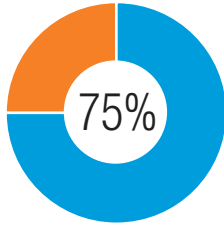




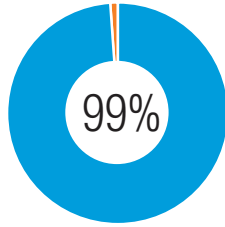
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- Infrastructure
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### Key Subscriber Facts:

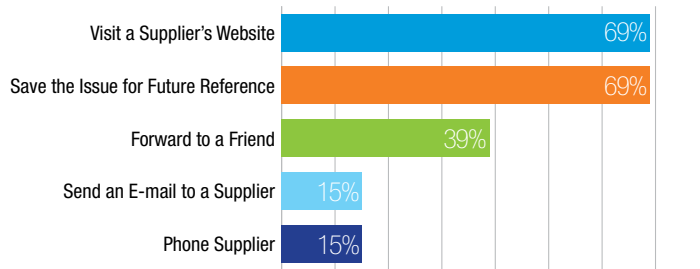


Make or influence company buying decisions

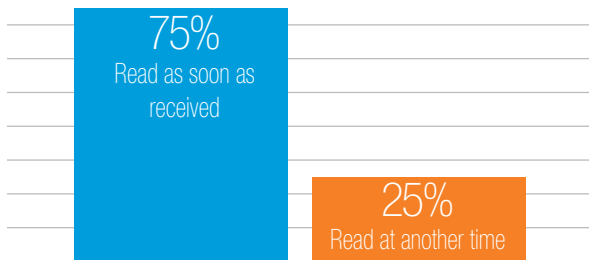


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 27,000+**

### Readership Profile by Industry (No.)

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

### Readership Profile by Job Function

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

as of June 2017

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

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