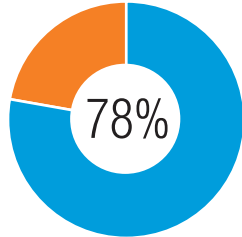


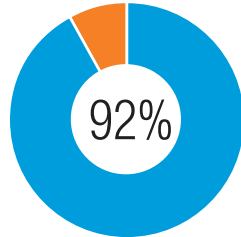
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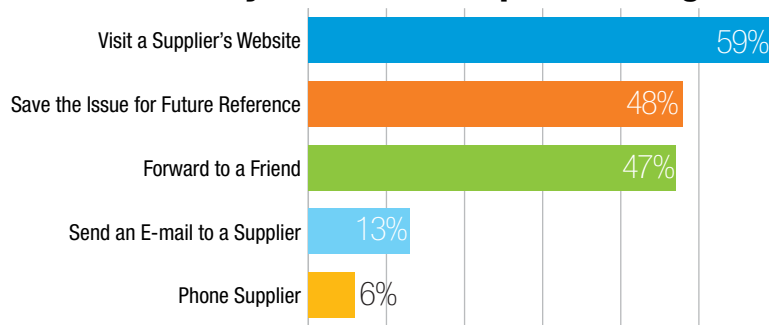


Make or influence company buying decisions

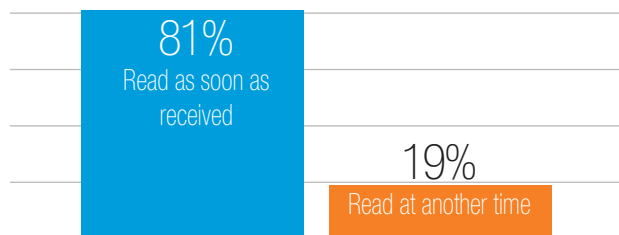


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 197,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	24,700+
General Manufacturing	17,300+
Utilities/Energy	13,700+
Building & Construction	11,800+
Oil & Gas	11,400+
Industrial Machinery/Tools & Equipment	10,900+
Automotive	10,000+
Education	8,600+
Instrumentation & Controls	5,900+
Chemicals, Plastics & Rubber	5,500+
Aerospace & Defense	5,400+
Fabricated Metals	5,200+
HVAC, Fire Control, Safety	5,100+
Consumer Products/Electronics	5,100+
Communications - Datacom/Telecom/Wireless/Network	4,000+
Government	4,000+
Agriculture/Forestry	3,500+
Food & Beverage	3,300+
Medical Equipment/Instrumentation	3,100+
Transportation	3,100+
Computers, Systems & Peripherals	3,000+
Semiconductor & Electronic Components	2,900+
Biotechnology/Pharmaceuticals	2,300+
Paper, Printing & Textiles	2,200+
Packaging Machinery	1,200+
Unspecified Engineering, Scientific and Technical	23,500+

Readership Profile by Job Function

Engineering, Design	27,500+
Manufacturing	19,800+
Engineering, Consulting	17,700+
Engineering, Process/Production	17,300+
Engineering, Other	14,400+
Maintenance/Facilities Management	14,000+
Technical Support/Services	12,500+
Marketing/Sales	11,400+
Research & Development	8,500+
General Corporate Mgmt	7,500+
Engineering, Faculty/Staff/Student	7,200+
Purchasing	7,100+
Architect/Builder/Contractor	6,300+
Quality Control/Assurance	4,600+
Project Management	4,400+
Unspecified Engineering, Scientific and Technical	16,900+

as of December 2017

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