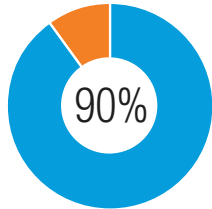


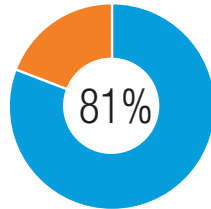
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- Mechanical & Electrical Systems
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Key Subscriber Facts:

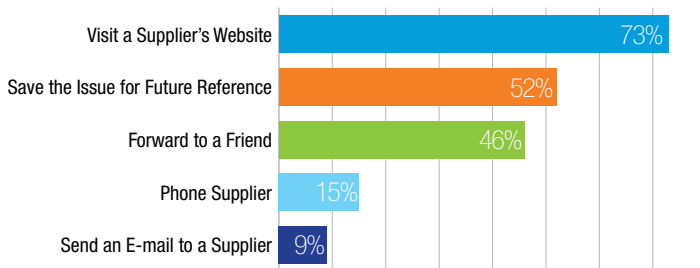


Make or influence company buying decisions

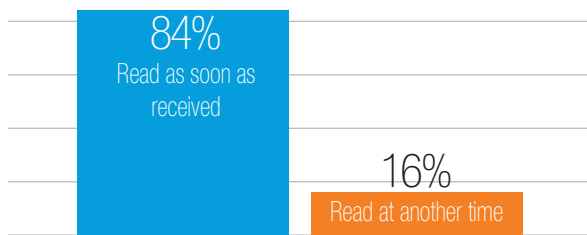


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 42,000+

Readership Profile by Industry (No.)

| | |
|---|--------|
| Engineering/Tech Design Services | 5,600+ |
| General Manufacturing | 3,600+ |
| Oil & Gas | 3,400+ |
| Industrial Machinery/Tools & Equipment | 2,900+ |
| Utilities/Energy | 2,600+ |
| Automotive | 1,900+ |
| Building & Construction | 1,800+ |
| Chemicals, Plastics & Rubber | 1,700+ |
| Instrumentation & Controls | 1,400+ |
| Education | 1,300+ |
| HVAC, Fire Control, Safety | 1,200+ |
| Food & Beverage | 1,200+ |
| Fabricated Metals | 1,000+ |
| Aerospace & Defense | 900+ |
| Government | 800+ |
| Biotechnology/Pharmaceuticals | 800+ |
| Consumer Products/Electronics | 600+ |
| Agriculture/Forestry | 500+ |
| Medical Equipment/Instrumentation | 500+ |
| Semiconductor & Electronic Components | 500+ |
| Paper, Printing & Textiles | 500+ |
| Communications - Datacom/Telecom/Wireless/Network | 500+ |
| Transportation | 400+ |
| Computers, Systems & Peripherals | 400+ |
| Packaging Machinery | 300+ |
| Unspecified Engineering | 5,600+ |

Readership Profile by Job Function

| | |
|------------------------------------|--------|
| Engineering, Design | 6,500+ |
| Engineering, Process/Production | 4,400+ |
| Engineering, Consulting | 4,200+ |
| Maintenance/Facilities Management | 3,500+ |
| Engineering, Other | 3,500+ |
| Manufacturing | 2,500+ |
| Technical Support/Services | 2,500+ |
| Marketing/Sales | 2,400+ |
| Engineering, Faculty/Staff/Student | 1,500+ |
| General Corporate Mgmt | 1,400+ |
| Project Management | 1,300+ |
| Purchasing | 1,300+ |
| Research & Development | 1,200+ |
| Architect/Builder/Contractor | 900+ |
| Quality Control/Assurance | 600+ |
| Unspecified Engineering | 4,300+ |

as of Jan 2019

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