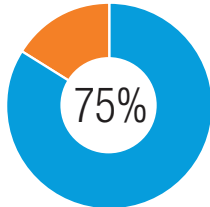


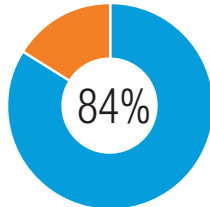
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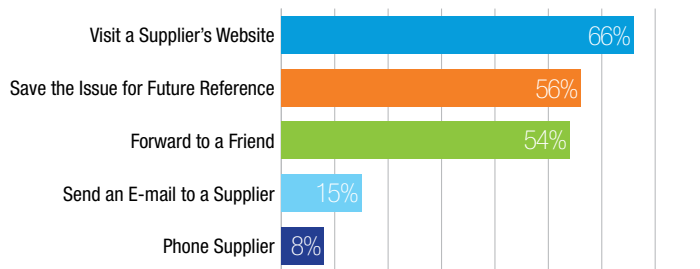


Make or influence company buying decisions

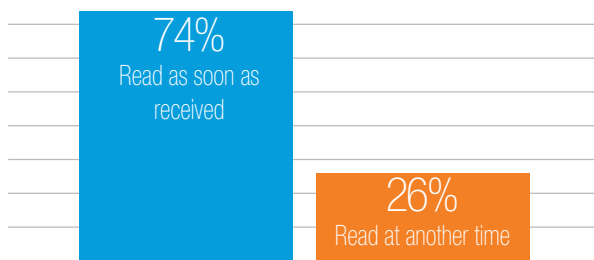


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 28,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design.....	5,300+
Engineering, Consulting	2,400+
Marketing/Sales.....	2,200+
Engineering, Other	2,100+
Technical Support/Services.....	2,000+
Research & Development.....	2,000+
Engineering, Process/Production.....	1,500+
Engineering, Faculty/Staff/Student	1,500+
Manufacturing	1,300+
General Corporate Mgmt.....	1,300+
Purchasing	1,000+
Project Management.....	800+
Maintenance/Facilities Management.....	800+
Architect/Builder/Contractor.....	600+
Quality Control/Assurance.....	400+
Unspecified Engineering	3,200+

as of Jan 2019

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