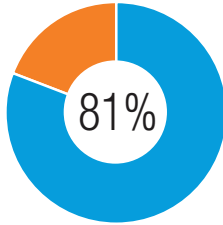


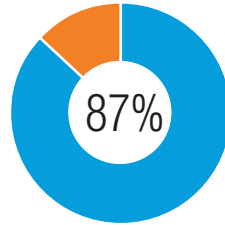
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- Bearings, Bushing & Guides
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- Materials
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Key Subscriber Facts:

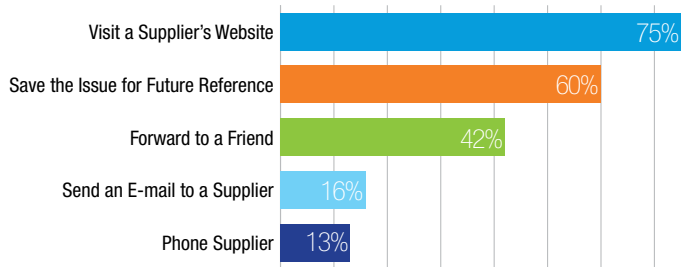


Make or influence company buying decisions

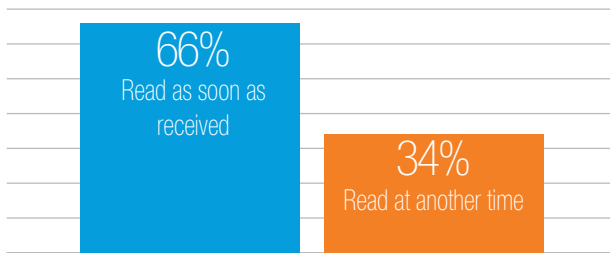


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 93,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	11,400+
Industrial Machinery/Tools & Equipment	8,700+
General Manufacturing	8,600+
Automotive	7,800+
Oil & Gas	4,400+
Aerospace & Defense.....	3,900+
Education	3,500+
Building & Construction	2,900+
Fabricated Metals	2,700+
Utilities/Energy.....	2,600+
HVAC, Fire Control, Safety	2,000+
Chemicals, Plastics & Rubber.....	2,000+
Medical Equipment/Instrumentation.....	1,900+
Instrumentation & Controls	1,900+
Consumer Products/Electronics	1,800+
Food & Beverage	1,600+
Agriculture/Forestry	1,600+
Transportation.....	1,400+
Government.....	1,300+
Semiconductor & Electronic Components.....	1,200+
Paper, Printing & Textiles.....	1,000+
Biotechnology/Pharmaceuticals	900+
Computers, Systems & Peripherals	900+
Communications - Datacom/Telecom/Wireless/Network	900+
Packaging Machinery	800+
Unspecified Engineering	15,200+

Readership Profile by Job Function

Engineering, Design	20,200+
Engineering, Other	6,800+
Engineering, Process/Production.....	6,600+
Manufacturing	6,400+
Engineering, Consulting	6,400+
Technical Support/Services.....	5,600+
Maintenance/Facilities Management.....	5,300+
Purchasing	4,500+
Marketing/Sales.....	4,500+
Research & Development.....	3,400+
Engineering, Faculty/Staff/Student	3,200+
General Corporate Mgmt.....	2,500+
Project Management.....	1,900+
Architect/Builder/Contractor.....	1,800+
Quality Control/Assurance.....	1,200+
Unspecified Engineering	12,700+

as of Jan 2019

For more information, call 1-800-261-2052.

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