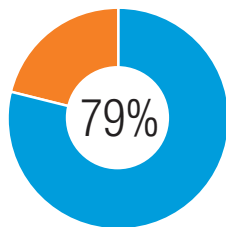




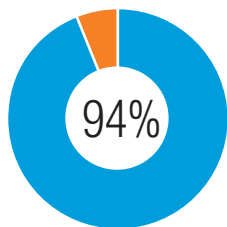
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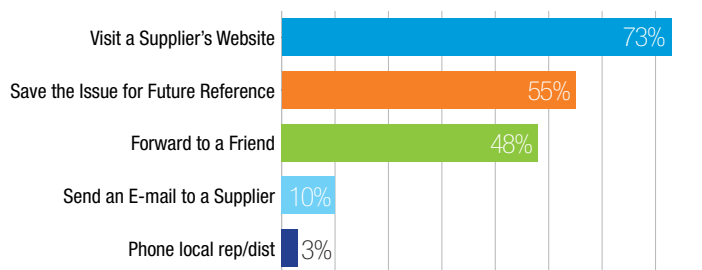


Make or influence company buying decisions

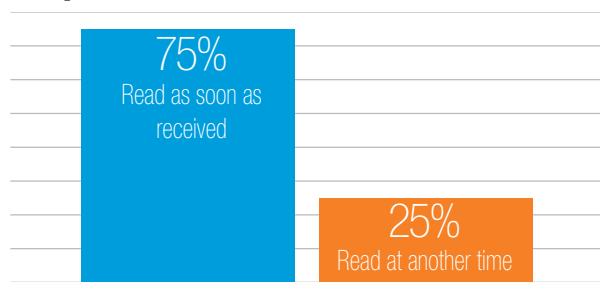


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

**Current Subscriber Base ..... 62,000+**

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Instrumentation & Controls	4,200+
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Industrial Machinery/Tools & Equipment	2,800+
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Biotechnology/Pharmaceuticals	2,400+
Aerospace & Defense	2,200+
Chemicals, Plastics & Rubber	2,100+
Utilities/Energy	2,100+
Government	2,000+
Communications - Datacom/Telecom/Wireless/Network	1,400+
Semiconductor & Electronic Components	1,400+
Consumer Products/Electronics	1,400+
Building & Construction	1,200+
Computers, Systems & Peripherals	1,200+
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Food & Beverage	800+
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Unspecified Engineering, Scientific and Technical	8,100+

### Readership Profile by Job Function

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Research & Development	8,300+
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Engineering, Consulting	4,900+
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Engineering, Faculty/Staff/Student	4,100+
Marketing/Sales	4,100+
Engineering, Process/Production	3,900+
Manufacturing	2,500+
Quality Control/Assurance	1,900+
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Purchasing	1,900+
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Architect/Builder/Contractor	800+
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as of June 2017

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