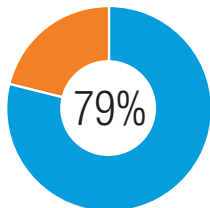


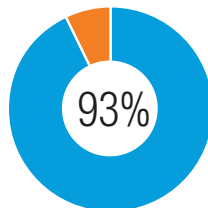
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- Analog/Mixed Signal
- Discrete & Power Devices
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Key Subscriber Facts:

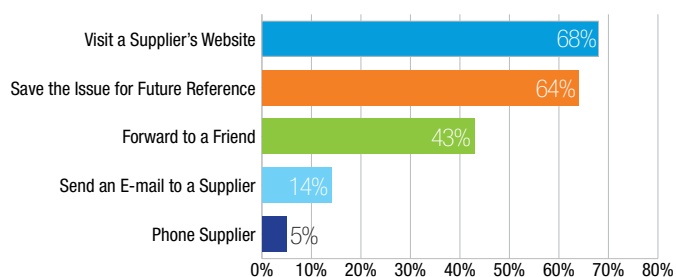


Make or influence company buying decisions

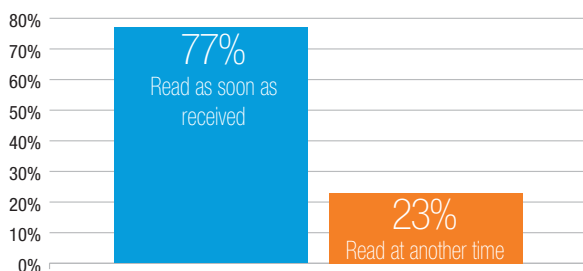


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 72,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	9,500+
Consumer Products/Electronics	4,500+
Education	4,400+
General Manufacturing	4,300+
Automotive	4,000+
Instrumentation & Controls	3,600+
Industrial Machinery/Tools & Equipment	3,600+
Communications - Datacom/Telecom/Wireless/Network ..	3,500+
Semiconductor & Electronic Components.....	3,300+
Aerospace & Defense.....	3,200+
Computers, Systems & Peripherals	2,800+
Utilities/Energy.....	2,000+
Medical Equipment/Instrumentation.....	1,900+
Oil & Gas	1,800+
Government.....	1,400+
Building & Construction	1,300+
HVAC, Fire Control, Safety	1,100+
Chemicals, Plastics & Rubber.....	1,000+
Transportation.....	800+
Fabricated Metals	800+
Food & Beverage	700+
Biotechnology/Pharmaceuticals	600+
Paper, Printing & Textiles.....	600+
Agriculture/Forestry	500+
Packaging Machinery	400+
Unspecified Engineering	10,000+

Readership Profile by Job Function

Engineering, Design.....	14,700+
Technical Support/Services.....	7,100+
Engineering, Other	6,200+
Engineering, Consulting	5,300+
Research & Development.....	4,300+
Marketing/Sales.....	4,200+
Engineering, Faculty/Staff/Student	4,000+
Engineering, Process/Production.....	3,900+
Manufacturing	3,300+
Purchasing	2,800+
Maintenance/Facilities Management.....	2,400+
General Corporate Mgmt.....	2,200+
Project Management.....	1,300+
Architect/Builder/Contractor.....	900+
Quality Control/Assurance.....	700+
Unspecified Engineering	8,000+

as of Jan 2019

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