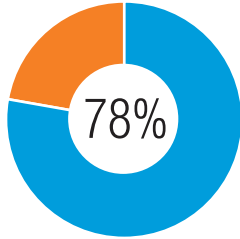


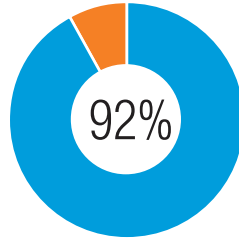
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### Key Subscriber Facts:

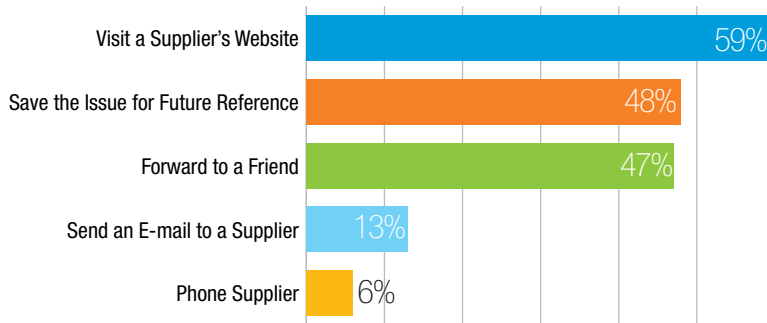


Make or influence company buying decisions

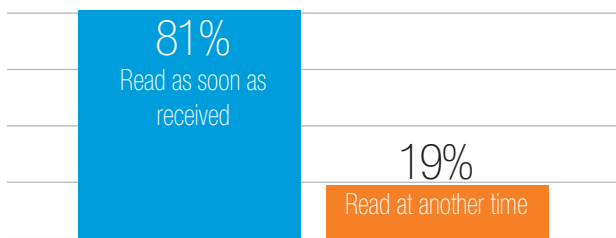


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

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

Engineering/Tech Design Services	28,000+
General Manufacturing	19,800+
Utilities/Energy	15,500+
Building & Construction	13,300+
Oil & Gas	12,900+
Industrial Machinery/Tools & Equipment	12,500+
Automotive	11,400+
Education	9,800+
Instrumentation & Controls	6,700+
Chemicals, Plastics & Rubber	6,200+
Aerospace & Defense	6,100+
Fabricated Metals	6,000+
Consumer Products/Electronics	5,800+
HVAC, Fire Control, Safety	5,700+
Government	4,600+
Communications - Datacom/Telecom/Wireless/Network	4,500+
Agriculture/Forestry	4,000+
Food & Beverage	3,700+
Transportation	3,500+
Medical Equipment/Instrumentation	3,500+
Computers, Systems & Peripherals	3,500+
Semiconductor & Electronic Components	3,300+
Biotechnology/Pharmaceuticals	2,600+
Paper, Printing & Textiles	2,600+
Packaging Machinery	1,400+
Unspecified Engineering, Scientific and Technical	26,300+

#### Readership Profile by Job Function

Engineering, Design	31,300+
Manufacturing	22,700+
Engineering, Consulting	19,800+
Engineering, Process/Production	19,800+
Engineering, Other	16,300+
Maintenance/Facilities Management	15,900+
Technical Support/Services	14,000+
Marketing/Sales	13,200+
Research & Development	9,600+
General Corporate Mgmt.	8,300+
Engineering, Faculty/Staff/Student	8,200+
Purchasing	8,000+
Architect/Builder/Contractor	7,100+
Quality Control/Assurance	5,200+
Project Management	4,800+
Unspecified Engineering, Scientific and Technical	18,800+

as of June 2017

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