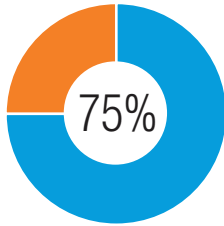




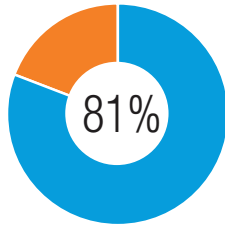
Building & Design e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Building Projects
- Materials & Hardware
- Tools & Equipment
- Environment & Energy

Key Subscriber Facts:

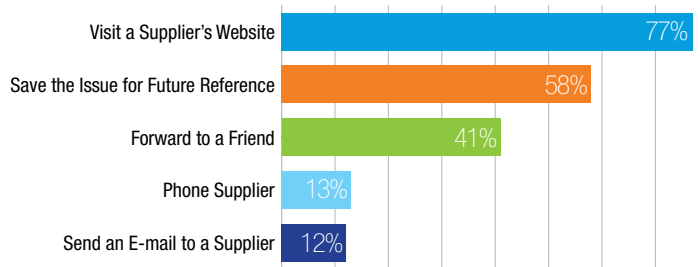


Make or influence company buying decisions

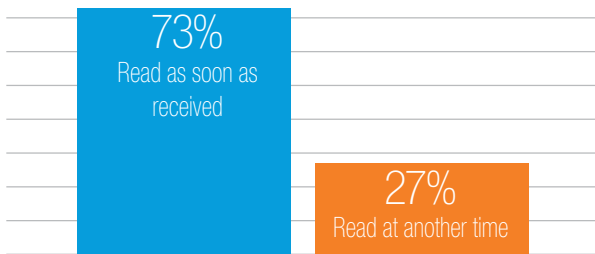


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 76,000+

Readership Profile by Industry (No.)

Building & Construction	13,500+
Engineering/Tech Design Services	9,600+
General Manufacturing	5,000+
Industrial Machinery/Tools & Equipment	3,300+
Automotive	3,200+
Education	3,100+
HVAC, Fire Control, Safety	2,800+
Oil & Gas	2,400+
Utilities/Energy	2,400+
Fabricated Metals	2,000+
Aerospace & Defense	1,900+
Government	1,600+
Consumer Products/Electronics	1,600+
Chemicals, Plastics & Rubber	1,400+
Agriculture/Forestry	1,400+
Instrumentation & Controls	1,400+
Communications - Datacom/Telecom/Wireless/Network	1,200+
Food & Beverage	1,200+
Computers, Systems & Peripherals	1,000+
Transportation	1,000+
Medical Equipment/Instrumentation	1,000+
Biotechnology/Pharmaceuticals	700+
Semiconductor & Electronic Components	600+
Paper, Printing & Textiles	600+
Packaging Machinery	300+
Unspecified Engineering	11,400+

Readership Profile by Job Function

Engineering, Design	12,800+
Architect/Builder/Contractor	8,100+
Engineering, Consulting	7,000+
Engineering, Other	4,600+
Manufacturing	4,400+
Technical Support/Services	3,900+
Marketing/Sales	3,800+
Maintenance/Facilities Management	3,600+
Purchasing	3,500+
Engineering, Process/Production	3,100+
Project Management	2,900+
General Corporate Mgmt	2,700+
Research & Development	2,700+
Engineering, Faculty/Staff/Student	2,300+
Quality Control/Assurance	800+
Unspecified Engineering	9,100+

as of Jan 2019

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

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