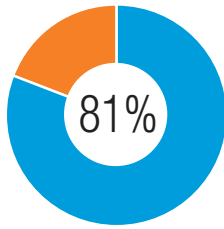


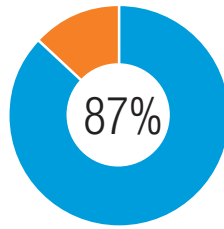
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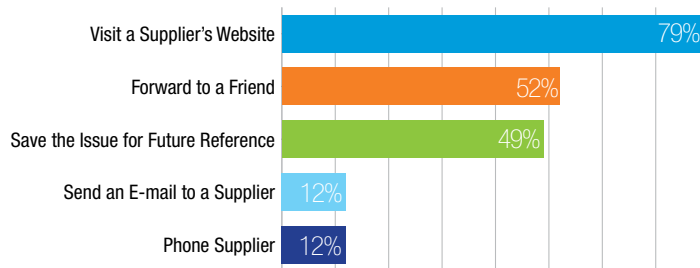


Make or influence company buying decisions

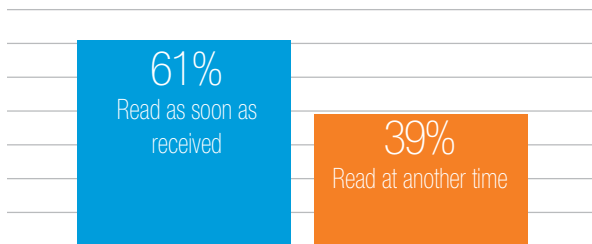


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 61,000+

Readership Profile by Industry

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

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	9,300+
Engineering, Process/Production	5,100+
Marketing/Sales	5,000+
Engineering, Consulting	4,900+
Manufacturing	4,900+
Engineering, Other	4,100+
Purchasing	4,100+
Technical Support/Services	3,500+
General Corporate Mgmt	3,100+
Research & Development	2,300+
Maintenance/Facilities Management	2,100+
Engineering, Faculty/Staff/Student	2,100+
Project Management	1,400+
Quality Control/Assurance	1,200+
Architect/Builder/Contractor	1,100+
Unspecified Engineering, Scientific and Technical	6,700+

as of December 2017

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