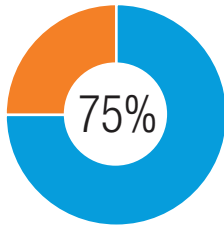




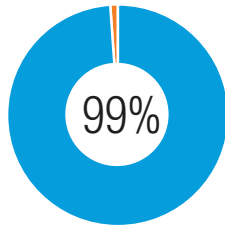
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- Infrastructure
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Key Subscriber Facts:

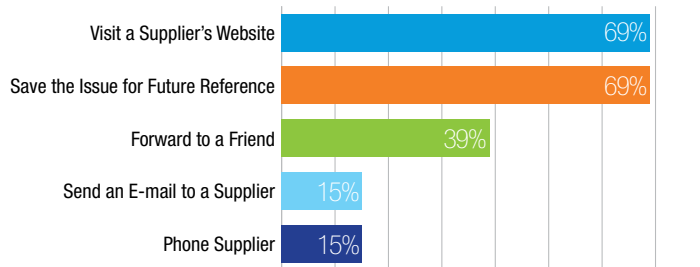


Make or influence company buying decisions

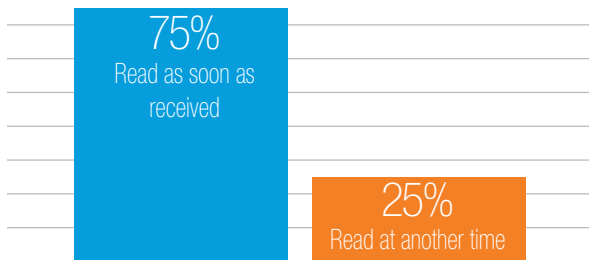


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 17,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	2,500+
Marketing/Sales.....	1,600+
Engineering, Consulting	1,500+
Research & Development.....	1,400+
Engineering, Other.....	1,300+
Technical Support/Services.....	1,200+
Manufacturing	1,000+
Engineering, Process/Production.....	900+
General Corporate Mgmt.....	800+
Purchasing	800+
Engineering, Faculty/Staff/Student	800+
Maintenance/Facilities Management.....	600+
Project Management.....	500+
Architect/Builder/Contractor	400+
Quality Control/Assurance	400+
Unspecified Engineering	2,000+

as of Jan 2019

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