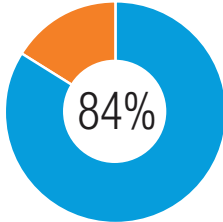


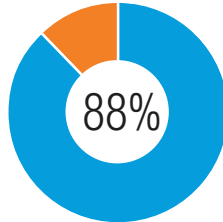
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- Quality Control Methods & Software
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Key Subscriber Facts:

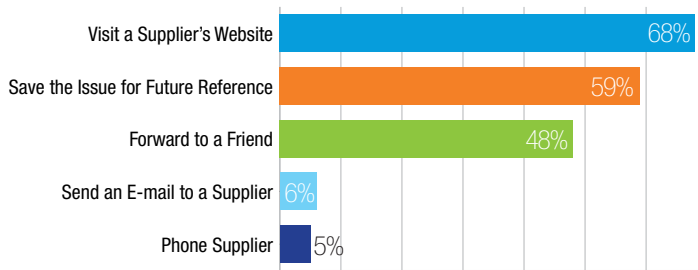


Make or influence company buying decisions

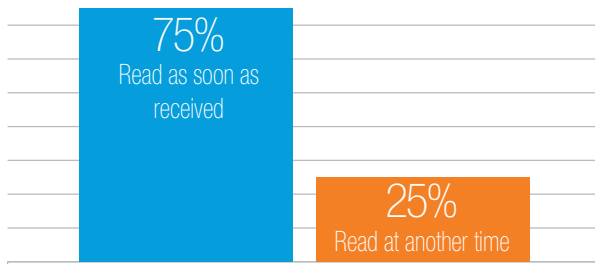


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 63,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	7,300+
General Manufacturing	5,100+
Automotive	3,800+
Oil & Gas	3,700+
Instrumentation & Controls	3,500+
Industrial Machinery/Tools & Equipment	3,400+
Education	3,300+
Aerospace & Defense	2,900+
Utilities/Energy	2,300+
Chemicals, Plastics & Rubber	1,900+
Communications - Datacom/Telecom/Wireless/Network	1,800+
Consumer Products/Electronics	1,700+
Medical Equipment/Instrumentation	1,700+
Building & Construction	1,600+
Government	1,500+
Semiconductor & Electronic Components	1,400+
Biotechnology/Pharmaceuticals	1,300+
Fabricated Metals	1,100+
HVAC, Fire Control, Safety	1,100+
Computers, Systems & Peripherals	1,100+
Food & Beverage	900+
Transportation	700+
Paper, Printing & Textiles	700+
Agriculture/Forestry	400+
Packaging Machinery	300+
Unspecified Engineering	8,300+

Readership Profile by Job Function

Engineering, Design	9,100+
Technical Support/Services	5,300+
Engineering, Consulting	5,200+
Engineering, Other	5,100+
Engineering, Process/Production	5,000+
Quality Control/Assurance	4,800+
Research & Development	4,500+
Marketing/Sales	3,600+
Manufacturing	3,500+
Engineering, Faculty/Staff/Student	2,700+
General Corporate Mgmt.	2,200+
Purchasing	1,900+
Maintenance/Facilities Management	1,800+
Project Management	1,200+
Architect/Builder/Contractor	800+
Unspecified Engineering	6,200+

as of Jan 2019

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