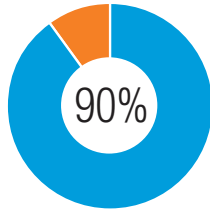


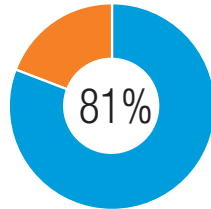
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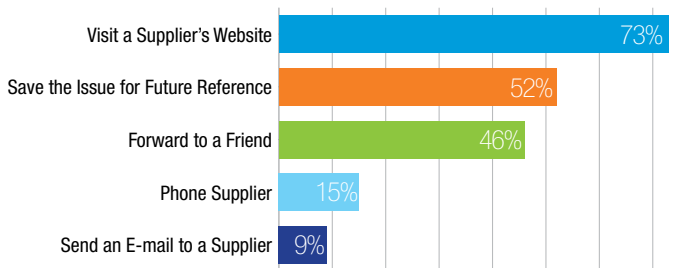


Make or influence company buying decisions

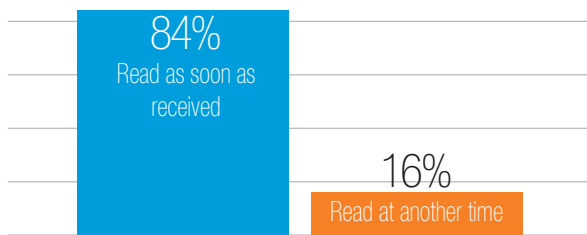


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 62,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	9,000+
Oil & Gas	5,800+
General Manufacturing	5,500+
Industrial Machinery/Tools & Equipment	4,300+
Utilities/Energy	3,800+
Automotive	2,800+
Building & Construction	2,400+
Chemicals, Plastics & Rubber	2,400+
Instrumentation & Controls	2,200+
Education	2,100+
HVAC, Fire Control, Safety	1,700+
Fabricated Metals	1,400+
Food & Beverage	1,400+
Aerospace & Defense	1,200+
Government	1,200+
Biotechnology/Pharmaceuticals	1,100+
Consumer Products/Electronics	900+
Communications - Datacom/Telecom/Wireless/Network	800+
Medical Equipment/Instrumentation	700+
Paper, Printing & Textiles	700+
Semiconductor & Electronic Components	700+
Agriculture/Forestry	700+
Transportation	600+
Computers, Systems & Peripherals	600+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	7,100+

Readership Profile by Job Function

Engineering, Design	10,000+
Engineering, Process/Production	6,900+
Engineering, Consulting	6,500+
Engineering, Other	5,700+
Maintenance/Facilities Management	4,500+
Technical Support/Services	3,900+
Manufacturing	3,600+
Marketing/Sales	3,600+
Engineering, Faculty/Staff/Student	2,500+
General Corporate Mgmt	2,100+
Purchasing	1,800+
Research & Development	1,800+
Project Management	1,700+
Architect/Builder/Contractor	1,200+
Quality Control/Assurance	900+
Unspecified Engineering, Scientific and Technical	5,200+

as of June 2017

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