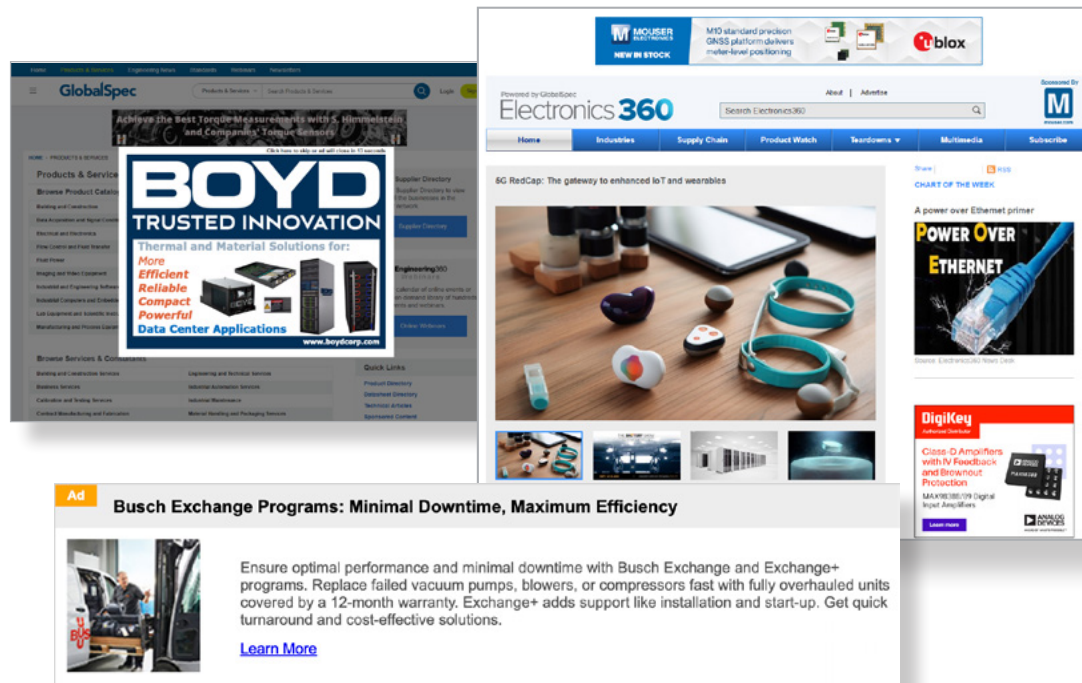
UNIQUE VISITORS
A MONTH

1.7 Million

MILLION PAGE VIEWS
ACROSS PLATFORMS

1.88%

AVERAGE CTR FOR
WELCOME ADS/24 MONTHS



"GlobalSpec is giving the ability to reach a global audience through one channel, I don't have to go to local publications and only focus on one market. I can work with Karri and we can develop a strategy to reach customers ... just having that one contact and reaching a worldwide audience is one of the major advantages of GlobalSpec."

George Haubner
VP Sales & Marketing
Dataforth Corporation

Engage and Educate Your Audience with Webinars

SOLUTION:



200+ Webinars

PER YEAR
(AVERAGE OVER
THE PAST 5 YEARS)

66%

CONVERSION RATE FROM
REGISTRANT TO ATTENDEE

67,000+

CONTACT LEADS
FROM WEBINARS

***1/3**

OF ENGINEERS IDENTIFY AS VISUAL LEARNERS, FAVORING
PRESENTATION SLIDES, GRAPHS, AND OUTLINES AS THEIR
PREFERRED TOOLS FOR ABSORBING INFORMATION

