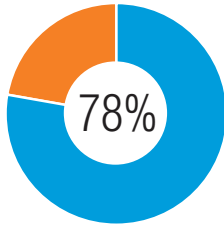




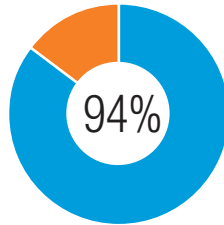
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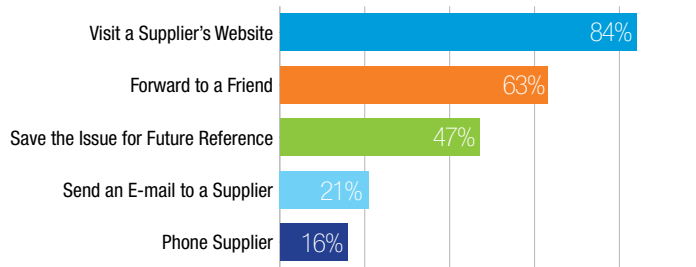


Make or influence company buying decisions

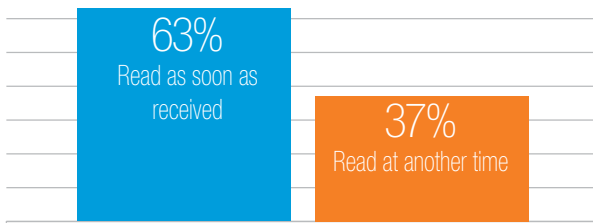


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 84,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	17,300+
Engineering, Consulting	10,100+
Engineering, Other	8,900+
Engineering, Process/Production	8,500+
Technical Support/Services	4,500+
Engineering, Faculty/Staff/Student	4,000+
Manufacturing	3,800+
Maintenance/Facilities Management	3,800+
Marketing/Sales	3,300+
Research & Development	2,700+
Project Management	2,600+
General Corporate Mgmt	2,500+
Purchasing	2,000+
Architect/Builder/Contractor	1,600+
Quality Control/Assurance	1,500+
Unspecified Engineering, Scientific and Technical	7,000+

as of June 2017

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