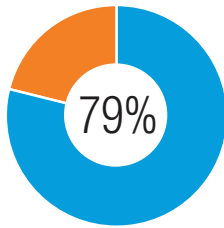


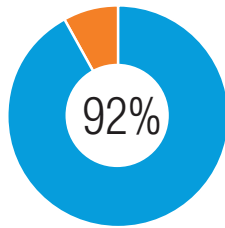
Lab Equipment e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Clinical & Research Labware
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Key Subscriber Facts:

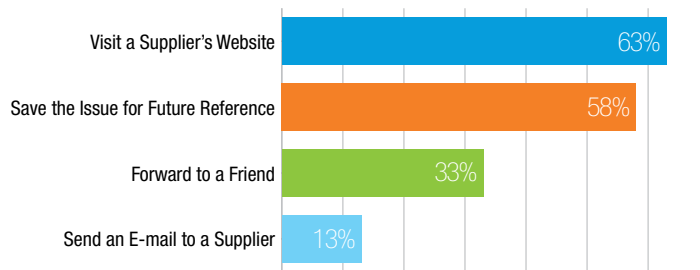


Make or influence company buying decisions

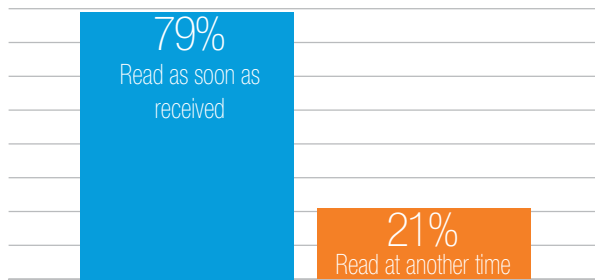


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 57,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	5,900+
Education	5,300+
General Manufacturing	3,200+
Medical Equipment/Instrumentation	3,000+
Instrumentation & Controls	2,800+
Automotive	2,700+
Biotechnology/Pharmaceuticals	2,700+
Chemicals, Plastics & Rubber	2,600+
Industrial Machinery/Tools & Equipment	2,500+
Aerospace & Defense	2,300+
Oil & Gas	2,300+
Government	1,700+
Consumer Products/Electronics	1,500+
Utilities/Energy	1,400+
Building & Construction	1,300+
Semiconductor & Electronic Components	1,300+
Communications - Datacom/Telecom/Wireless/Network	1,200+
Food & Beverage	1,200+
Computers, Systems & Peripherals	9000+
Agriculture/Forestry	800+
HVAC, Fire Control, Safety	700+
Fabricated Metals	700+
Paper, Printing & Textiles	500+
Transportation	400+
Packaging Machinery	200+
Unspecified Engineering	7,600+

Readership Profile by Job Function

Engineering, Design	7,700+
Research & Development	7,100+
Technical Support/Services	4,400+
Engineering, Consulting	4,100+
Engineering, Other	4,000+
Marketing/Sales	3,600+
Engineering, Process/Production	3,300+
Engineering, Faculty/Staff/Student	3,300+
Manufacturing	2,800+
Quality Control/Assurance	2,500+
Purchasing	2,300+
General Corporate Mgmt.	1,800+
Maintenance/Facilities Management	1,500+
Project Management	1,300+
Architect/Builder/Contractor	800+
Unspecified Engineering	6,100+

as of Jan 2019

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