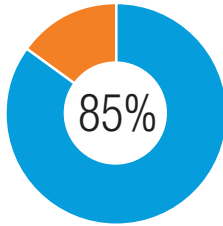


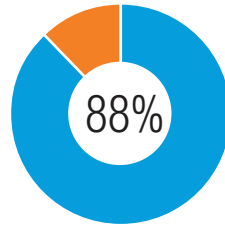
Machine Tools & Metal Working e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Metal Cutting
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Key Subscriber Facts:

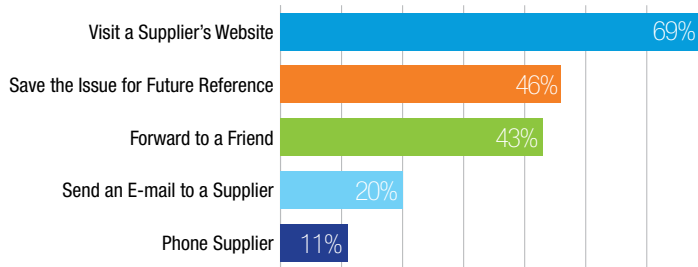


Make or influence company buying decisions

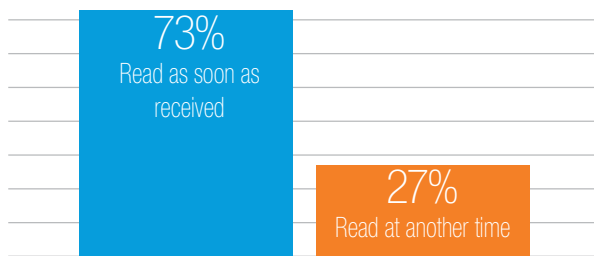


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 65,000+

Readership Profile by Industry (No.)

Industrial Machinery/Tools & Equipment	8,200+
General Manufacturing	7,400+
Engineering/Tech Design Services	6,900+
Automotive	5,500+
Fabricated Metals	4,100+
Aerospace & Defense	2,800+
Building & Construction	2,600+
Oil & Gas	2,500+
Education	2,300+
Utilities/Energy	1,400+
Consumer Products/Electronics	1,200+
Chemicals, Plastics & Rubber	1,200+
Instrumentation & Controls	1,100+
Medical Equipment/Instrumentation	1,100+
Agriculture/Forestry	1,000+
HVAC, Fire Control, Safety	900+
Food & Beverage	900+
Government	800+
Transportation	800+
Semiconductor & Electronic Components	700+
Communications - Datacom/Telecom/Wireless/Network	600+
Computers, Systems & Peripherals	600+
Paper, Printing & Textiles	600+
Packaging Machinery	500+
Biotechnology/Pharmaceuticals	500+
Unspecified Engineering	8,600+

Readership Profile by Job Function

Engineering, Design	10,200+
Manufacturing	8,300+
Engineering, Process/Production	5,300+
Engineering, Other	4,400+
Marketing/Sales	4,100+
Technical Support/Services	3,900+
Engineering, Consulting	3,500+
Maintenance/Facilities Management	3,300+
Purchasing	3,200+
General Corporate Mgmt.	2,300+
Research & Development	2,300+
Engineering, Faculty/Staff/Student	2,100+
Architect/Builder/Contractor	1,700+
Project Management	1,400+
Quality Control/Assurance	900+
Unspecified Engineering	7,400+

as of Jan 2019

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