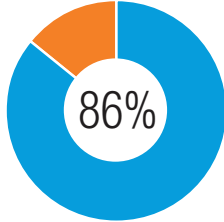


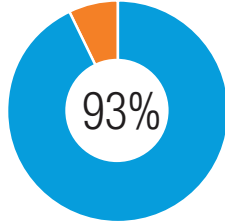
**Coatings & Surface Engineering** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products,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

- Industrial Coatings
- Surface Engineering
- Cleaning & Surface Preparation
- Specialty Coatings

### Key Subscriber Facts:

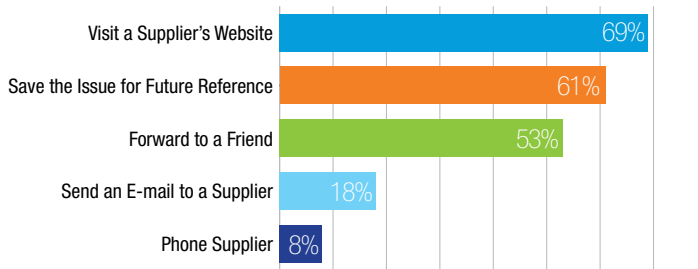


Make or influence company buying decisions

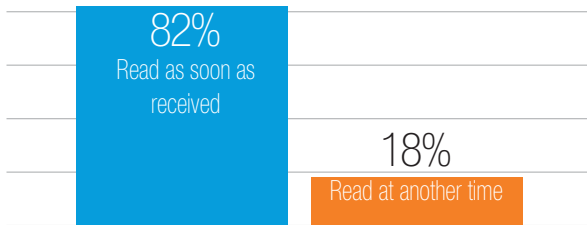


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 66,000+**

### Readership Profile by Industry

| Industry  | (No.)  |
|---|--------|
| Engineering/Tech Design Services                  | 6,600+ |
| General Manufacturing                             | 6,100+ |
| Building & Construction                           | 5,000+ |
| Automotive  | 4,800+ |
| Chemicals, Plastics & Rubber                      | 4,200+ |
| Industrial Machinery/Tools & Equipment            | 4,000+ |
| Oil & Gas   | 3,500+ |
| Aerospace & Defense                               | 3,100+ |
| Education   | 2,400+ |
| Fabricated Metals                                 | 2,300+ |
| Utilities/Energy                                  | 1,800+ |
| Consumer Products/Electronics                     | 1,600+ |
| Medical Equipment/Instrumentation                 | 1,400+ |
| Instrumentation & Controls                        | 1,200+ |
| Semiconductor & Electronic Components             | 1,200+ |
| Government  | 1,100+ |
| Paper, Printing & Textiles                        | 1,000+ |
| Food & Beverage                                   | 900+   |
| HVAC, Fire Control, Safety                        | 900+   |
| Transportation                                    | 900+   |
| Agriculture/Forestry                              | 800+   |
| Biotechnology/Pharmaceuticals                     | 700+   |
| Communications - Datacom/Telecom/Wireless/Network | 700+   |
| Computers, Systems & Peripherals                  | 600+   |
| Packaging Machinery                               | 400+   |
| Unspecified Engineering                           | 9,000+ |

### Readership Profile by Job Function

| Job Function                       | (No.)  |
|------------------------------------|--------|
| Engineering, Design                | 9,400+ |
| Manufacturing                      | 5,400+ |
| Engineering, Process/Production    | 5,100+ |
| Research & Development             | 5,100+ |
| Engineering, Consulting            | 4,800+ |
| Marketing/Sales                    | 4,200+ |
| Engineering, Other                 | 4,000+ |
| Technical Support/Services         | 3,500+ |
| Purchasing                         | 3,100+ |
| Architect/Builder/Contractor       | 3,000+ |
| Maintenance/Facilities Management  | 2,800+ |
| General Corporate Mgmt             | 2,700+ |
| Project Management                 | 2,200+ |
| Engineering, Faculty/Staff/Student | 1,900+ |
| Quality Control/Assurance          | 1,700+ |
| Unspecified Engineering            | 7,300+ |

as of Jan 2019

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

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