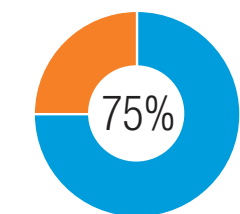


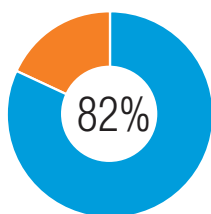
Robotic Systems e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Industrial Robots
- Sensors & Tooling
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- Robotic Safety

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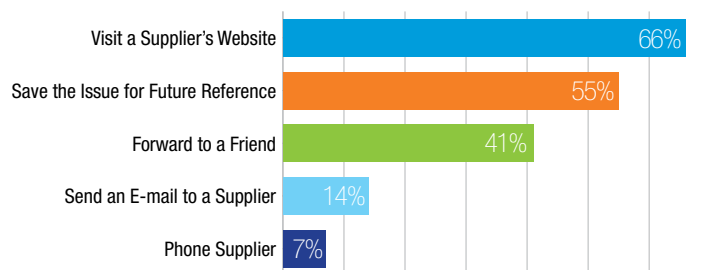


Make or influence company buying decisions

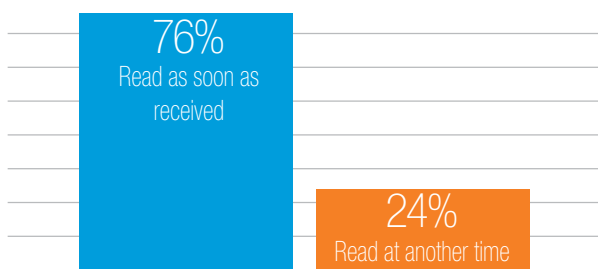


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 65,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	9,63+
General Manufacturing	5,154+
Education	4,709+
Automotive	4,677+
Industrial Machinery/Tools & Equipment	4,600+
Instrumentation & Controls	2,843+
Aerospace & Defense	2,570+
Consumer Products/Electronics	2,022+
Oil & Gas	2,006+
Computers, Systems & Peripherals	1,959+
Communications - Datacom/Telecom/Wireless/Network	1,816+
Medical Equipment/Instrumentation	1,599+
Utilities/Energy	1,591+
Semiconductor & Electronic Components	1,487+
Building & Construction	1,452+
Fabricated Metals	1,255+
Chemicals, Plastics & Rubber	1,072+
Government	1,062+
Food & Beverage	866+
Biotechnology/Pharmaceuticals	837+
HVAC, Fire Control, Safety	766+
Transportation	678+
Paper, Printing & Textiles	618+
Packaging Machinery	554+
Agriculture/Forestry	517+
Unspecified Engineering, Scientific and Technical	8,219+

Readership Profile by Job Function

Engineering, Design	14,300+
Engineering, Other	5,600+
Engineering, Consulting	4,900+
Engineering, Process/Production	4,800+
Technical Support/Services	4,700+
Engineering, Faculty/Staff/Student	4,600+
Research & Development	3,800+
Manufacturing	3,500+
Marketing/Sales	3,000+
Maintenance/Facilities Management	2,200+
General Corporate Mgmt	2,100+
Purchasing	1,500+
Project Management	1,300+
Architect/Builder/Contractor	900+
Quality Control/Assurance	700+
Unspecified Engineering, Scientific and Technical	6,600+

as of June 2017

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/RobotSysP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/RobotSysS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/RobotSysB