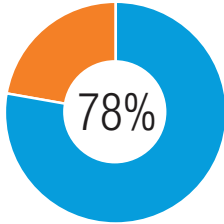


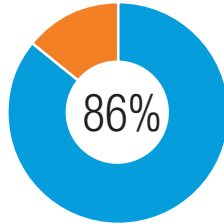
Acoustics & Audio Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Acoustic Materials
- Audio Connectors
- Signal Measurement & Processing
- Speakers & Amplifiers

Key Subscriber Facts:

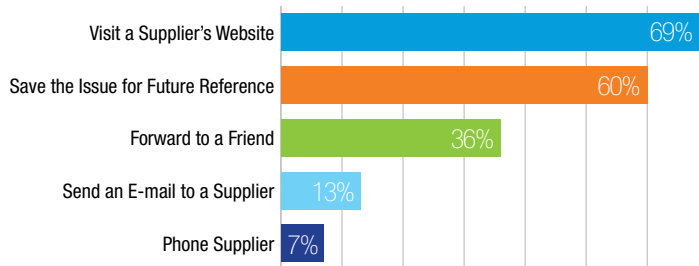


Make or influence company buying decisions

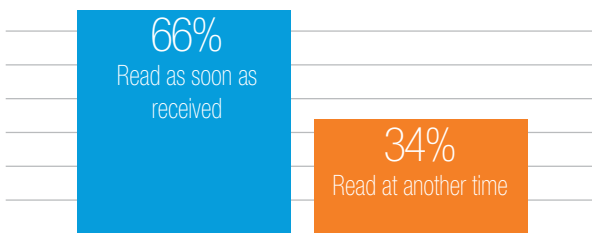


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 35,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	4,400+
Education	2,400+
Consumer Products/Electronics	2,300+
Automotive	2,200+
General Manufacturing	1,900+
Communications - Datacom/Telecom/Wireless/Network	1,800+
Aerospace & Defense	1,500+
Building & Construction	1,400+
Industrial Machinery/Tools & Equipment	1,300+
Computers, Systems & Peripherals	1,300+
Instrumentation & Controls	1,200+
Oil & Gas	1,000+
Utilities/Energy	900+
Medical Equipment/Instrumentation	800+
Semiconductor & Electronic Components	800+
Government	700+
HVAC, Fire Control, Safety	700+
Chemicals, Plastics & Rubber	500+
Fabricated Metals	400+
Transportation	400+
Biotechnology/Pharmaceuticals	400+
Food & Beverage	300+
Agriculture/Forestry	300+
Paper, Printing & Textiles	300+
Packaging Machinery	100+
Unspecified Engineering	6,000+

Readership Profile by Job Function

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

as of Jan 2019

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