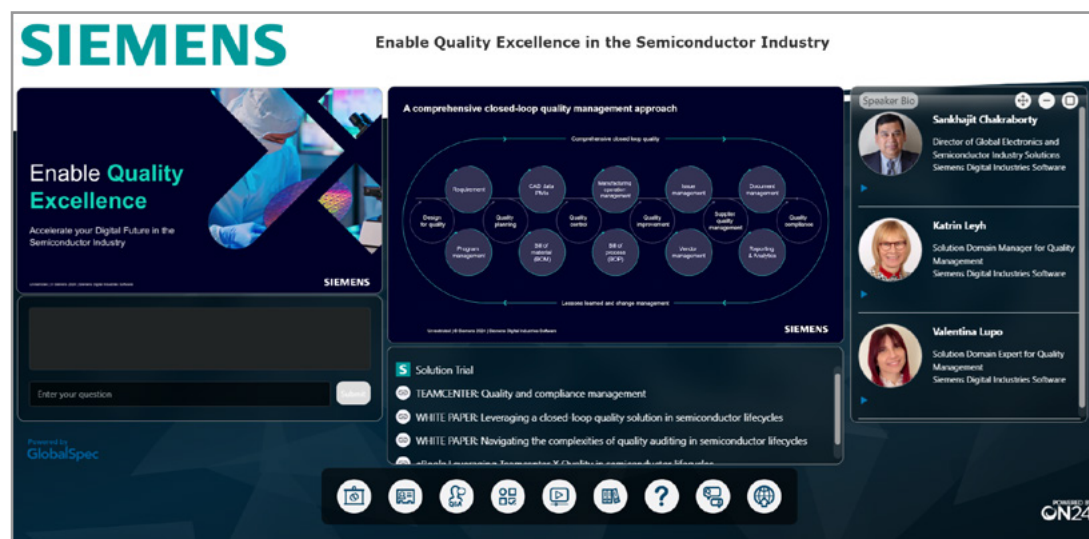
Webinars represent an invaluable asset for cultivating thought leadership, establishing credibility, and delivering comprehensive product insights in an engaging, interactive format.

Partner with GlobalSpec for hands-on project management expertise, designed to seamlessly guide you through the entire webinar process. Along with the webinar's production, we'll also work with you on a multi-channel marketing campaign to build a list of registrants.

"In terms of total registration and engagement, GlobalSpec is absolutely killing it for our webinars."

Joel Frank

Digital Media Buyer & Strategist
Allen-Bradley/Rockwell Automation



Ask about our range of Webinar enhancement options to maximize your webinar's impact, including our rebroadcast amplifier, our evergreen program, or our game-changing webinar paper

*2024 State of Marketing to Engineers Report

Drive Engagement and Leads with Content Promotion

Turn your content into a powerful lead driver and a cornerstone of your content marketing strategy. Whether it's a white paper, eBook, case study, technical guide, or another asset, we'll promote it directly to engineers and technical professionals who rely on GlobalSpec for credible resources. By delivering the precise information your audience craves, your brand positioned as a trusted thought leader while generating qualified leads.

Establish Industry Authority. Share your expertise across multiple formats to position your brand as a trusted industry source.

Generate Quality Leads. Deliver your content to a highly engaged audience ready to learn more and act.

Boost Visibility. Amplify the reach of your assets by placing them in front of your ideal technical audience across GlobalSpec channels.

Maximize ROI. Ensure your investment pays off by connecting with engineers in a contextually relevant environment.

When asked to fill out a form before obtaining a piece of content, engineers reported **white papers as the most valued option.***

SOLUTION:



FEATURED WHITE PAPER



Powering IoT Devices: How to Choose the Right Battery and Make It Last Longer

This white paper explores the challenges and strategies for maximizing battery performance in LPWAN IoT devices. It delves into the factors affecting battery life and provides guidance on selecting the right battery for IoT applications.

[READ MORE](#)

About Qoitech AB

More than 30% of energy in batteries is used by the application/device and the battery. You can optimize battery life by choosing the right battery. Qoitech is ardent about long-lived products. We provide effective developer tools for energy optimization, battery life analytics for IoT, consumer, and industrial applications. By enabling ease of use, their products help developers build better products.



