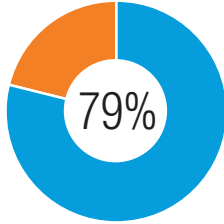


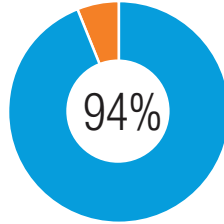
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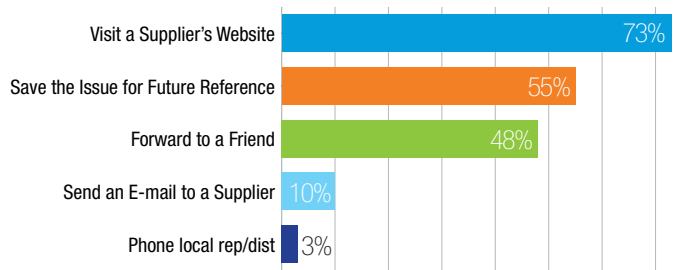


Make or influence company buying decisions

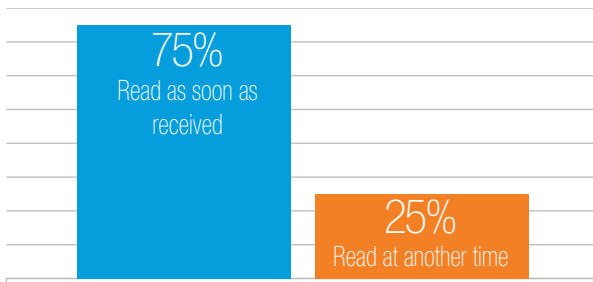


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 41,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	4,800+
Education	3,700+
Instrumentation & Controls	2,700+
General Manufacturing	2,200+
Industrial Machinery/Tools & Equipment	1,800+
Medical Equipment/Instrumentation	1,800+
Automotive	1,800+
Aerospace & Defense	1,700+
Oil & Gas	1,700+
Biotechnology/Pharmaceuticals	1,600+
Chemicals, Plastics & Rubber	1,400+
Government	1,200+
Utilities/Energy	1,200+
Semiconductor & Electronic Components	900+
Consumer Products/Electronics	900+
Communications - Datacom/Telecom/Wireless/Network	900+
Building & Construction	800+
Computers, Systems & Peripherals	700+
Food & Beverage	600+
HVAC, Fire Control, Safety	500+
Fabricated Metals	500+
Agriculture/Forestry	500+
Paper, Printing & Textiles	300+
Transportation	300+
Packaging Machinery	200+
Unspecified Engineering	5,900+

Readership Profile by Job Function

REngineering, Design	6,100+
Research & Development	5,400+
Engineering, Other	3,000+
Engineering, Consulting	3,000+
Technical Support/Services	3,000+
Marketing/Sales	2,500+
Engineering, Faculty/Staff/Student	2,500+
Engineering, Process/Production	2,400+
Manufacturing	1,700+
Quality Control/Assurance	1,400+
Purchasing	1,300+
General Corporate Mgmt	1,200+
Maintenance/Facilities Management	1,000+
Project Management	800+
Architect/Builder/Contractor	500+
Unspecified Engineering	4,800+

as of Jan 2019

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