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

WEB SITES

WEBINARS/VIRTUAL EVENTS

SAE STANDARDS/PAPERS

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

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

### 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