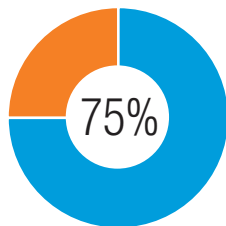




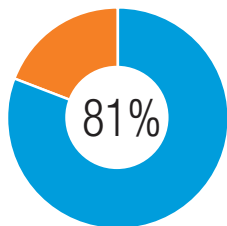
Building & Design e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Building Projects
- Materials & Hardware
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Key Subscriber Facts:

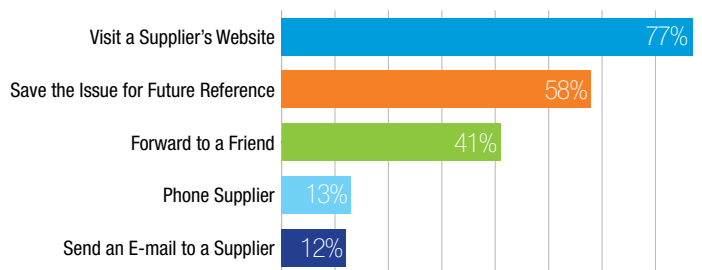


Make or influence company buying decisions

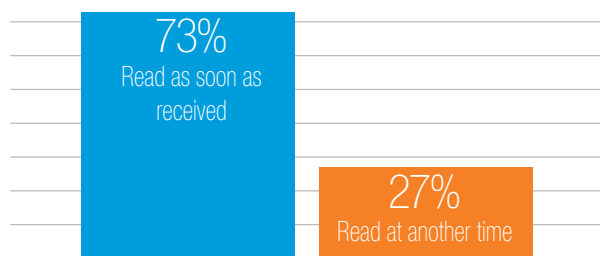


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 117,000+

Readership Profile by Industry (No.)

Building & Construction	20,600+
Engineering/Tech Design Services	15,900+
General Manufacturing	8,100+
Industrial Machinery/Tools & Equipment	5,500+
Automotive	5,000+
Education	4,900+
HVAC, Fire Control, Safety	4,200+
Oil & Gas	4,200+
Utilities/Energy	3,800+
Fabricated Metals	3,200+
Aerospace & Defense	2,600+
Consumer Products/Electronics	2,500+
Government	2,400+
Chemicals, Plastics & Rubber	2,200+
Agriculture/Forestry	2,100+
Instrumentation & Controls	2,100+
Communications - Datacom/Telecom/Wireless/Network	2,000+
Food & Beverage	1,700+
Computers, Systems & Peripherals	1,600+
Transportation	1,600+
Medical Equipment/Instrumentation	1,400+
Biotechnology/Pharmaceuticals	1,000+
Semiconductor & Electronic Components	1,000+
Paper, Printing & Textiles	900+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	16,200+

Readership Profile by Job Function

Engineering, Design	20,600+
Architect/Builder/Contractor	16,200+
Engineering, Consulting	15,900+
Engineering, Other	8,100+
Manufacturing	5,500+
Technical Support/Services	5,000+
Marketing/Sales	4,900+
Purchasing	4,200+
Maintenance/Facilities Management	4,200+
Engineering, Process/Production	3,800+
General Corporate Mgmt	3,200+
Research & Development	2,600+
Project Management	2,500+
Engineering, Faculty/Staff/Student	2,400+
Quality Control/Assurance	2,200+
Unspecified Engineering, Scientific and Technical	2,100+

as of June 2017

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