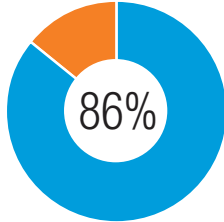




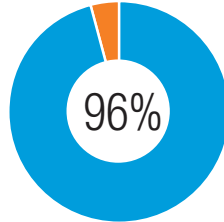
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- Process Equipment & Control
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Key Subscriber Facts:

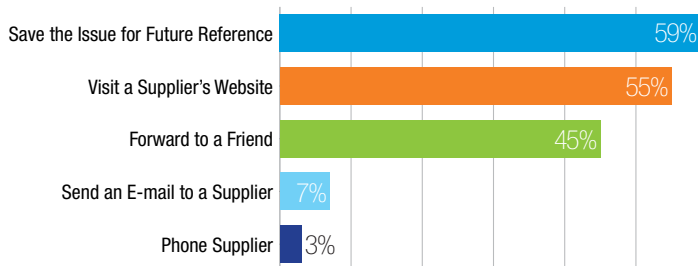


Make or influence company buying decisions

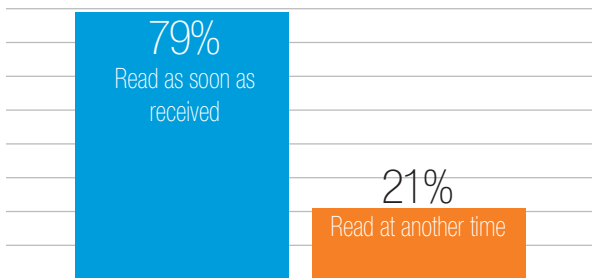


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 66,000+

Readership Profile by Industry	(No.)
Chemicals, Plastics & Rubber.....	11,100+
Engineering/Tech Design Services	6,700+
General Manufacturing	5,300+
Oil & Gas	5,000+
Industrial Machinery/Tools & Equipment	3,300+
Education	2,900+
Automotive	2,900+
Biotechnology/Pharmaceuticals	2,400+
Building & Construction	2,100+
Instrumentation & Controls	1,900+
Utilities/Energy.....	1,800+
Aerospace & Defense.....	1,600+
Food & Beverage	1,500+
Medical Equipment/Instrumentation.....	1,400+
Consumer Products/Electronics	1,200+
Fabricated Metals	1,100+
Semiconductor & Electronic Components.....	1,000+
Government.....	1,000+
Agriculture/Forestry	900+
Paper, Printing & Textiles.....	900+
HVAC, Fire Control, Safety	800+
Computers, Systems & Peripherals	800+
Communications - Datacom/Telecom/Wireless/Network	700+
Transportation.....	500+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	7,400+

Readership Profile by Job Function

Engineering, Design.....	8,100+
Marketing/Sales.....	6,300+
Engineering, Process/Production.....	6,300+
Manufacturing	5,700+
Engineering, Consulting	5,600+
Research & Development.....	5,400+
Engineering, Other	4,300+
Technical Support/Services.....	3,900+
Purchasing	3,300+
General Corporate Mgmt.....	2,600+
Engineering, Faculty/Staff/Student	2,500+
Maintenance/Facilities Management.....	2,100+
Quality Control/Assurance.....	1,700+
Project Management.....	1,600+
Architect/Builder/Contractor.....	1,200+
Unspecified Engineering, Scientific and Technical	5,800+

as of June 2017

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Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/ChemManS
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