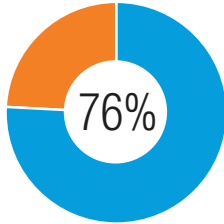




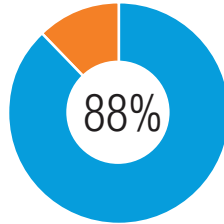
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Key Subscriber Facts:

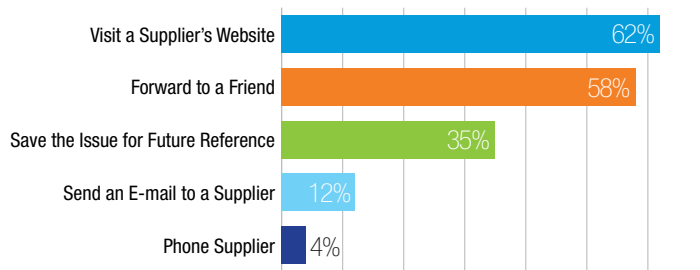


Make or influence company buying decisions

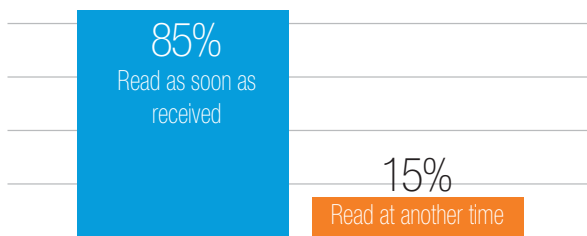


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 24,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	3,200+
Semiconductor & Electronic Components	2,700+
Education	1,900+
General Manufacturing	1,300+
Industrial Machinery/Tools & Equipment	1,200+
Automotive	1,100+
Instrumentation & Controls	1,100+
Aerospace & Defense	1,000+
Consumer Products/Electronics	1,000+
Communications - Datacom/Telecom/Wireless/Network	900+
Oil & Gas	700+
Computers, Systems & Peripherals	600+
Utilities/Energy	600+
Medical Equipment/Instrumentation	600+
Chemicals, Plastics & Rubber	500+
Government	400+
Building & Construction	400+
Biotechnology/Pharmaceuticals	300+
Fabricated Metals	300+
HVAC, Fire Control, Safety	300+
Transportation	200+
Food & Beverage	200+
Paper, Printing & Textiles	100+
Agriculture/Forestry	100+
Packaging Machinery	100+
Unspecified Engineering	3,500+

Readership Profile by Job Function

Engineering, Design	4,700+
Research & Development	2,200+
Engineering, Other	1,900+
Engineering, Faculty/Staff/Student	1,900+
Engineering, Consulting	1,800+
Technical Support/Services	1,700+
Marketing/Sales	1,700+
Engineering, Process/Production	1,500+
Manufacturing	900+
General Corporate Mgmt.	800+
Purchasing	600+
Maintenance/Facilities Management	600+
Project Management	400+
Architect/Builder/Contractor	200+
Quality Control/Assurance	200+
Unspecified Engineering	2,800+

as of Jan 2019

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