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Description

Microwave Journal serves the field of radar systems, weapons control, ordnance, fusing systems, ground support equipment, aircraft/missile, navigation, telemetry systems, electronic warfare systems, communications systems and equipment etc. Also qualified are users of microwave equipment in government/military and industrial/commercial firms as well as technical libraries and all others allied to the field.

Microwave Journal reaches 50,000 highly targeted industry professionals with significant buying power 52 countries around the world, with the largest circulation and most respected of any publication in the industry. Microwave Journal technical features are the most respected and widely used articles in any RF/MW trade journal, including the latest testing of today's high-frequency antenna patterns and other papers and special reports key to both the military and commercial markets.

Microwave Journal provides the mailer with a depth of data intelligence. Its readers are the engineers who are designing the products of the future and specifying our products today. Ninety-four percent are degreed professionals in engineering, engineering management, production engineering, education and corporate management; key decision-makers in their organizations and have significant buying power. Subscribers are involved in areas including engineering services, research, manufacturing and production.

Influence: The average *Microwave Journal* reader influences \$312,010 worth of purchases per year. Sixteen percent influence more than \$500,000 worth of purchases per year.

Source - Multichannel marketing campaigns

Microwave Journal also manages two major exhibitions in the industry, MTT-S International Microwave Symposium and European Microwave Week. Microwave Journal provides the ideal multi-channel marketing campaign opportunities with its print/postal data; opt-in electronic/email version and event data.



Who should use this file:

A superb file for:

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