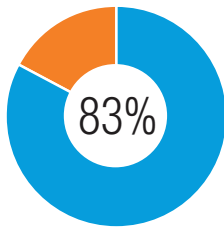


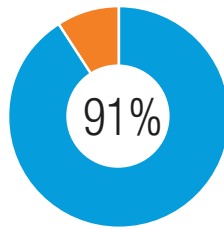
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Key Subscriber Facts:

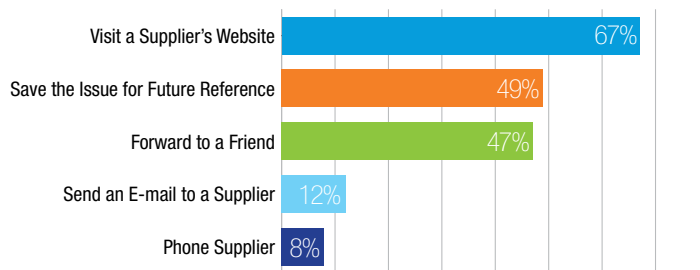


Make or influence company buying decisions

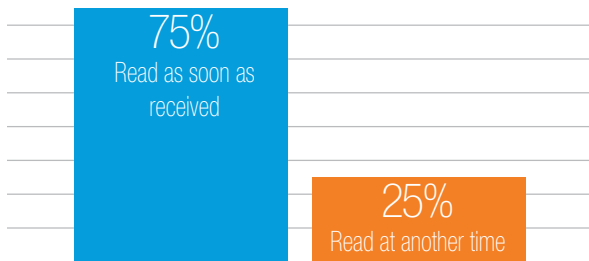


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 74,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	9,600+
Industrial Machinery/Tools & Equipment	7,400+
General Manufacturing	6,300+
Automotive	5,600+
Oil & Gas	5,100+
Building & Construction	3,000+
Instrumentation & Controls	2,800+
Utilities/Energy	2,800+
Education	2,700+
Aerospace & Defense	2,100+
Chemicals, Plastics & Rubber	1,900+
Fabricated Metals	1,900+
Agriculture/Forestry	1,700+
HVAC, Fire Control, Safety	1,600+
Food & Beverage	1,500+
Transportation	1,400+
Medical Equipment/Instrumentation	1,200+
Consumer Products/Electronics	1,100+
Government	1,100+
Paper, Printing & Textiles	1,000+
Biotechnology/Pharmaceuticals	800+
Semiconductor & Electronic Components	800+
Packaging Machinery	700+
Communications - Datacom/Telecom/Wireless/Network	600+
Computers, Systems & Peripherals	600+
Unspecified Engineering	9,000+

Readership Profile by Job Function

Engineering, Design	13,600+
Engineering, Other	6,200+
Engineering, Process/Production	5,900+
Engineering, Consulting	5,800+
Technical Support/Services	5,700+
Maintenance/Facilities Management	5,300+
Manufacturing	4,900+
Marketing/Sales	4,600+
Purchasing	3,600+
Engineering, Faculty/Staff/Student	2,600+
Research & Development	2,300+
General Corporate Mgmt	2,200+
Architect/Builder/Contractor	1,900+
Project Management	1,700+
Quality Control/Assurance	700+
Unspecified Engineering	7,300+

as of Jan 2019

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