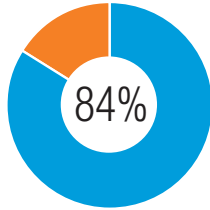


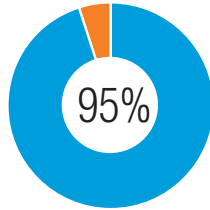
Power Generation & Distribution e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Smart Grid Backbone
- Power Distribution
- Electrical Power Generation
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Key Subscriber Facts:

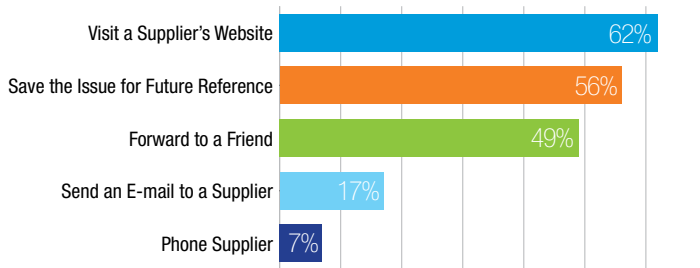


Make or influence company buying decisions

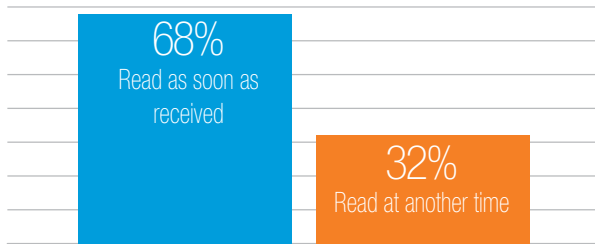


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 88,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	13,700+
Utilities/Energy	10,200+
Oil & Gas	6,100+
General Manufacturing	5,600+
Industrial Machinery/Tools & Equipment	5,100+
Education	4,000+
Instrumentation & Controls	3,700+
Automotive	3,400+
Building & Construction	3,100+
Communications - Datacom/Telecom/Wireless/Network	2,200+
Aerospace & Defense	2,100+
Consumer Products/Electronics	2,000+
Government	1,800+
HVAC, Fire Control, Safety	1,800+
Chemicals, Plastics & Rubber	1,600+
Computers, Systems & Peripherals	1,600+
Fabricated Metals	1,300+
Semiconductor & Electronic Components	1,300+
Transportation	1,200+
Medical Equipment/Instrumentation	1,100+
Agriculture/Forestry	900+
Food & Beverage	800+
Paper, Printing & Textiles	700+
Biotechnology/Pharmaceuticals	700+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	11,800+

Readership Profile by Job Function

Engineering, Design	15,200+
Engineering, Consulting	9,600+
Engineering, Other	8,500+
Technical Support/Services	6,900+
Marketing/Sales	6,100+
Engineering, Process/Production	6,100+
Engineering, Faculty/Staff/Student	4,200+
Maintenance/Facilities Management	3,800+
Research & Development	3,700+
Manufacturing	3,500+
General Corporate Mgmt.	3,400+
Purchasing	3,300+
Project Management	2,100+
Architect/Builder/Contractor	1,900+
Quality Control/Assurance	900+
Unspecified Engineering, Scientific and Technical	8,900+

as of June 2017

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