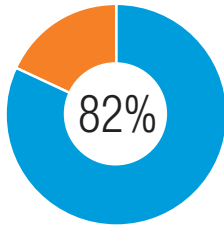


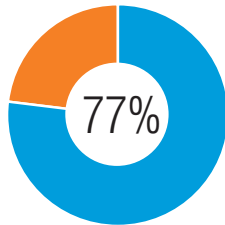
**Construction Tools & Equipment** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products,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

- Trucks, Cranes & Earth Moving Equipment
- Smart Machines & Management Software
- Construction Tools
- Safety, Maintenance & Repair

## Key Subscriber Facts:

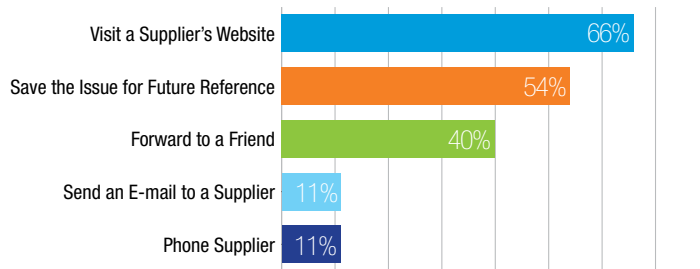


Make or influence company buying decisions

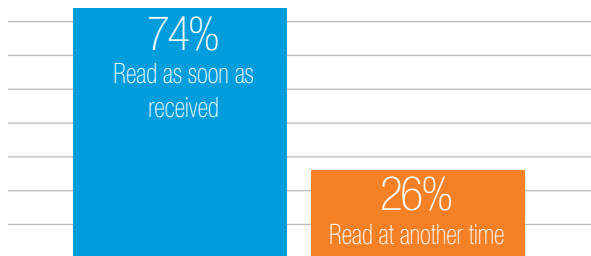


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 64,000+**

Readership Profile by Industry	(No.)
Building & Construction .....	11,300+
Engineering/Tech Design Services .....	7,600+
Industrial Machinery/Tools & Equipment .....	5,700+
General Manufacturing .....	4,300+
Oil & Gas .....	3,700+
Automotive .....	3,000+
Utilities/Energy.....	2,400+
Education .....	2,300+
Fabricated Metals .....	2,000+
HVAC, Fire Control, Safety .....	1,600+
Agriculture/Forestry .....	1,500+
Instrumentation & Controls .....	1,400+
Government.....	1,200+
Consumer Products/Electronics .....	1,200+
Transportation.....	1,200+
Chemicals, Plastics & Rubber.....	1,100+
Communications - Datacom/Telecom/Wireless/Network .	1,100+
Aerospace & Defense.....	1,100+
Computers, Systems & Peripherals .....	800+
Food & Beverage .....	700+
Medical Equipment/Instrumentation.....	600+
Semiconductor & Electronic Components.....	500+
Biotechnology/Pharmaceuticals .....	500+
Paper, Printing & Textiles.....	500+
Packaging Machinery .....	300+
Unspecified Engineering, Scientific and Technical .....	6,800+

## Readership Profile by Job Function

Engineering, Design .....	8,200+
Architect/Builder/Contractor .....	6,700+
Engineering, Consulting .....	5,100+
Engineering, Other .....	4,900+
Technical Support/Services .....	4,600+
Marketing/Sales.....	4,300+
Maintenance/Facilities Management.....	4,100+
Manufacturing .....	4,100+
Purchasing .....	3,700+
Engineering, Process/Production.....	3,300+
Project Management.....	2,400+
General Corporate Mgmt.....	2,400+
Engineering, Faculty/Staff/Student .....	2,000+
Research & Development.....	1,900+
Quality Control/Assurance.....	900+
Unspecified Engineering, Scientific and Technical .....	5,500+

as of June 2017

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

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Gold	145 x 210 pixels	50 words	2	4	Top 1/3	<a href="http://www.globalspec.com/ConstructionG">www.globalspec.com/ConstructionG</a>
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/ConstructionP">www.globalspec.com/ConstructionP</a>
Silver	145 x 190 pixels	50 words	2	4	Middle	<a href="http://www.globalspec.com/ConstructionS">www.globalspec.com/ConstructionS</a>
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	<a href="http://www.globalspec.com/ConstructionB">www.globalspec.com/ConstructionB</a>