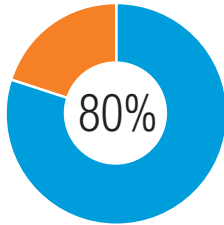


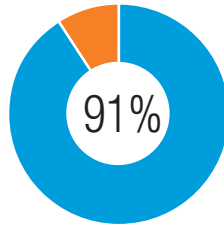
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### Key Subscriber Facts:

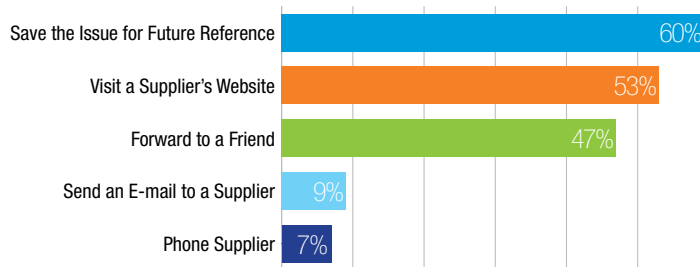


Make or influence company buying decisions

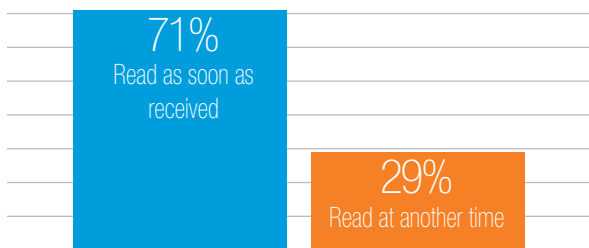


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 72,000+

Readership Profile by Industry	(No.)
Communications - Datacom/Telecom/Wireless/Network	9,300+
Engineering/Tech Design Services	8,700+
Computers, Systems & Peripherals	4,700+
Education	4,300+
General Manufacturing	3,300+
Instrumentation & Controls	3,300+
Automotive	2,800+
Oil & Gas	2,800+
Industrial Machinery/Tools & Equipment	2,700+
Consumer Products/Electronics	2,500+
Aerospace & Defense	2,400+
Utilities/Energy	2,300+
Building & Construction	2,200+
Government	1,800+
Semiconductor & Electronic Components	1,400+
HVAC, Fire Control, Safety	1,200+
Medical Equipment/Instrumentation	1,200+
Chemicals, Plastics & Rubber	1,000+
Transportation	900+
Food & Beverage	900+
Fabricated Metals	700+
Biotechnology/Pharmaceuticals	600+
Agriculture/Forestry	600+
Paper, Printing & Textiles	600+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	9,000+

### Readership Profile by Job Function

Engineering, Design	11,900+
Technical Support/Services	9,000+
Engineering, Consulting	6,700+
Engineering, Other	6,500+
Marketing/Sales	4,600+
Engineering, Faculty/Staff/Student	3,900+
Engineering, Process/Production	3,700+
Research & Development	3,300+
General Corporate Mgmt	2,700+
Purchasing	2,600+
Maintenance/Facilities Management	2,500+
Manufacturing	2,300+
Project Management	2,100+
Architect/Builder/Contractor	1,600+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	7,400+

as of June 2017

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/NWCommP">www.globalspec.com/NWCommP</a>
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