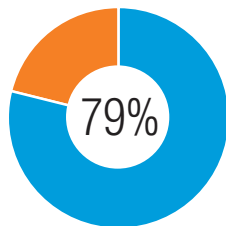




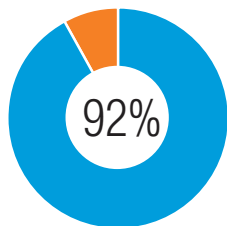
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- Clinical & Research Labware
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Key Subscriber Facts:

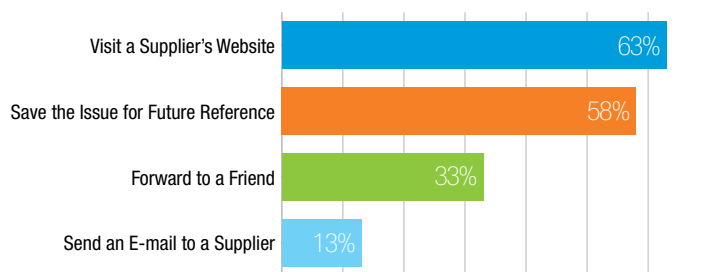


Make or influence company buying decisions

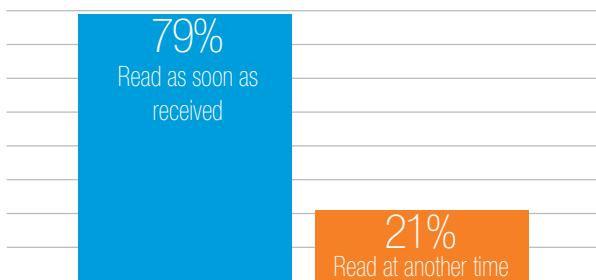


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 87,000+

Readership Profile by Industry (No.)

| | |
|---|---------|
| Engineering/Tech Design Services | 9,500+ |
| Education | 8,200+ |
| General Manufacturing | 5,200+ |
| Medical Equipment/Instrumentation | 4,700+ |
| Instrumentation & Controls | 4,300+ |
| Biotechnology/Pharmaceuticals | 4,000+ |
| Automotive | 3,900+ |
| Chemicals, Plastics & Rubber | 3,900+ |
| Industrial Machinery/Tools & Equipment | 3,900+ |
| Oil & Gas | 3,600+ |
| Aerospace & Defense | 3,300+ |
| Government | 2,600+ |
| Utilities/Energy | 2,300+ |
| Consumer Products/Electronics | 2,300+ |
| Communications - Datacom/Telecom/Wireless/Network | 2,000+ |
| Building & Construction | 1,900+ |
| Semiconductor & Electronic Components | 1,900+ |
| Food & Beverage | 1,700+ |
| Computers, Systems & Peripherals | 1,500+ |
| Agriculture/Forestry | 1,200+ |
| Fabricated Metals | 1,100+ |
| HVAC, Fire Control, Safety | 1,100+ |
| Paper, Printing & Textiles | 800+ |
| Transportation | 600+ |
| Packaging Machinery | 400+ |
| Unspecified Engineering, Scientific and Technical | 10,700+ |

Readership Profile by Job Function

| | |
|---|---------|
| Engineering, Design | 11,900+ |
| Research & Development | 10,800+ |
| Technical Support/Services | 6,900+ |
| Engineering, Consulting | 6,600+ |
| Engineering, Other | 6,300+ |
| Marketing/Sales | 5,700+ |
| Engineering, Faculty/Staff/Student | 5,500+ |
| Engineering, Process/Production | 5,200+ |
| Manufacturing | 4,200+ |
| Quality Control/Assurance | 4,000+ |
| Purchasing | 3,400+ |
| General Corporate Mgmt | 2,800+ |
| Maintenance/Facilities Management | 2,100+ |
| Project Management | 1,700+ |
| Architect/Builder/Contractor | 1,100+ |
| Unspecified Engineering, Scientific and Technical | 8,200+ |

as of June 2017

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