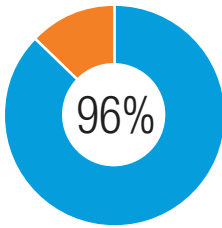


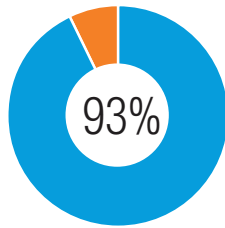
**Design & Analysis Software** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Computer Aided Design (CAD)
- Computer Aided Engineering (CAE)
- PLM/PDM/Project Management
- Computer Aided Manufacturing & Prototyping

### Key Subscriber Facts:

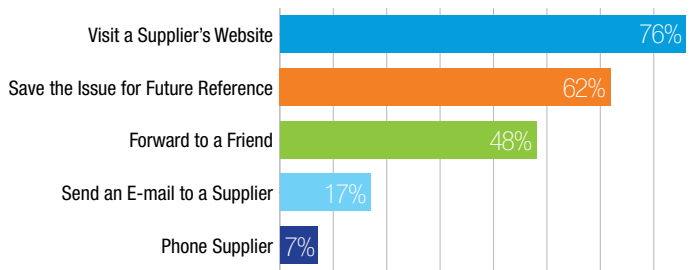


Make or influence company buying decisions

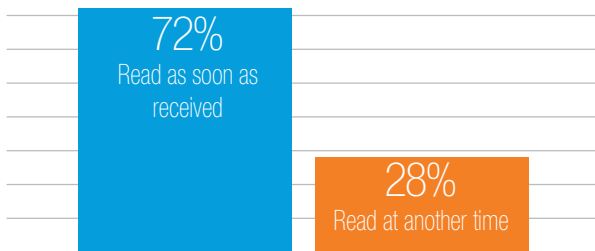


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 56,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	9,800+
Automotive	3,700+
Education	3,700+
General Manufacturing	3,500+
Industrial Machinery/Tools & Equipment	2,800+
Oil & Gas	2,500+
Aerospace & Defense	2,500+
Building & Construction	2,400+
Instrumentation & Controls	1,800+
Utilities/Energy	1,700+
Communications - Datacom/Telecom/Wireless/Network	1,700+
Computers, Systems & Peripherals	1,700+
Consumer Products/Electronics	1,600+
Chemicals, Plastics & Rubber	1,200+
Medical Equipment/Instrumentation	1,100+
Government	1,000+
HVAC, Fire Control, Safety	1,000+
Semiconductor & Electronic Components	900+
Fabricated Metals	900+
Food & Beverage	700+
Biotechnology/Pharmaceuticals	600+
Transportation	600+
Agriculture/Forestry	500+
Paper, Printing & Textiles	500+
Packaging Machinery	300+
Unspecified Engineering	6,900+

### Readership Profile by Job Function

Engineering, Design	16,000+
Engineering, Consulting	5,300+
Engineering, Other	4,000+
Research & Development	3,500+
Engineering, Process/Production	3,400+
Engineering, Faculty/Staff/Student	3,200+
Technical Support/Services	3,200+
Manufacturing	2,400+
Marketing/Sales	1,800+
Architect/Builder/Contractor	1,500+
General Corporate Mgmt	1,400+
Maintenance/Facilities Management	1,400+
Project Management	1,400+
Purchasing	1,100+
Quality Control/Assurance	800+
Unspecified Engineering	5,600+

as of Jan 2019

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

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