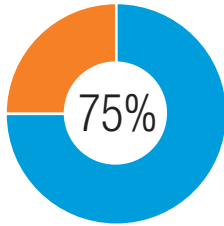




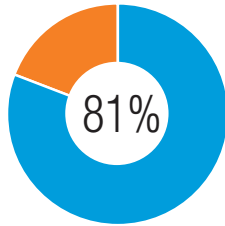
Building & Design e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Building Projects
- Materials & Hardware
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Key Subscriber Facts:

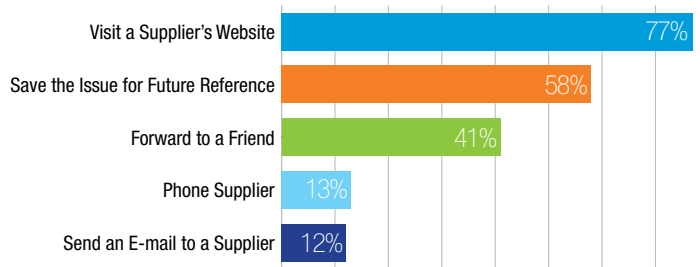


Make or influence company buying decisions

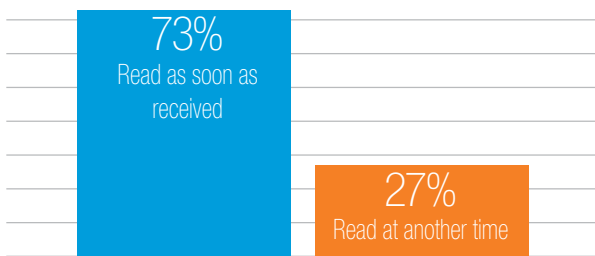


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 108,000+

Readership Profile by Industry (No.)

Building & Construction	19,000+
Engineering/Tech Design Services	14,400+
General Manufacturing	7,400+
Industrial Machinery/Tools & Equipment	5,000+
Automotive	4,500+
Education	4,400+
HVAC, Fire Control, Safety	3,900+
Oil & Gas	3,800+
Utilities/Energy	3,500+
Fabricated Metals	2,900+
Aerospace & Defense	2,400+
Consumer Products/Electronics	2,300+
Government	2,200+
Chemicals, Plastics & Rubber	2,000+
Agriculture/Forestry	2,000+
Instrumentation & Controls	1,900+
Communications - Datacom/Telecom/Wireless/Network	1,800+
Food & Beverage	1,600+
Computers, Systems & Peripherals	1,400+
Transportation	1,400+
Medical Equipment/Instrumentation	1,300+
Biotechnology/Pharmaceuticals	1,000+
Semiconductor & Electronic Components	800+
Paper, Printing & Textiles	800+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	15,300+

Readership Profile by Job Function

Engineering, Design	18,300+
Architect/Builder/Contractor	11,400+
Engineering, Consulting	10,100+
Engineering, Other	7,200+
Manufacturing	6,400+
Technical Support/Services	5,800+
Marketing/Sales	5,500+
Purchasing	5,100+
Maintenance/Facilities Management	5,000+
Engineering, Process/Production	4,500+
General Corporate Mgmt	4,000+
Project Management	3,900+
Research & Development	3,800+
Engineering, Faculty/Staff/Student	3,400+
Quality Control/Assurance	1,300+
Unspecified Engineering, Scientific and Technical	11,800+

as of December 2017

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