



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 SAE 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.



SELECTIONS BY ENGAGEMENT

MAGAZINES

Aerospace & Defense Technology
Automotive Engineering
Autonomous Vehicle Engineering
Medical Design Briefs
Tech Briefs
Truck & Off-Highway Engineering

E-NEWSLETTERS

Aerospace Engineering
Automotive Engineering
Autonomous Vehicles/ADAS
Battery & Electrification Technology
Defense
Electronics & Sensors

Medical Design
Photonics & Imaging
Power Electronics
Robotics & Automation
Tech Briefs INSIDER
Truck & Off-Highway Engineering

WEB SITES

WEBINARS/VIRTUAL EVENTS

SAE STANDARDS/PAPERS

See page 2 for additional selects.



SELECTIONS BY DEMOGRAPHICS

PRIMARY BUSINESS/INDUSTRY

Aerospace
 Automotive
 Commercial Vehicles
 Bio/Medical
 Communications
 Consumer Product Manufacturing
 Defense
 Electronics & Computers
 Energy/Power
 Government/Military
 Industrial Machinery & Equipment
 Materials/Chemicals
 Research & Lab
 Design & Engineering Firm
 University/Academic

JOB FUNCTION

Design Engineering
 Engineering Management
 General/Corporate Management
 Manufacturing
 Research & Development
 Testing & Quality
 Academic
 Other

MARKETS

Aerospace
 Automotive
 Communications/Wireless
 Defense
 Energy
 Medical

EMPLOYEES

1-19
 20-49
 50-100
 101-250
 251-499
 500-999
 Over 1000

RATES

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

PRODUCT AND TECHNOLOGY INVOLVEMENT

ELECTRONIC SYSTEMS AND COMPONENTS

Autonomous and Electric Vehicles
 Board-level Electronics/Embedded Systems
 Cameras/Imaging/Video
 Computers & Peripherals
 Controls
 Connectors/Interconnections/Switches
 Data Acquisition
 Displays/Interiors
 Electronic Components
 ICs & Semiconductors
 Lasers/Laser Systems
 LEDs/Lighting
 Optics/Optical Components
 RF & Microwave Electronics
 Sensors/Transducers/Detectors

MECHANICAL SYSTEMS AND COMPONENTS

Bodies and Structures
 Chassis
 Interiors/Cabins/Cockpits
 Fluid Handling/Pumps & Valves
 Fuels and Energy Sources
 Generator/Generator Sets
 Hydraulics/Fluid Power
 Mechanical Components
 Motors & Drives/Power Transmission
 Noise, Vibration, and Harshness
 Power Supplies & Batteries
 Powertrain/Engine Components

MATERIALS

Adhesives & Coatings
 Metals
 Plastics/Composites/Ceramics
 Tubing/Extrusions

ENGINEERING SYSTEMS AND SOFTWARE

Contract Services (Design/Manufacturing/Test)
 Design & Development
 Design/Analysis/Simulation Software
 Optical Design Software
 Software

MANUFACTURING

Fastening, Joining & Assembly
 Manufacturing & Mechanical
 Motion Control/Positioning Equipment
 Packaging/Enclosures
 Rapid Prototyping/3D Printing

TESTING & QUALITY CONTROL

Quality, Reliability, and Durability
 Safety
 Tests and Testing
 Test and Measurement Instruments

Contact your regional SMG sales representative or send your requests to: lists@saemediagroup.com