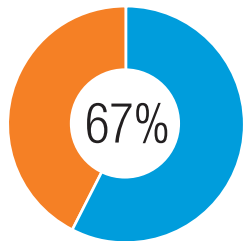


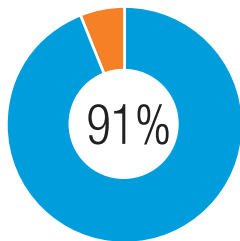
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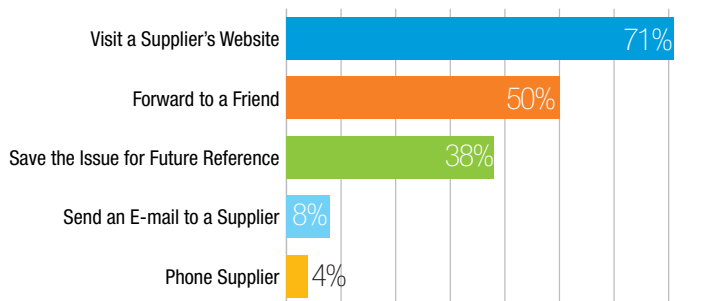


Make or influence company buying decisions

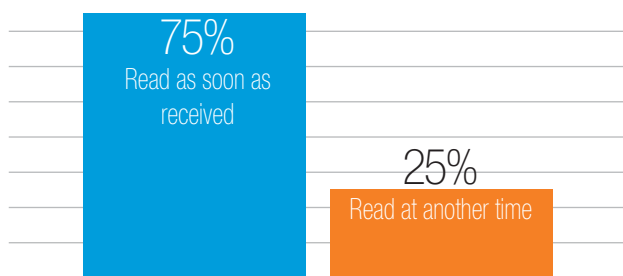


Use e-newsletter as a primary resource in early to middle buy cycle stage

### Key Actions Taken by Subscribers Upon Reading:



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Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

### Current Subscriber Base ..... 52,000+

#### Readership Profile by Industry (No.)

|   |         |
|---|---------|
| Aerospace & Defense                               | 12,000+ |
| Engineering/Tech Design Services                  | 6,200+  |
| General Manufacturing                             | 3,500+  |
| Automotive  | 3,500+  |
| Education   | 2,800+  |
| Industrial Machinery/Tools & Equipment            | 2,500+  |
| Oil & Gas   | 1,500+  |
| Instrumentation & Controls                        | 1,400+  |
| Communications - Datacom/Telecom/Wireless/Network | 1,300+  |
| Utilities/Energy                                  | 1,200+  |
| Chemicals, Plastics & Rubber                      | 1,100+  |
| Consumer Products/Electronics                     | 1,100+  |
| Semiconductor & Electronic Components             | 1,000+  |
| Building & Construction                           | 1,000+  |
| Government  | 1,000+  |
| Computers, Systems & Peripherals                  | 900+    |
| Fabricated Metals                                 | 900+    |
| Medical Equipment/Instrumentation                 | 800+    |
| Transportation                                    | 700+    |
| HVAC, Fire Control, Safety                        | 500+    |
| Biotechnology/Pharmaceuticals                     | 400+    |
| Agriculture/Forestry                              | 300+    |
| Food & Beverage                                   | 300+    |
| Paper, Printing & Textiles                        | 300+    |
| Packaging Machinery                               | 200+    |
| Unspecified Engineering, Scientific and Technical | 5,700+  |

#### Readership Profile by Job Function

|   |         |
|---|---------|
| Engineering, Design                               | 11,000+ |
| Engineering, Other                                | 4,400+  |
| Engineering, Consulting                           | 4,300+  |
| Marketing/Sales                                   | 3,900+  |
| Research & Development                            | 3,500+  |
| Engineering, Process/Production                   | 3,400+  |
| Technical Support/Services                        | 3,200+  |
| Engineering, Faculty/Staff/Student                | 3,000+  |
| Manufacturing                                     | 2,900+  |
| General Corporate Mgmt                            | 1,900+  |
| Purchasing  | 1,700+  |
| Maintenance/Facilities Management                 | 1,200+  |
| Quality Control/Assurance                         | 1,200+  |
| Project Management                                | 1,100+  |
| Architect/Builder/Contractor                      | 700+    |
| Unspecified Engineering, Scientific and Technical | 4,800+  |

as of June 2017

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