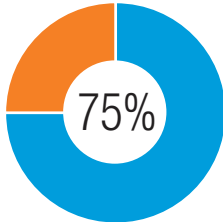


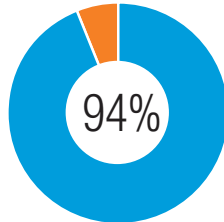
Medical Equipment Design e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Medical Grade Materials & Products
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Key Subscriber Facts:

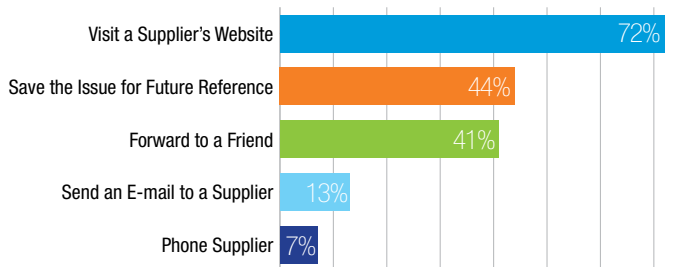


Make or influence company buying decisions

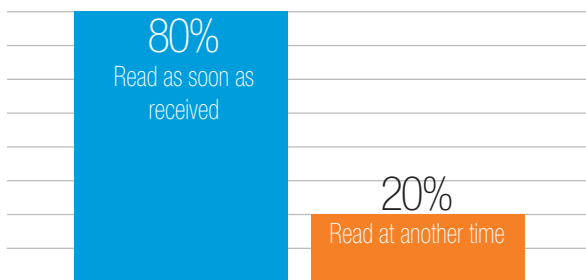


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 38,000+

Readership Profile by Industry (No.)

Medical Equipment/Instrumentation	7,400+
Engineering/Tech Design Services	4,700+
General Manufacturing	2,400+
Education	2,100+
Industrial Machinery/Tools & Equipment	1,900+
Biotechnology/Pharmaceuticals	1,600+
Automotive	1,400+
Instrumentation & Controls	1,200+
Oil & Gas	1,100+
Consumer Products/Electronics	1,000+
Aerospace & Defense	1,000+
Semiconductor & Electronic Components	800+
Communications - Datacom/Telecom/Wireless/Network	800+
Chemicals, Plastics & Rubber	800+
Building & Construction	800+
Computers, Systems & Peripherals	700+
Utilities/Energy	600+
Government	600+
HVAC, Fire Control, Safety	500+
Fabricated Metals	500+
Food & Beverage	300+
Transportation	200+
Agriculture/Forestry	200+
Paper, Printing & Textiles	200+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	4,800+

Readership Profile by Job Function

Engineering, Design	7,400+
Marketing/Sales	3,600+
Engineering, Consulting	3,200+
Research & Development	3,000+
Engineering, Other	2,800+
Technical Support/Services	2,500+
Engineering, Process/Production	2,000+
Manufacturing	2,000+
Engineering, Faculty/Staff/Student	1,900+
General Corporate Mgmt	1,600+
Purchasing	1,500+
Project Management	800+
Maintenance/Facilities Management	800+
Quality Control/Assurance	600+
Architect/Builder/Contractor	500+
Unspecified Engineering, Scientific and Technical	4,000+

as of June 2017

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Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/MedEDS
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