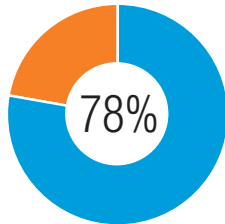


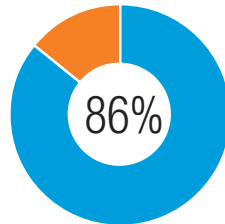
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- Acoustic Materials
- Audio Connectors
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- Speakers & Amplifiers

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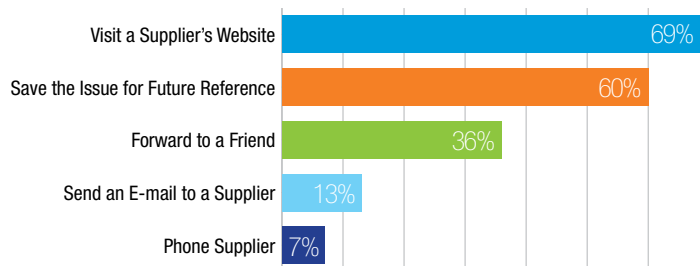


Make or influence company buying decisions

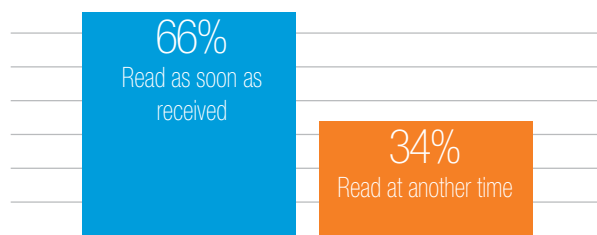


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 52,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	6,800+
Education	3,500+
Consumer Products/Electronics	3,300+
Automotive	3,200+
General Manufacturing	2,800+
Communications - Datacom/Telecom/Wireless/Network	2,700+
Building & Construction	2,100+
Aerospace & Defense	2,000+
Computers, Systems & Peripherals	2,000+
Industrial Machinery/Tools & Equipment	1,900+
Instrumentation & Controls	1,800+
Oil & Gas	1,700+
Utilities/Energy	1,300+
Government	1,200+
Medical Equipment/Instrumentation	1,100+
HVAC, Fire Control, Safety	1,100+
Semiconductor & Electronic Components	1,100+
Chemicals, Plastics & Rubber	800+
Fabricated Metals	600+
Transportation	600+
Biotechnology/Pharmaceuticals	500+
Food & Beverage	500+
Paper, Printing & Textiles	400+
Agriculture/Forestry	400+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	8,300+

### Readership Profile by Job Function

Engineering, Design	9,400+
Technical Support/Services	5,300+
Engineering, Consulting	5,100+
Engineering, Other	4,400+
Research & Development	3,200+
Marketing/Sales	2,700+
Engineering, Faculty/Staff/Student	2,600+
Engineering, Process/Production	2,500+
Manufacturing	2,000+
General Corporate Mgmt	1,800+
Purchasing	1,800+
Architect/Builder/Contractor	1,600+
Maintenance/Facilities Management	1,300+
Project Management	1,100+
Quality Control/Assurance	600+
Unspecified Engineering, Scientific and Technical	6,600+

as of December 2017

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