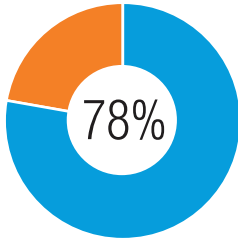


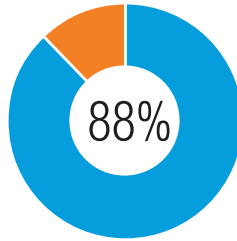
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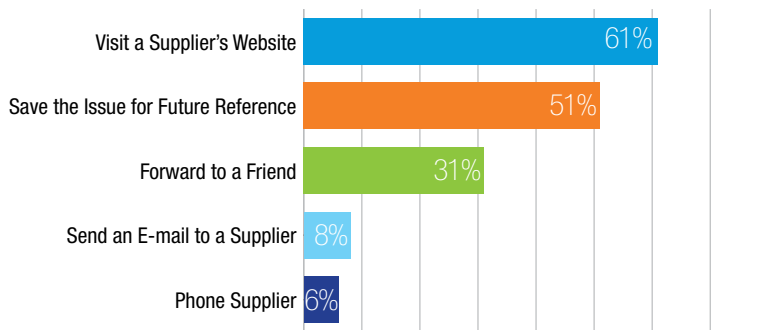


Make or influence company buying decisions

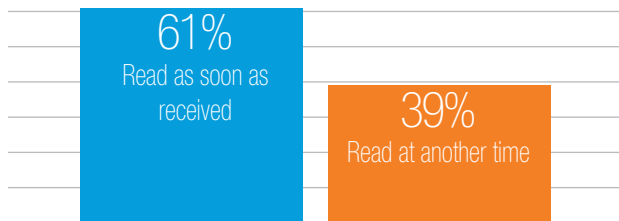


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 118,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	16,100+
General Manufacturing	7,100+
Industrial Machinery/Tools & Equipment	7,100+
Automotive	6,700+
Education	5,800+
Instrumentation & Controls	5,700+
Utilities/Energy.....	5,500+
Consumer Products/Electronics	5,000+
Building & Construction	5,000+
Aerospace & Defense.....	4,400+
Oil & Gas	4,100+
Communications - Datacom/Telecom/Wireless/Network ..	3,700+
Semiconductor & Electronic Components.....	3,300+
Computers, Systems & Peripherals	2,800+
HVAC, Fire Control, Safety	2,500+
Medical Equipment/Instrumentation.....	2,500+
Government.....	2,300+
Chemicals, Plastics & Rubber.....	1,900+
Food & Beverage	1,900+
Fabricated Metals.....	1,600+
Transportation.....	1,600+
Agriculture/Forestry	1,300+
Paper, Printing & Textiles.....	1,100+
Biotechnology/Pharmaceuticals	1,000+
Packaging Machinery	700+
Unspecified Engineering	17,000+

Readership Profile by Job Function

Engineering, Design.....	21,200+
Technical Support/Services.....	10,800+
Engineering, Other	10,400+
Engineering, Consulting	9,300+
Maintenance/Facilities Management.....	7,100+
Engineering, Process/Production.....	6,900+
Marketing/Sales.....	6,300+
Manufacturing	5,700+
Purchasing	5,300+
Research & Development.....	5,000+
Engineering, Faculty/Staff/Student	5,000+
General Corporate Mgmt.....	3,400+
Architect/Builder/Contractor.....	3,000+
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Unspecified Engineering	14,100+

as of Jan 2019

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