WHITE PAPER
Powering IoT Devices:
How to Choose the Right
Battery and Make It Last Longer

QOITECH

*2024 State of Marketing to Engineers Report

Drive Engagement and Influence Decisions with Content Marketing

GlobalSpec offers a comprehensive suite of **content marketing services** designed to help you connect with your audience through valuable industry insights. Our team of seasoned technical writers and editors, with decades of experience in the industrial sector, crafts compelling narratives that resonate with your target audience and influence decision-makers.

We collaborate closely with you to ensure that our content solutions align with your goals. From conceptualizing content direction to writing, production, and project management, we handle it all. Whether you need a concise article or an in-depth white paper, our team is ready to deliver.

Seamless project management. Experience worry-free project development as we provide you with a dedicated project editor, technical writer, and an exceptional support team.

Captivating content. Your content piece will be meticulously crafted, complete with at least one exclusive supporting image, ready for you to publish and promote as your own.

Precise audience targeting. Your content will be published on one of our platforms, plus receive editorial placement in at least one GlobalSpec newsletter.

SOLUTION:



The importance of railway and transit heating

Sponsored by: Thermon, Inc



Thermon has a wide range of products and many years of experience in transportation heating and snow clearing solutions, with an emphasis on reduced carbon emissions and energy efficiency.

Figure 1: Tracks are clear, enhancing rail safety.

Rail transportation has always been and likely will always be one of the most efficient means of moving goods and passengers across long distances; however, the impact of winter weather can significantly hinder the reliability and practicality of rail transportation. It is important to have a dependable, environmentally friendly and low-labor solution to clear accumulating snow and ice from track switches, while providing passenger

Generate Guaranteed Leads with CPL Programs

When you need measurable results, our Cost-Per-Lead (CPL) Program is built to deliver. Instead of focusing on impressions or clicks, CPL campaigns connect your education content directly with engineers and technical professionals actively researching solutions. You receive qualified, GDPR compliant leads that can be nurtured into opportunities.

Why Choose CPL?

- Performance-Based: Only pay for the leads you receive.
- Quality Audience: Reach engineers and technical professionals who are involved in the purchasing process.
- Flexible & Scalable: Campaigns run on open timelines and can be tailored to your needs.
- Actionable Results: Receive lead reports with contact name, company, and email.

Ask your rep about our Automation Lead Subscription!

Get 100 high-quality automation contacts every month. GDPR-compliant and fully managed.

No content to submit, just leads delivered straight to you.

SOLUTION:



Maximize Your Impact with Engaging Video Content

97%

OF ENGINEERS WATCH VIDEOS
FOR WORK PURPOSES*

57%

OF INDUSTRIAL MARKETERS SAW
THE LARGEST RETURN FOR THEIR
INVESTMENT FROM VIDEO**

90%

OF INDUSTRIAL MARKETERS
USED VIDEO ASSETS IN THE LAST
12 MONTHS**

An overwhelming majority of engineers now rely on **video content** for their work-related needs. In fact, a significant portion of industrial marketers attest that video investments yield their highest returns. Thus, integrating video into your marketing strategy becomes an essential cornerstone.

Whether you seek to transform existing content into a concise and captivating video or embark on the creation of a more intricate solution, GlobalSpec is your trusted partner. We accompany you through every step of the journey, from the initial phases of scriptwriting and storyboarding to the intricate realms of animation, design, and video production.

Looking for a longer video with a more technical solution? Ask about our basic and custom video packages.

SOLUTION:



"It was very well received, it was well put together, and we have used it multiple times across a myriad of other platforms and our social media efforts as well as on our own local website. I would recommend GlobalSpec all day, every day. They're a leader in their industry, they are king of data and data is really important in my industry and in my company. They deliver leads and lead gen opportunities. They are ahead of marketing trends, they stay ahead of opportunities to really reach out and serve our audiences where we need to reach."

