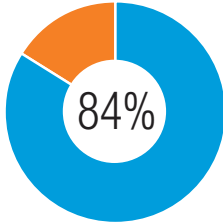




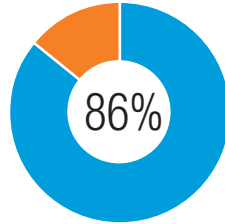
Appliance Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Appliances & White Goods
- Health & Fitness
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Key Subscriber Facts:

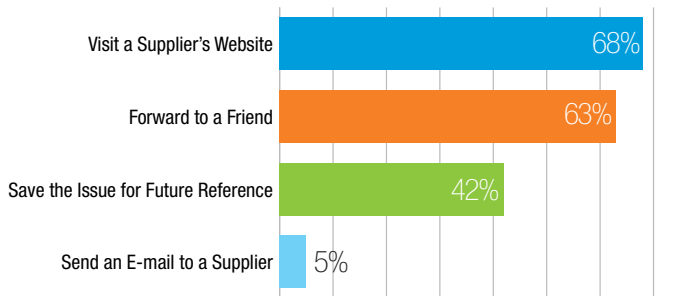


Make or influence company buying decisions

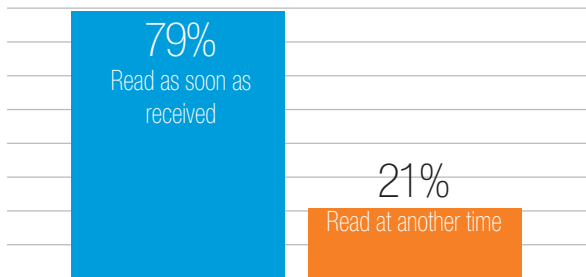


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 readership research IEEE GlobalSpec Readership Survey

Current Subscriber Base 36,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	6,400+
Engineering, Consulting	3,100+
Technical Support/Services	3,100+
Engineering, Other	3,000+
Marketing/Sales	2,400+
Engineering, Process/Production	2,200+
Research & Development	2,000+
Engineering, Faculty/Staff/Student	1,900+
Manufacturing	1,800+
Purchasing	1,400+
Maintenance/Facilities Management	1,300+
General Corporate Mgmt	1,200+
Architect/Builder/Contractor	900+
Project Management	800+
Quality Control/Assurance	500+
Unspecified Engineering, Scientific and Technical	3,900+

as of June 2017

For more information, call 1-844-300-3098.

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Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/AppTechS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/AppTechB