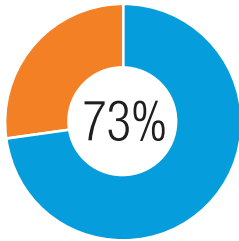


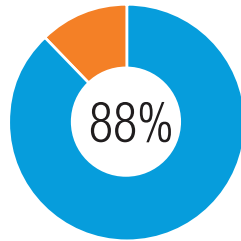
Automotive Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Design & Assembly
- Electrical & Electronic Components
- Materials
- Powertrain Systems

Key Subscriber Facts:

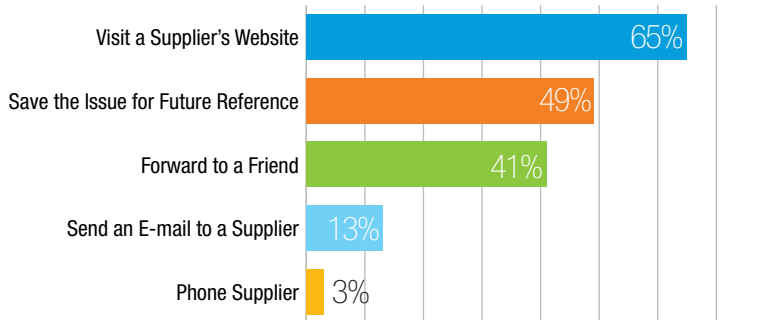


Make or influence company buying decisions

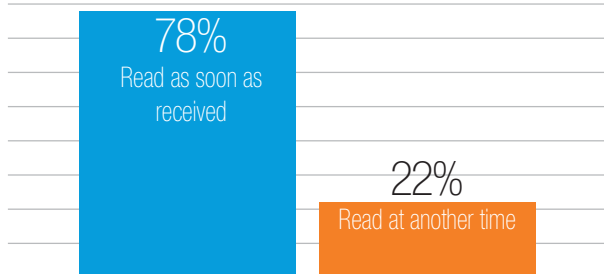


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 49,000+

Readership Profile by Industry (No.)

Automotive	12,300+
Engineering/Tech Design Services	5,200+
General Manufacturing	3,000+
Industrial Machinery/Tools & Equipment	3,000+
Education	2,100+
Aerospace & Defense.....	1,800+
Oil & Gas	1,400+
Instrumentation & Controls	1,300+
Consumer Products/Electronics	1,200+
Building & Construction	1,200+
Chemicals, Plastics & Rubber.....	1,200+
Transportation.....	1,100+
Utilities/Energy.....	1,000+
Communications - Datacom/Telecom/Wireless/Network	900+
Semiconductor & Electronic Components.....	800+
Fabricated Metals	800+
Computers, Systems & Peripherals	800+
Government.....	700+
Medical Equipment/Instrumentation.....	600+
HVAC, Fire Control, Safety	600+
Agriculture/Forestry	500+
Food & Beverage	400+
Biotechnology/Pharmaceuticals	400+
Paper, Printing & Textiles.....	300+
Packaging Machinery	200+
Unspecified Engineering	5,500+

Readership Profile by Job Function

Engineering, Design	9,200+
Engineering, Other	3,700+
Technical Support/Services.....	3,600+
Marketing/Sales.....	3,600+
Engineering, Process/Production	3,400+
Engineering, Consulting	3,300+
Manufacturing	3,100+
Research & Development.....	2,700+
Engineering, Faculty/Staff/Student	2,200+
Purchasing	2,100+
Maintenance/Facilities Management.....	2,000+
General Corporate Mgmt.....	1,700+
Project Management.....	1,100+
Quality Control/Assurance.....	800+
Architect/Builder/Contractor.....	800+
Unspecified Engineering	4,900+

as of Jan 2019

For more information, call 1-800-261-2052.

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