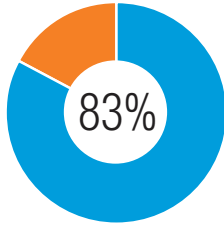




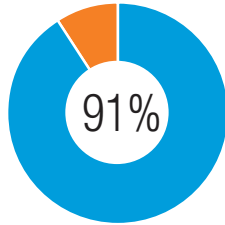
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- Gears & Gearbox Assemblies • Belts, Pulleys, Chains & Sprockets
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Key Subscriber Facts:

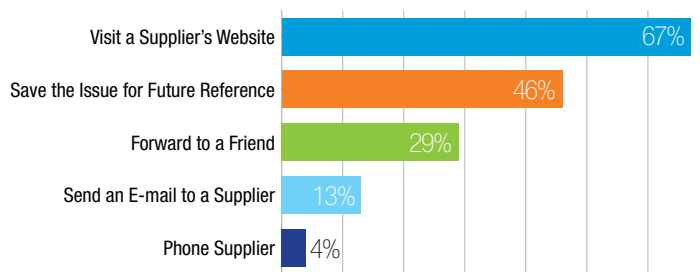


Make or influence company buying decisions

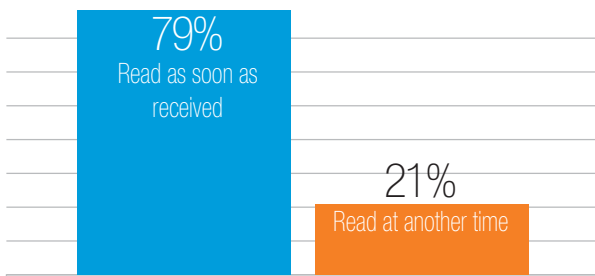


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 68,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	10,500+
Industrial Machinery/Tools & Equipment	7,000+
General Manufacturing	5,900+
Automotive	5,500+
Oil & Gas	3,700+
Utilities/Energy	3,200+
Education	3,100+
Building & Construction	1,900+
Aerospace & Defense	1,900+
Fabricated Metals	1,800+
Instrumentation & Controls	1,600+
Chemicals, Plastics & Rubber	1,300+
Agriculture/Forestry	1,300+
Transportation	1,200+
Consumer Products/Electronics	1,200+
Food & Beverage	1,100+
HVAC, Fire Control, Safety	1,100+
Government	1,000+
Communications - Datacom/Telecom/Wireless/Network	900+
Medical Equipment/Instrumentation	900+
Paper, Printing & Textiles	900+
Computers, Systems & Peripherals	800+
Semiconductor & Electronic Components	700+
Packaging Machinery	600+
Biotechnology/Pharmaceuticals	500+
Unspecified Engineering, Scientific and Technical	8,900+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	14,900+
Engineering, Other	6,300+
Engineering, Consulting	5,300+
Engineering, Process/Production	5,100+
Technical Support/Services	4,700+
Maintenance/Facilities Management	4,200+
Manufacturing	3,900+
Marketing/Sales	3,600+
Engineering, Faculty/Staff/Student	3,400+
Purchasing	2,500+
Research & Development	2,400+
General Corporate Mgmt	1,800+
Project Management	1,200+
Architect/Builder/Contractor	1,100+
Quality Control/Assurance	600+
Unspecified Engineering, Scientific and Technical	7,100+

as of June 2017

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/MechPwrP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/MechPwrS
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