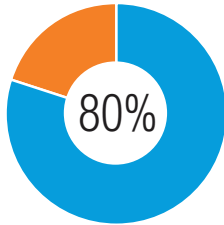


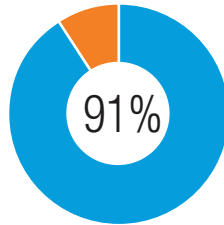
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### Key Subscriber Facts:

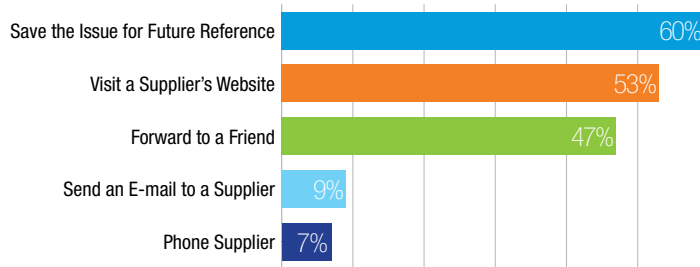


Make or influence company buying decisions

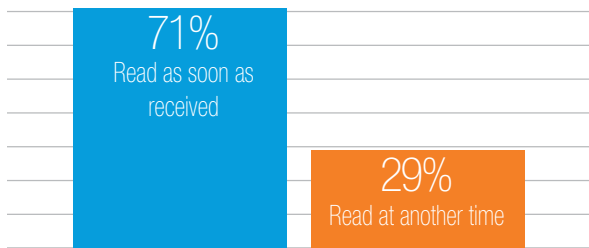


Use e-newsletter as a primary resource in early to middle buy cycle stage

### Key Actions Taken by Subscribers Upon Reading:



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Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

**Current Subscriber Base ..... 46,000+**

### Readership Profile by Industry (No.)

Communications - Datacom/Telecom/Wireless/Network ..	6,000+
Engineering/Tech Design Services .....	5,400+
Computers, Systems & Peripherals .....	2,900+
Education .....	2,700+
Instrumentation & Controls .....	2,100+
General Manufacturing .....	2,100+
Automotive .....	1,900+
Industrial Machinery/Tools & Equipment .....	1,700+
Aerospace & Defense.....	1,700+
Oil & Gas .....	1,600+
Consumer Products/Electronics .....	1,600+
Utilities/Energy.....	1,500+
Building & Construction .....	1,400+
Government.....	1,200+
Semiconductor & Electronic Components.....	900+
Medical Equipment/Instrumentation.....	800+
HVAC, Fire Control, Safety .....	700+
Chemicals, Plastics & Rubber.....	600+
Food & Beverage .....	600+
Transportation.....	600+
Fabricated Metals .....	400+
Agriculture/Forestry .....	400+
Biotechnology/Pharmaceuticals .....	400+
Paper, Printing & Textiles.....	400+
Packaging Machinery .....	200+
Unspecified Engineering .....	6,600+

### Readership Profile by Job Function

Engineering, Design .....	7,600+
Technical Support/Services .....	5,600+
Engineering, Consulting .....	4,200+
Engineering, Other .....	4,000+
Marketing/Sales.....	2,900+
Engineering, Faculty/Staff/Student .....	2,300+
Engineering, Process/Production.....	2,200+
Research & Development.....	2,200+
General Corporate Mgmt.....	1,800+
Maintenance/Facilities Management.....	1,700+
Purchasing .....	1,600+
Manufacturing .....	1,500+
Project Management.....	1,500+
Architect/Builder/Contractor.....	1,100+
Quality Control/Assurance.....	500+
Unspecified Engineering .....	5,500+

as of Jan 2019

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