Cami Marsh Page

Global Marketing Manager
ESPEC North America



Turnkey video package:

Perfect for introducing a new product to the market, we will work with you and coordinate the production of a 1-minute video to highlight unique selling points, form factors, technical details, etc. Your video will then be featured in a targeted newsletter of your choice.

*2024 State of Marketing to Engineers Report

**2023 Manufacturing Content Marketing Report

Meet Your Audience in Their Inbox with Targeted Email

Email marketing is one of the most effective, value-rich channels available, letting you connect directly with industrial and electronics decision-makers like no other medium. GlobalSpec's Targeted Email Programs are customizable, so they're suitable for nearly any type of marketing campaign. You pick the audience that you want to reach, and we'll deliver your custom message directly to their inbox.

GlobalSpec Targeted Email Programs

- Single Email Broadcast
- Email Broadcast with Re-Blast
- Multi-Touch Campaign

Maximize your overall campaign engagement by delivering your message to a custom audience over the course of several emails, with subsequent sends determined by the initial contact's engagement of the first email.

SOLUTION:



63%

OF ENGINEERS SAID EMAIL IS THEIR PREFERRED METHOD OF CONTACT FROM SUPPLIERS

Choose Your Audience By Selecting From:

- 55 INDUSTRY/APPLICATION AREAS
- 16 JOB FUNCTIONS
- 5 GEOGRAPHIC REGIONS



SOLUTION:



Client Services/Customer Care

Real-Time Reporting and Optimization

It's not enough to deliver the right audience and digital media strategies that allow you to grow your business. GlobalSpec also understands the need for dedicated support to ensure your success in today's competitive digital marketplace.

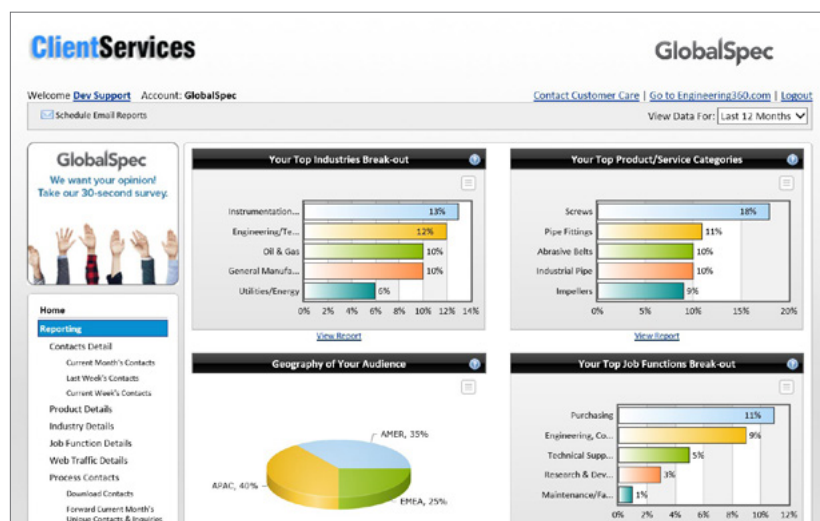
GlobalSpec's comprehensive measurement tools allow you to review your campaign performance in real-time. Using our reporting dashboard, you can access up-to-date information about your channels, contacts, inquiries, and engagement—then adjust your program to achieve the maximum ROI.

Nurture Ready Contacts

Your Client Services dashboard allows you to instantly download and forward your contacts and inquiries, track your brand exposure activity, and review your account quickly and easily. Robust contact information makes proving the ROI of your marketing programs easier than ever.

Dedicated Customer Support

Our customer care team will partner with you to help get your program started; you'll be assigned to a rep that will assist you every step of the way to ensure your satisfaction. We keep it simple so you can quickly benefit from increased visibility and reach across a variety of innovative branding, awareness, and engagement solutions.



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**For more information
about GlobalSpec:**

Visit: advertising.globalspec.com

Call: 800-261-2052

Email: sales@globalspec.com

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