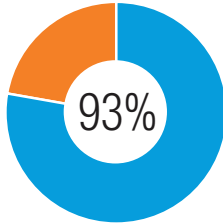


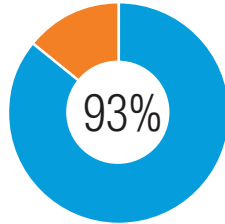
Packaging & Labeling e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Packing Machinery
- Rigid & Flexible Containers
- Labeling & Coding
- Automation & Control

Key Subscriber Facts:

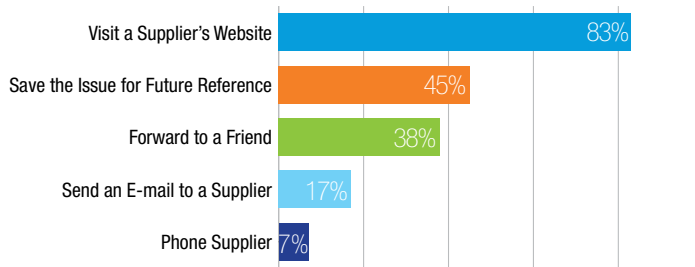


Make or influence company buying decisions

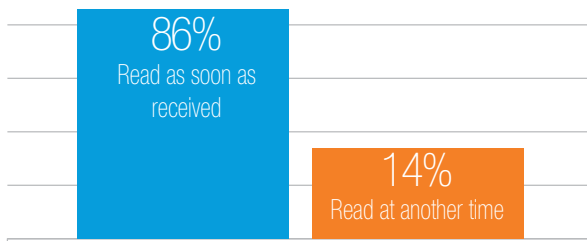


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 and 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 30,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	3,800+
Manufacturing	3,400+
Marketing/Sales.....	3,000+
Engineering, Process/Production.....	2,400+
Purchasing	2,100+
Engineering, Consulting	1,700+
General Corporate Mgmt.....	1,700+
Engineering, Other	1,600+
Technical Support/Services.....	1,600+
Research & Development.....	1,400+
Maintenance/Facilities Management.....	1,000+
Project Management.....	800+
Quality Control/Assurance.....	700+
Engineering, Faculty/Staff/Student	700+
Architect/Builder/Contractor.....	400+
Unspecified Engineering	3,400+

as of Jan 2019

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

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Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3