

eMail List Sensors

Online Subscribers

Email Addresses Available 18,506 \$425 per 1,000

Who They Are

Subscribers are product and system design engineers and corporate managers in both OEM companies (where sensors are incorporated into products for resale) and end-user companies (where sensors are used in production operations). Many subscribers are both OEMs and end users. They are key decision makers involved in sensor operations, design, application and implementation. *Sensors* readers are responsible for the technology that enables companies to gather the hard data that affects key business issues like safety, productivity, and product quality.



What They Buy

100% of these subscribers buy and/or specify sensors and sensor-related products. In addition to being able to select names by the types of sensors, sensor components and related products that they buy, you can also select by additional products that these engineers purchase including:

- Automation control systems
- Computer systems
- Data acquisition systems
- Electrical and electronic components
- Instrumentation
- Industrial controls and measurement devices and systems
- Test and measurement equipment
- Software

Mail List
AVAILABLE

Why They Subscribe

Sensors offers the only comprehensive communications venue targeted at the sensors market. Readers love the in-depth articles on key sensor and sensor-related developments. In addition, the publication includes a feature section on the application of sensor innovations to solve real world problems. The "Intelligent Systems" section focuses on sensors in combination with data acquisition, communications and control. This section is especially popular with subscribers and includes features on topics such as networking, wireless, motion/vision, and smart sensors along with up and coming new technologies.

**Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results**

Minimum Order

3000 Names

List Source

Publishers Data

Mail/Email/Phone Lists

Combination Discounts Available
Call for Rates

Selections

Base Rate + \$15/M
Job Title
Job Function
Business/Industry
Business Address
Geography
Gender
Max Per Site
All Other Selects \$15/M-\$25/M

How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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QUESTEX
MEDIA

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eMail List

Sensors

Breakdown by Primary Job Function

Product Design Engineering/R&D	6,639
Systems Design Engineering/R&D	4,704
Production Engineering: Process or Manufacturing	4,893
Evaluation/QC/Standards/Reliability/Test Engineer	3,408
General/Corporate Management	3,883
Operations/Management	1,942
Purchasing/Procurement	1,842
Education	1,027
Software Engineering	1,926
Chemical Engineering	688
Field/Application Engineering	2,471
Electrical Engineering	4,135
Engineering Management	3,743
Mechanical/Maintenance Engineering/Management	2,162
Research & Development/Management/Scientist	3,769
Consultant	1,401

Breakdown by Specified Uses for Sensors

(Multiple Responses)

Original Equipment Manufacturer	7,580
End User	6,910
Consultant	3,051
R&D	6,861

Breakdown by Business & Industry

Fabricated Metal Product Mfg	2,129
Machinery Manufacturing	1,843
Computer & Electronic Prod Mfg	1,709
Electrical Eqpt Appl Comp Mfg	1,790
Transportation Eqpt Mfg	1,090
Medical Equipment Mfg	579
Miscellaneous Manufacturing	2,135
Process Manufacturing Industries	1,023
Engng Arch Bldg Auto & Rel Svcs	2,481
Comp Sys Des & Related Service	193
Consulting Mgmt Sci & Tech Svcs	410
Research & Development Service	691
Military/Civil Service	923
Utilities/Construction	396
Education	205
Retail/Wholesale Trade	128

Breakdown by Type of Sensors Recommended (+\$25/M)

(Multiple Responses)

Acceleration	5,064
Acoustic Emissions	2,932
Atmospheric/Meteorological	3,093
Chemical	4,244
Displacement	6,174
Electrical Properties	7,399
Fiber Optic	5,331
Flow	5,864
Gas/Vapor	3,484
Force/Strain/Load/Torque	5,944
Level	4,535
Moisture/Humidity	4,410
Photoelectric/Light Sensing	6,094
Pressure	7,657
Proximity/Position	6,340
Radioactive/Nuclear/Radiation	1,719
Tactile	1,084
Temperature	7,259
Tilt	1,858
Velocity	2,944
Vibration	3,491
Vision	2,666
Encoder	6,771
Environmental/HVAC	3,547
Mems/Nano	1,670



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Breakdown by Additional Products Recommended (+\$25/M)

(Multiple Responses)

Instrumentation	3,579
Automation Control Systems	3,516
Computer Systems	3,950
Data Acquisition Systems & Software	3,916
Electrical/Electronic Components	4,790
Lab/Production Test Equipment	3,135
Motion Control	2,770
Data Analysis/Presentation	2,430
Displays	3,144
GPS/Positioning Service	1,613
Safety	2,353
Software	2,889
Hard-Wired Networking	2,335
Internet-Enabled Devices	1,533
Wireless Communications	2,084
RFID Related Products	1,302
Actuators/Effectors	2,669

Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



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