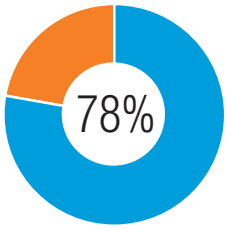
Industrial Processing Equipment

IEEE GlobalSpec

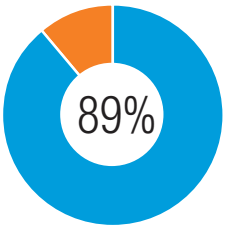
Industrial Processing Equipment e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Automation & Control
- Fluid/Gas Handling Equipment
- Solids Handling
- Filtration, Separation & Recycling

Key Subscriber Facts:

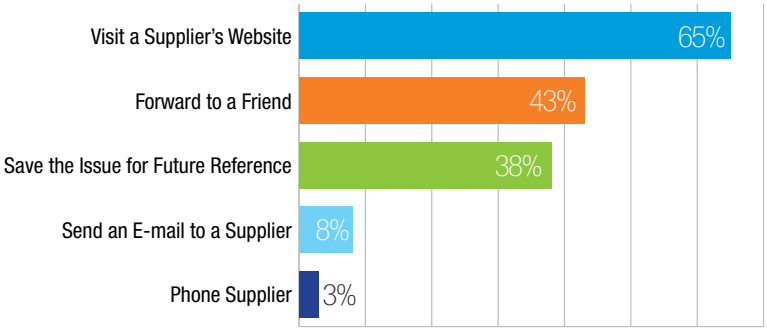


Make or influence company buying decisions

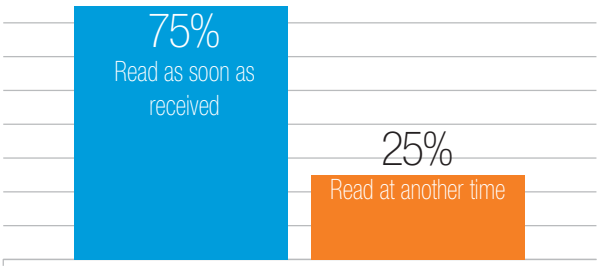


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 ..... 90,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	11,500+
Industrial Machinery/Tools & Equipment	9,600+
General Manufacturing	9,500+
Oil & Gas	6,400+
Instrumentation & Controls	4,800+
Automotive	4,400+
Chemicals, Plastics & Rubber	4,100+
Education	3,100+
Utilities/Energy	3,000+
Fabricated Metals	2,300+
Food & Beverage	2,200+
Building & Construction	2,100+
HVAC, Fire Control, Safety	1,900+
Aerospace & Defense	1,700+
Biotechnology/Pharmaceuticals	1,600+
Consumer Products/Electronics	1,600+
Medical Equipment/Instrumentation	1,400+
Semiconductor & Electronic Components	1,300+
Paper, Printing & Textiles	1,300+
Government	1,100+
Communications - Datacom/Telecom/Wireless/Network	1,100+
Agriculture/Forestry	1,000+
Computers, Systems & Peripherals	1,000+
Packaging Machinery	900+
Transportation	700+
Unspecified Engineering, Scientific and Technical	10,500+

Readership Profile by Job Function	
Engineering, Design	14,400+
Engineering, Process/Production	10,500+
Engineering, Consulting	8,200+
Marketing/Sales	7,600+
Manufacturing	7,200+
Engineering, Other	6,600+
Technical Support/Services	5,900+
Purchasing	3,700+
Research & Development	3,500+
General Corporate Mgmt	3,500+
Maintenance/Facilities Management	3,500+
Engineering, Faculty/Staff/Student	3,200+
Project Management	1,800+
Quality Control/Assurance	1,300+
Architect/Builder/Contractor	1,300+
Unspecified Engineering, Scientific and Technical	7,800+

as of December 2016

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

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Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/IndProS
Bronze	145 x 190 pixels	50 words	2	4	Bottom ⅓	www.globalspec.com/IndProB