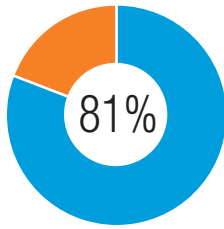




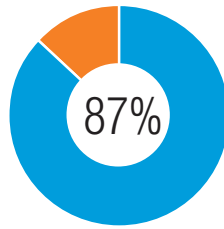
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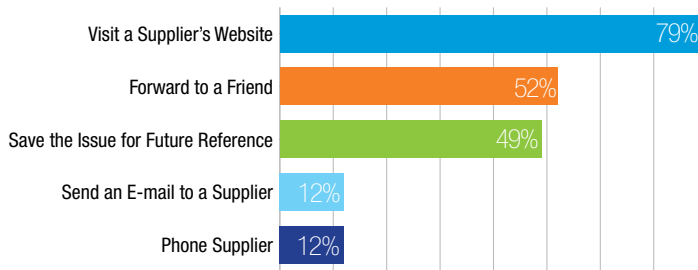


Make or influence company buying decisions

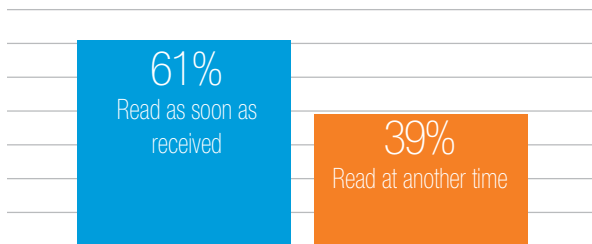


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 102,000+

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General Manufacturing	12,700+
Engineering/Tech Design Services	12,600+
Industrial Machinery/Tools & Equipment	8,600+
Automotive	6,100+
Oil & Gas	5,400+
Education	4,000+
Chemicals, Plastics & Rubber	3,500+
Fabricated Metals	3,000+
Utilities/Energy	2,900+
Building & Construction	2,800+
Aerospace & Defense	2,700+
Consumer Products/Electronics	2,300+
Transportation	2,200+
Instrumentation & Controls	2,200+
Communications - Datacom/Telecom/Wireless/Network	1,700+
Government	1,600+
Computers, Systems & Peripherals	1,600+
Semiconductor & Electronic Components	1,600+
Medical Equipment/Instrumentation	1,500+
Paper, Printing & Textiles	1,400+
Biotechnology/Pharmaceuticals	1,300+
HVAC, Fire Control, Safety	1,300+
Food & Beverage	1,300+
Packaging Machinery	1,200+
Agriculture/Forestry	900+
Unspecified Engineering, Scientific and Technical	15,900+

Readership Profile by Job Function

Engineering, Design	15,900+
Marketing/Sales	8,900+
Engineering, Process/Production	8,700+
Manufacturing	8,300+
Engineering, Consulting	8,200+
Purchasing	7,200+
Engineering, Other	7,100+
Technical Support/Services	5,900+
General Corporate Mgmt.	4,900+
Engineering, Faculty/Staff/Student	4,000+
Research & Development	3,900+
Maintenance/Facilities Management	2,800+
Quality Control/Assurance	2,000+
Project Management	1,800+
Architect/Builder/Contractor	1,500+
Unspecified Engineering, Scientific and Technical	11,400+

as of May 2016

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