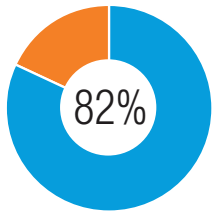




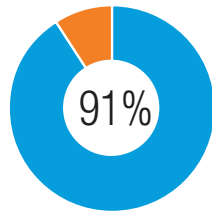
Motors & Drives e-newsletter addresses engineers responsible for the design and application of motion control and machine automation solutions. This publication helps readers keep pace with motor/drive technology advances and their impact on energy consumption, maintenance, and overall plant reliability. Topics include:

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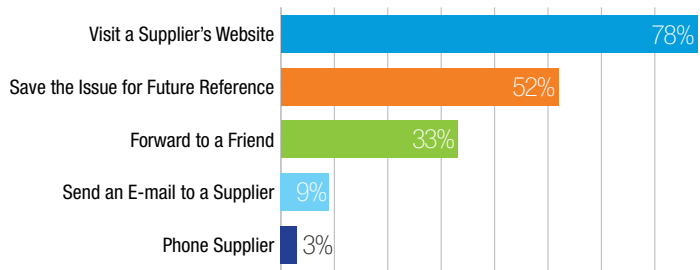


Make or influence company buying decisions

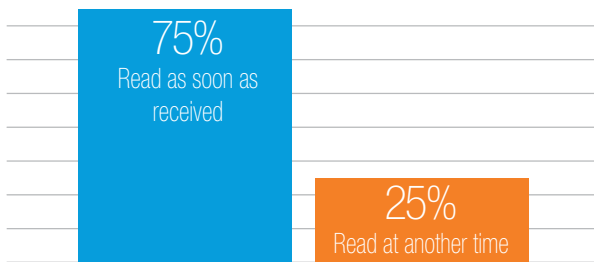


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base85,000+

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Industrial Machinery/Tools & Equipment	7,300+
Automotive	6,700+
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Instrumentation & Controls	3,500+
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Aerospace & Defense	2,500+
Consumer Products/Electronics	2,300+
HVAC, Fire Control, Safety	2,100+
Food & Beverage	1,700+
Fabricated Metals	1,700+
Computers, Systems & Peripherals	1,600+
Chemicals, Plastics & Rubber	1,600+
Transportation	1,500+
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Medical Equipment/Instrumentation	1,500+
Government	1,400+
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