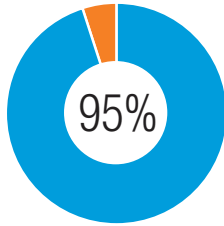




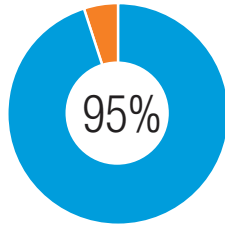
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### Key Subscriber Facts:

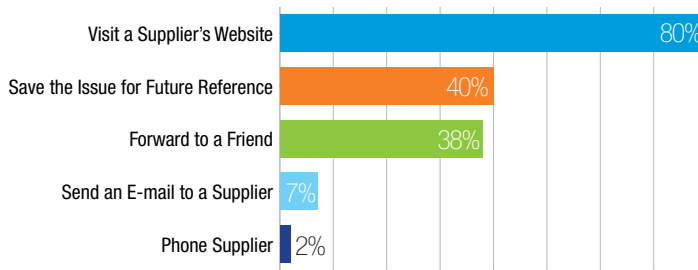


Make or influence company buying decisions

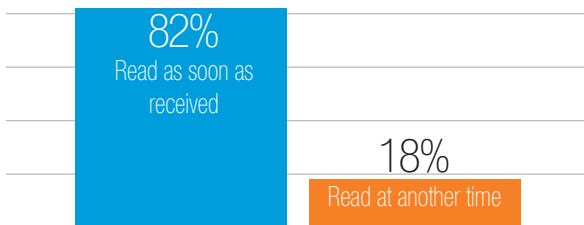


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 96,000+**

### Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	12,900+
Industrial Machinery/Tools & Equipment	9,300+
General Manufacturing	8,900+
Instrumentation & Controls	7,200+
Automotive	6,500+
Oil & Gas	5,300+
Education	3,800+
Utilities/Energy	3,200+
Chemicals, Plastics & Rubber	2,600+
Aerospace & Defense	2,300+
Building & Construction	2,200+
Fabricated Metals	2,100+
Consumer Products/Electronics	2,100+
HVAC, Fire Control, Safety	1,900+
Food & Beverage	1,800+
Computers, Systems & Peripherals	1,700+
Communications - Datacom/Telecom/Wireless/Network	1,700+
Semiconductor & Electronic Components	1,600+
Medical Equipment/Instrumentation	1,400+
Paper, Printing & Textiles	1,300+
Biotechnology/Pharmaceuticals	1,200+
Government	1,200+
Packaging Machinery	1,000+
Transportation	1,000+
Agriculture/Forestry	800+
Unspecified Engineering, Scientific and Technical	11,600+

### Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	18,300+
Engineering, Process/Production	9,300+
Engineering, Consulting	8,600+
Engineering, Other	8,000+
Technical Support/Services	7,100+
Marketing/Sales	7,000+
Manufacturing	6,600+
Maintenance/Facilities Management	4,200+
Engineering, Faculty/Staff/Student	4,000+
Research & Development	3,500+
General Corporate Mgmt.	3,400+
Purchasing	3,300+
Project Management	1,900+
Architect/Builder/Contractor	1,400+
Quality Control/Assurance	1,100+
Unspecified Engineering, Scientific and Technical	8,900+

as of June 2017

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

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