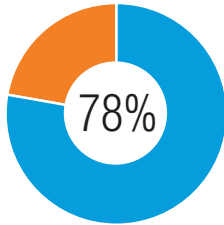


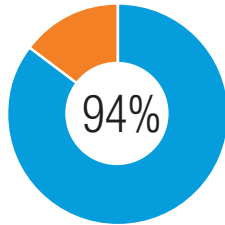
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Key Subscriber Facts:

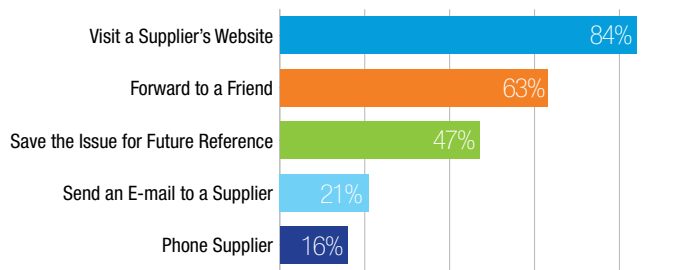


Make or influence company buying decisions

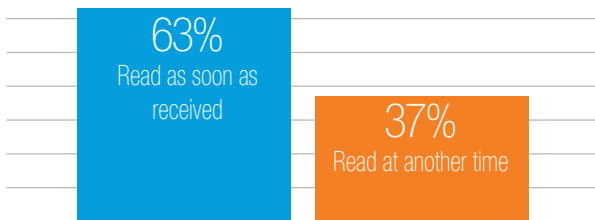


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 54,000+

Readership Profile by Industry

	(No.)
Engineering/Tech Design Services	9,600+
General Manufacturing	4,100+
Oil & Gas	3,500+
Industrial Machinery/Tools & Equipment	3,300+
Automotive	3,200+
Utilities/Energy.....	2,400+
Building & Construction	2,300+
Aerospace & Defense.....	2,100+
Education	2,000+
Instrumentation & Controls	1,700+
Chemicals, Plastics & Rubber.....	1,500+
HVAC, Fire Control, Safety	1,300+
Communications - Datacom/Telecom/Wireless/Network ..	1,200+
Consumer Products/Electronics	1,100+
Government.....	1,000+
Fabricated Metals	1,000+
Medical Equipment/Instrumentation.....	1,000+
Food & Beverage	1,000+
Semiconductor & Electronic Components.....	900+
Computers, Systems & Peripherals	700+
Transportation.....	700+
Biotechnology/Pharmaceuticals	600+
Paper, Printing & Textiles.....	500+
Agriculture/Forestry	400+
Packaging Machinery	300+
Unspecified Engineering	6,900+

Readership Profile by Job Function

Engineering, Design	11,100+
Engineering, Consulting	6,100+
Engineering, Other	5,300+
Engineering, Process/Production.....	5,300+
Technical Support/Services.....	2,800+
Maintenance/Facilities Management.....	2,600+
Manufacturing	2,500+
Engineering, Faculty/Staff/Student	2,300+
Marketing/Sales.....	2,100+
Project Management.....	1,900+
Research & Development.....	1,800+
General Corporate Mgmt.....	1,600+
Purchasing	1,300+
Architect/Builder/Contractor.....	1,100+
Quality Control/Assurance.....	900+
Unspecified Engineering	5,500+

as of Jan 2019

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