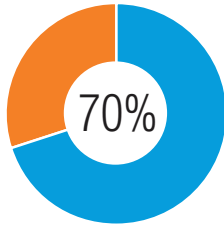




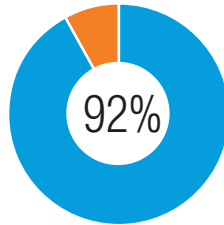
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- Resource Management & Supply
- Treatment
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### Key Subscriber Facts:

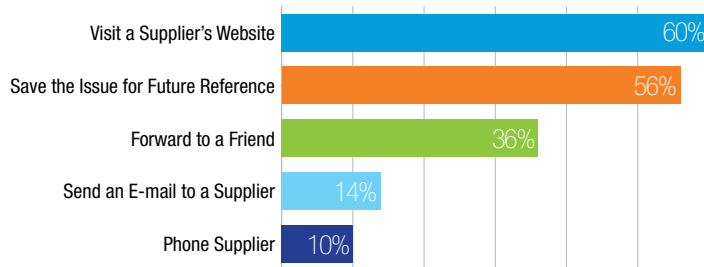


Make or influence company buying decisions

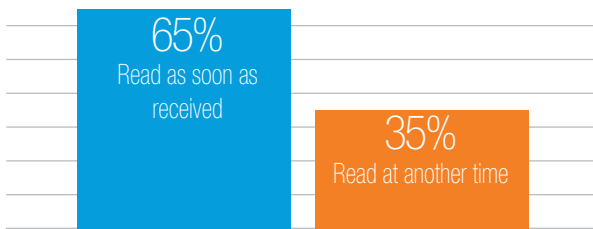


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 30,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	4,100+
Utilities/Energy	2,700+
Building & Construction	2,400+
General Manufacturing	2,000+
Oil & Gas	1,900+
Industrial Machinery/Tools & Equipment	1,800+
Instrumentation & Controls	1,400+
Chemicals, Plastics & Rubber	1,200+
Education	1,200+
Food & Beverage	1,100+
Agriculture/Forestry	900+
Automotive	900+
Government	900+
HVAC, Fire Control, Safety	800+
Biotechnology/Pharmaceuticals	500+
Aerospace & Defense	500+
Fabricated Metals	500+
Consumer Products/Electronics	500+
Medical Equipment/Instrumentation	400+
Communications - Datacom/Telecom/Wireless/Network	300+
Semiconductor & Electronic Components	300+
Paper, Printing & Textiles	300+
Transportation	300+
Computers, Systems & Peripherals	200+
Packaging Machinery	100+
Unspecified Engineering	3,400+

### Readership Profile by Job Function

Engineering, Design	4,100+
Engineering, Consulting	3,100+
Marketing/Sales	2,500+
Maintenance/Facilities Management	2,200+
Engineering, Other	2,200+
Engineering, Process/Production	2,000+
Technical Support/Services	2,000+
Manufacturing	1,500+
Research & Development	1,400+
Purchasing	1,400+
Project Management	1,300+
Architect/Builder/Contractor	1,300+
General Corporate Mgmt	1,200+
Engineering, Faculty/Staff/Student	900+
Quality Control/Assurance	600+
Unspecified Engineering	2,900+

as of Jan 2019

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

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