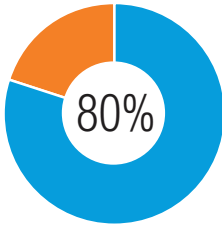




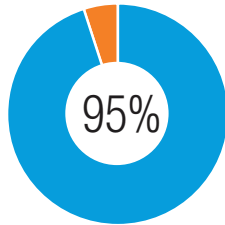
Industrial MRO e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Inventory & Asset Management
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Key Subscriber Facts:

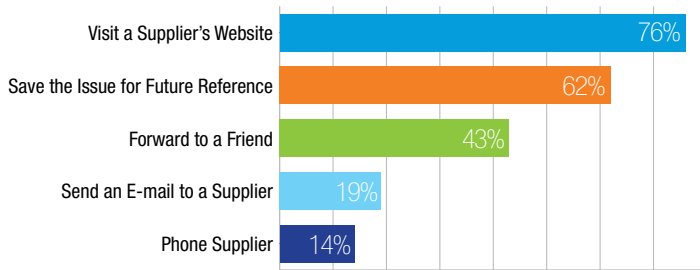


Make or influence company buying decisions

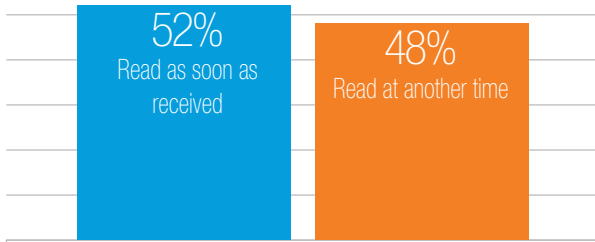


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 and 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 22,000+

Readership Profile by Industry	(No.)
Industrial Machinery/Tools & Equipment	2,400+
Engineering/Tech Design Services	2,300+
General Manufacturing	2,000+
Automotive	1,400+
Oil & Gas	1,100+
Building & Construction	1,000+
Aerospace & Defense	900+
Education	800+
Instrumentation & Controls	700+
Utilities/Energy	600+
Chemicals, Plastics & Rubber	600+
Food & Beverage	600+
Fabricated Metals	600+
Consumer Products/Electronics	400+
HVAC, Fire Control, Safety	300+
Transportation	300+
Agriculture/Forestry	300+
Government	300+
Medical Equipment/Instrumentation	300+
Semiconductor & Electronic Components	300+
Communications - Datacom/Telecom/Wireless/Network	300+
Computers, Systems & Peripherals	300+
Paper, Printing & Textiles	300+
Biotechnology/Pharmaceuticals	200+
Packaging Machinery	200+
Unspecified Engineering	3,900+

Readership Profile by Job Function

Unspecified Engineering	3,300+
Engineering, Design	2,900+
Marketing/Sales	2,100+
Purchasing	1,600+
Engineering, Consulting	1,500+
Manufacturing	1,500+
Engineering, Other	1,500+
Technical Support/Services	1,500+
Engineering, Process/Production	1,400+
Maintenance/Facilities Management	1,400+
General Corporate Mgmt.	800+
Engineering, Faculty/Staff/Student	700+
Research & Development	700+
Architect/Builder/Contractor	600+
Project Management	600+
Quality Control/Assurance	300+

as of Jan 2019

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