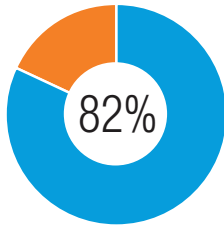


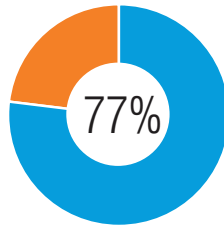
Construction Tools & Equipment e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Trucks, Cranes & Earth Moving Equipment
- Smart Machines & Management Software
- Construction Tools
- Safety, Maintenance & Repair

Key Subscriber Facts:

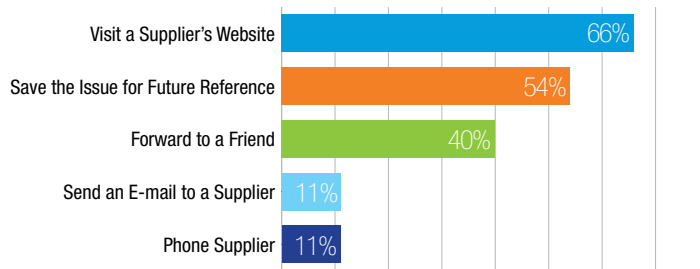


Make or influence company buying decisions

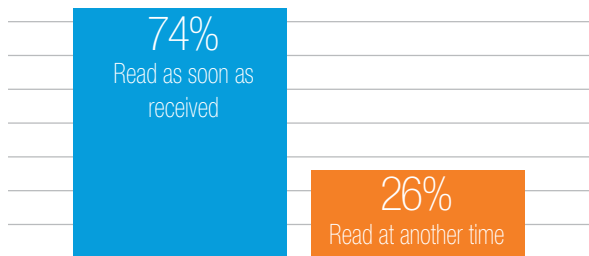


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 40,000+

Readership Profile by Industry (No.)

Building & Construction	7,000+
Engineering/Tech Design Services	4,300+
Industrial Machinery/Tools & Equipment	3,500+
General Manufacturing	2,600+
Oil & Gas	2,100+
Automotive	1,800+
Utilities/Energy	1,500+
Education	1,400+
Fabricated Metals	1,200+
HVAC, Fire Control, Safety	1,000+
Agriculture/Forestry	900+
Instrumentation & Controls	800+
Government	800+
Chemicals, Plastics & Rubber	700+
Transportation	700+
Aerospace & Defense	700+
Consumer Products/Electronics	700+
Communications - Datacom/Telecom/Wireless/Network	700+
Food & Beverage	500+
Computers, Systems & Peripherals	500+
Medical Equipment/Instrumentation	400+
Semiconductor & Electronic Components	300+
Biotechnology/Pharmaceuticals	300+
Paper, Printing & Textiles	300+
Packaging Machinery	200+
Unspecified Engineering	4,700+

Readership Profile by Job Function

Engineering, Design	5,000+
Architect/Builder/Contractor	4,100+
Engineering, Consulting	3,100+
Engineering, Other	2,800+
Technical Support/Services	2,700+
Marketing/Sales	2,600+
Maintenance/Facilities Management	2,500+
Manufacturing	2,500+
Purchasing	2,200+
Engineering, Process/Production	2,000+
Project Management	1,600+
General Corporate Mgmt.	1,500+
Research & Development	1,200+
Engineering, Faculty/Staff/Student	1,100+
Quality Control/Assurance	600+
Unspecified Engineering	4,000+

as of Jan 2019

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

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