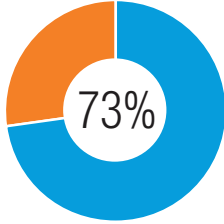


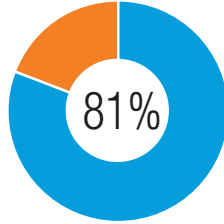
Food & Beverage Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

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Key Subscriber Facts:

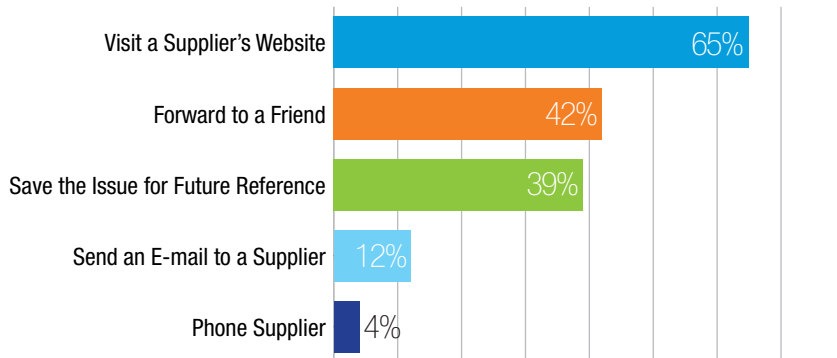


Make or influence company buying decisions

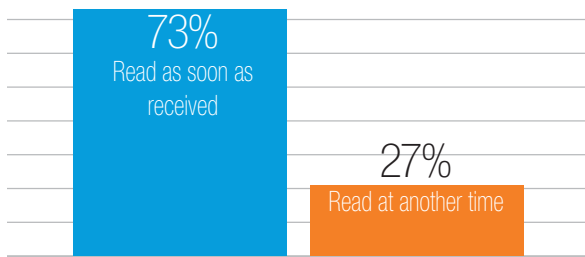


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 23,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	2,800+
Marketing/Sales	2,600+
Manufacturing	1,800+
Engineering, Consulting	1,700+
Engineering, Process/Production	1,600+
Technical Support/Services	1,500+
Research & Development	1,300+
Engineering, Other	1,300+
Purchasing	1,200+
General Corporate Mgmt	1,100+
Maintenance/Facilities Management	1,000+
Engineering, Faculty/Staff/Student	700+
Project Management	700+
Quality Control/Assurance	500+
Architect/Builder/Contractor	500+
Unspecified Engineering	2,700+

as of Jan 2019

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