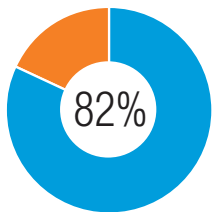




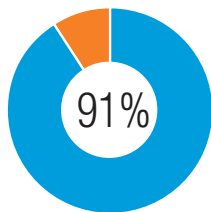
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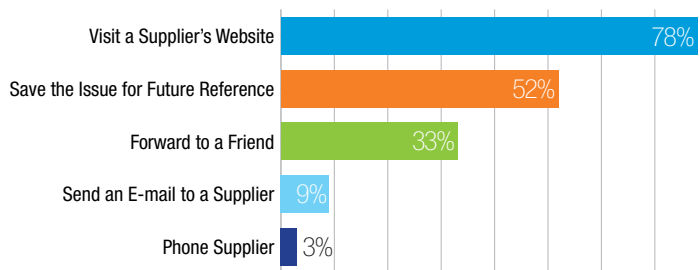


Make or influence company buying decisions

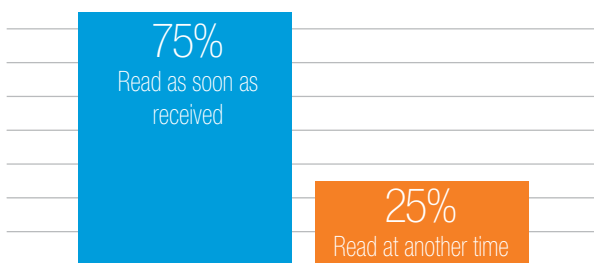


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

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HVAC, Fire Control, Safety	3,400+
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Computers, Systems & Peripherals	2,800+
Transportation	2,600+
Food & Beverage	2,600+
Chemicals, Plastics & Rubber	2,500+
Agriculture/Forestry	2,400+
Medical Equipment/Instrumentation	2,300+
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Unspecified Engineering, Scientific and Technical	16,000+

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as of June 2017

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