



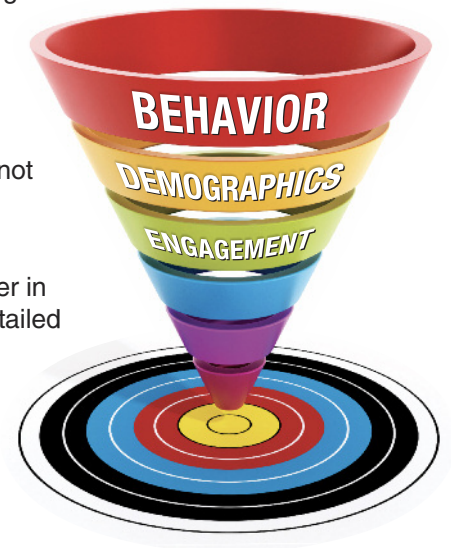
## GEM – the Global Engineering & Manufacturing Database

GEM, the Global Engineering & Manufacturing database, amplifies your marketing program by marrying rich behavioral data to the most detailed demographics in the industry. That means you can reach prospects with demonstrated levels of engagement in the technologies and industries you care about, adding efficiency and effectiveness to your marketing communications program.

Most marketing databases begin and end with demographics — who people are, not what they do. The GEM advantage is rooted in behavior — what they bought, attended, read, visited, and more — all cross-referenced to a detailed taxonomy.

GEM records leverage customer behavior from SAE International, the global leader in automotive and aerospace standards and engineering IP, and combines it with detailed reader data from Tech Briefs Media Group, publisher of *Tech Briefs*, *Automotive Engineering*, *Aerospace & Defense Technology*, *Medical Design Briefs*, and more.

The result is comprehensive coverage of the design engineering universe, with cascading levels of engagement. That means you can tailor your marketing communication lists to your exact specifications in the lead-nurturing process.



### FUNCTIONS

Design Engineering	423,000
Engineering Management	354,000
R&D	151,000
Test & Quality Control	149,000
Corporate Management	122,000
Manufacturing & Production	109,000

### KEY VERTICALS

Advanced Manufacturing & 3D Printing	88,000
Automated Driving & Connected Vehicle	105,000
Noise, Vibration & Harshness (NVH)	35,000
Lightweighting & Advanced Materials	165,000

### MARKETS

Automotive	363,000
Aerospace & Defense	217,000
Commercial Vehicle	84,000
Electronics & Communications	307,000
Medical	112,000
Academia	136,000

### RATES

Postal Rate Base	\$180.00/M
E-Mail Base Rate	\$300.00/M
Selects, each	+\$20.00/M
Minimum order	5,000 records

See page 2 for additional selects.

## INDUSTRIES

- Aerospace
- Automotive/Transportation
- Bio/Medical
- Communications
- Computers
- Consumer Product Manufacturing
- Defense
- Design Services
- Electronics
- Energy/Power
- Government
- Heavy Duty/Off Road
- Industrial Machinery & Equipment
- Information Technology/Systems Integrator
- Materials/Chemicals
- Research Lab
- Software/CAD/CAM/CAE
- University/Academic

## TECHNOLOGY INTERESTS

- Autonomous Vehicles
- Bodies and Structures
- Chassis
- Design Engineering and Styling
- Electrical, Electronics and Avionics
- Environment
- Fuels and Energy Sources
- Human Factors and Ergonomics
- Interiors, Cabins and Cockpits
- Maintenance and Aftermarket
- Management and Product Development
- Manufacturing
- Materials
- Noise, Vibration and Harshness
- Parts and Components
- Power and Propulsion
- Quality, Reliability and Durability
- Safety
- Tests and Testing
- Transportation Systems
- Vehicles and Performance

## FUNCTIONS

- Design Engineers
- Engineering Management
- Testing & Quality Control
- Research & Development
- Manufacturing & Production
- Corporate Management

## BUYING AUTHORITY/PRODUCTS SPECIFIED

- Adhesives & Coatings
- Board-Level Electronics/Embedded Systems
- Cameras/Imaging/Video
- Computers & Peripherals
- Connectors/Interconnections
- Contract Services (Design/Manufacturing/Test)
- Data Acquisition
- Design/Analysis/Simulation Software
- Electronic Components
- Fastening, Joining & Assembly
- Fiber Optics
- Fluid Handling/Pumps & Valves
- ICs and Semiconductors
- Lasers & Laser Systems
- LEDs/Lighting
- Mechanical Components
- Metals
- Motion Control/Positioning Equipment
- Motors & Drives/Power Transmission
- Optical Design Software
- Optics/Optical Components
- Packaging/Enclosures
- Plastics/Composites/Ceramics
- Power Supplies & Batteries
- Rapid Prototyping & 3D Printing
- RF & Microwave Electronics
- Sensors/Transducers/Detectors
- Software
- Test & Measurement Instruments

## NUMBER OF EMPLOYEES

- 1-19
- 20-49
- 50-99
- 100-249
- 250-499
- 500-999
- More than 1,000

Contact your regional TBMG sales representative or send your requests to: [lists@techbriefs.com](mailto:lists@techbriefs.com)