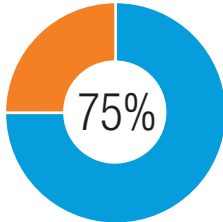


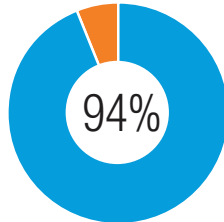
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### Key Subscriber Facts:

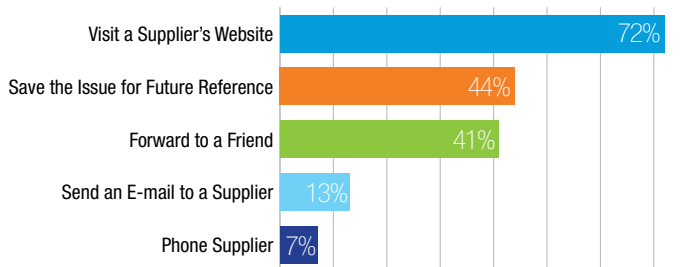


Make or influence company buying decisions



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 ..... 25,000+

#### Readership Profile by Industry (No.)

Medical Equipment/Instrumentation	4,900+
Engineering/Tech Design Services	2,900+
General Manufacturing	1,500+
Education	1,300+
Industrial Machinery/Tools & Equipment	1,300+
Biotechnology/Pharmaceuticals	1,000+
Automotive	900+
Instrumentation & Controls	800+
Oil & Gas	700+
Aerospace & Defense	700+
Consumer Products/Electronics	600+
Chemicals, Plastics & Rubber	500+
Semiconductor & Electronic Components	500+
Building & Construction	500+
Communications - Datacom/Telecom/Wireless/Network	500+
Computers, Systems & Peripherals	400+
Utilities/Energy	400+
Government	300+
Fabricated Metals	300+
HVAC, Fire Control, Safety	300+
Food & Beverage	200+
Agriculture/Forestry	200+
Transportation	200+
Packaging Machinery	100+
Paper, Printing & Textiles	100+
Unspecified Engineering	3,400+

#### Readership Profile by Job Function

Engineering, Design	4,800+
Marketing/Sales	2,300+
Engineering, Consulting	2,000+
Research & Development	2,000+
Engineering, Other	1,700+
Technical Support/Services	1,500+
Engineering, Process/Production	1,300+
Manufacturing	1,300+
Engineering, Faculty/Staff/Student	1,200+
General Corporate Mgmt	1,000+
Purchasing	900+
Project Management	600+
Maintenance/Facilities Management	500+
Quality Control/Assurance	400+
Architect/Builder/Contractor	300+
Unspecified Engineering	2,900+

as of Jan 2019

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