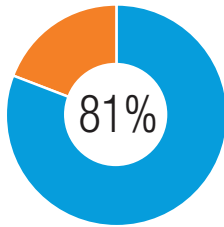


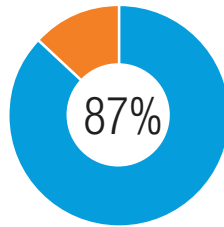
Material Handling & Supply Chain Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products,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

- Conveyors, Overhead Handling
- Warehouse and Distribution
- Purchasing & Logistics
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Key Subscriber Facts:

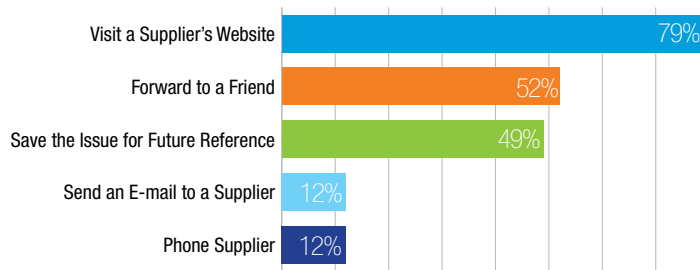


Make or influence company buying decisions

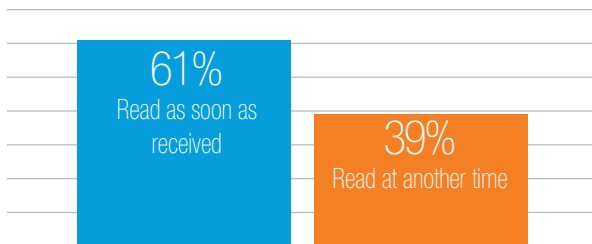


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 41,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	4,800+
General Manufacturing	4,700+
Industrial Machinery/Tools & Equipment	3,700+
Automotive	2,500+
Oil & Gas	2,000+
Chemicals, Plastics & Rubber	1,500+
Education	1,400+
Building & Construction	1,400+
Fabricated Metals	1,200+
Utilities/Energy	1,200+
Aerospace & Defense	1,100+
Consumer Products/Electronics	900+
Transportation	900+
Instrumentation & Controls	800+
Food & Beverage	800+
Medical Equipment/Instrumentation	600+
Semiconductor & Electronic Components	600+
Government	600+
Communications - Datacom/Telecom/Wireless/Network	600+
Paper, Printing & Textiles	500+
Biotechnology/Pharmaceuticals	500+
Computers, Systems & Peripherals	500+
HVAC, Fire Control, Safety	500+
Agriculture/Forestry	500+
Packaging Machinery	500+
Unspecified Engineering	6,300+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	6,200+
Engineering, Process/Production	3,400+
Manufacturing	3,300+
Marketing/Sales	3,300+
Engineering, Consulting	3,100+
Purchasing	2,700+
Engineering, Other	2,600+
Technical Support/Services	2,300+
General Corporate Mgmt	2,100+
Maintenance/Facilities Management	1,500+
Research & Development	1,500+
Engineering, Faculty/Staff/Student	1,300+
Project Management	1,000+
Quality Control/Assurance	800+
Architect/Builder/Contractor	800+
Unspecified Engineering	4,800+

as of Jan 2019

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