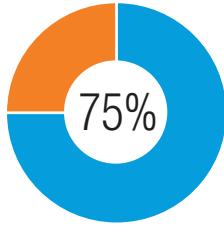




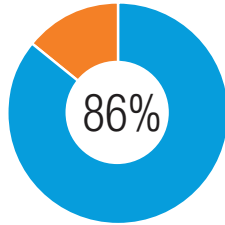
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Key Subscriber Facts:

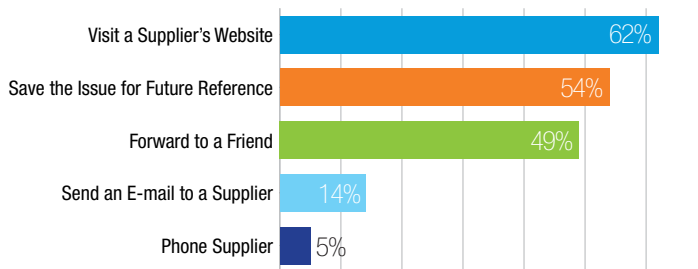


Make or influence company buying decisions



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 60,000+

Readership Profile by Industry	(No.)
Chemicals, Plastics & Rubber	6,700+
General Manufacturing	6,400+
Engineering/Tech Design Services	5,600+
Automotive	4,700+
Industrial Machinery/Tools & Equipment	3,000+
Building & Construction	2,900+
Education	2,300+
Aerospace & Defense	2,200+
Consumer Products/Electronics	2,200+
Medical Equipment/Instrumentation	1,800+
Oil & Gas	1,500+
Utilities/Energy	1,300+
Instrumentation & Controls	1,100+
Fabricated Metals	1,100+
Food & Beverage	1,100+
Paper, Printing & Textiles	1000+
Agriculture/Forestry	800+
Semiconductor & Electronic Components	800+
Biotechnology/Pharmaceuticals	800+
Communications - Datacom/Telecom/Wireless/Network	800+
Packaging Machinery	800+
Transportation	800+
Computers, Systems & Peripherals	700+
Government	700+
HVAC, Fire Control, Safety	600+
Unspecified Engineering	7,900+

Readership Profile by Job Function

Engineering, Design	9,800+
Manufacturing	5,900+
Research & Development	4,900+
Engineering, Process/Production	4,300+
Marketing/Sales	4,300+
Engineering, Consulting	3,700+
Purchasing	3,400+
Engineering, Other	3,300+
Technical Support/Services	3,100+
General Corporate Mgmt.	2,500+
Maintenance/Facilities Management	1,900+
Engineering, Faculty/Staff/Student	1,700+
Architect/Builder/Contractor	1,700+
Project Management	1,500+
Quality Control/Assurance	1,200+
Unspecified Engineering	6,500+

as of Jan 2019

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

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