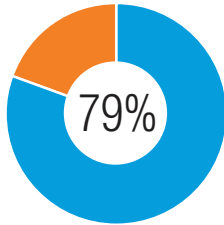


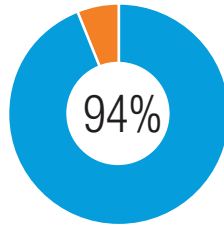
Motion Control Components e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Positioning & Sensing
- Motion System Hardware
- Motion Controllers
- Drives & Actuators

Key Subscriber Facts:

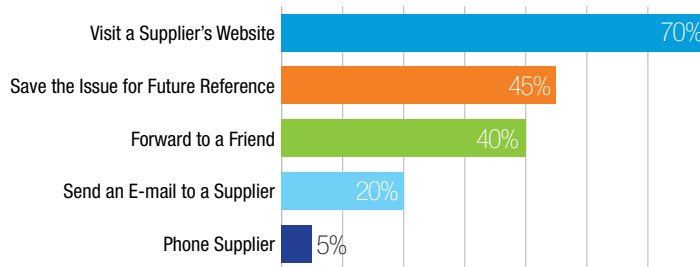


Make or influence company buying decisions

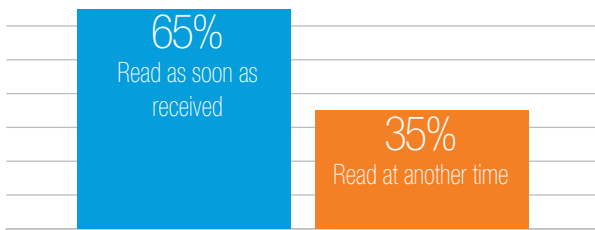


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 53,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	6,900+
Industrial Machinery/Tools & Equipment	4,600+
General Manufacturing	4,500+
Automotive	3,800+
Instrumentation & Controls	2,700+
Education	2,500+
Aerospace & Defense	1,900+
Oil & Gas	1,700+
Consumer Products/Electronics	1,400+
Utilities/Energy	1,400+
Building & Construction	1,300+
Medical Equipment/Instrumentation	1,200+
Fabricated Metals	1,100+
Computers, Systems & Peripherals	1,000+
Semiconductor & Electronic Components	1,000+
Communications - Datacom/Telecom/Wireless/Network	900+
Food & Beverage	900+
Chemicals, Plastics & Rubber	900+
Government	700+
HVAC, Fire Control, Safety	700+
Agriculture/Forestry	700+
Paper, Printing & Textiles	700+
Transportation	600+
Packaging Machinery	500+
Biotechnology/Pharmaceuticals	500+
Unspecified Engineering	8,400+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	11,700+
Engineering, Other	4,000+
Engineering, Consulting	3,900+
Technical Support/Services	3,800+
Engineering, Process/Production	3,700+
Manufacturing	2,700+
Marketing/Sales	2,700+
Research & Development	2,600+
Maintenance/Facilities Management	2,500+
Engineering, Faculty/Staff/Student	2,300+
Purchasing	1,800+
General Corporate Mgmt.	1,700+
Project Management	1,000+
Architect/Builder/Contractor	800+
Quality Control/Assurance	400+
Unspecified Engineering	6,800+

as of Jan 2019

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

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