



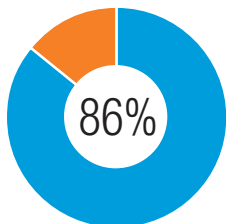
Chemical Manufacturing

IEEE GlobalSpec

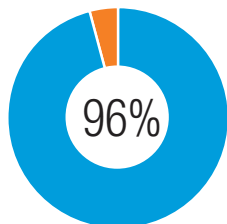
Chemical Manufacturing e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Process Equipment & Control
- Biotech & Environmental
- Specialty Chemicals
- Nanoengineerings

Key Subscriber Facts:

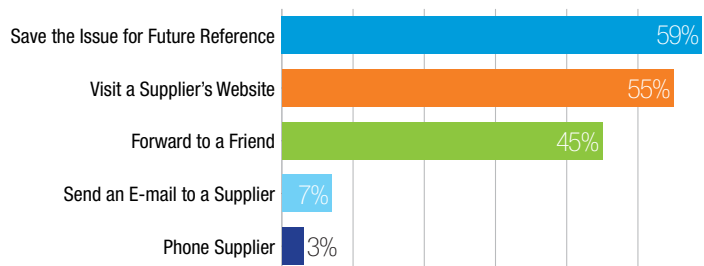


Make or influence company buying decisions

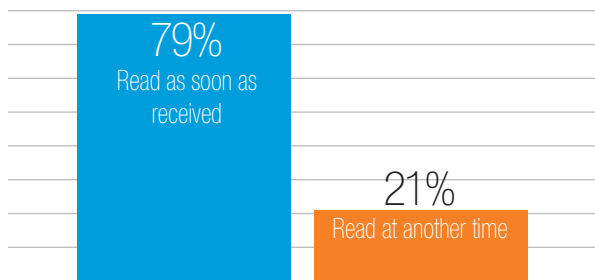


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 62,000+

Readership Profile by Industry (No.)

Chemicals, Plastics & Rubber	10,100+
Engineering/Tech Design Services	6,100+
General Manufacturing	4,800+
Oil & Gas	4,600+
Industrial Machinery/Tools & Equipment	3,000+
Automotive	2,600+
Education	2,600+
Biotechnology/Pharmaceuticals	2,200+
Building & Construction	2,100+
Instrumentation & Controls	1,800+
Utilities/Energy	1,700+
Food & Beverage	1,500+
Aerospace & Defense	1,500+
Medical Equipment/Instrumentation	1,300+
Consumer Products/Electronics	1,100+
Fabricated Metals	1,000+
Semiconductor & Electronic Components	900+
Government	900+
HVAC, Fire Control, Safety	900+
Agriculture/Forestry	800+
Paper, Printing & Textiles	800+
Computers, Systems & Peripherals	700+
Communications - Datacom/Telecom/Wireless/Network	600+
Transportation	500+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	7,200+

Readership Profile by Job Function

Engineering, Design	7,400+
Engineering, Process/Production	5,800+
Marketing/Sales	5,600+
Engineering, Consulting	5,200+
Manufacturing	5,200+
Research & Development	5,000+
Engineering, Other	3,900+
Technical Support/Services	3,700+
Purchasing	3,100+
General Corporate Mgmt	2,500+
Engineering, Faculty/Staff/Student	2,200+
Maintenance/Facilities Management	2,000+
Project Management	1,600+
Quality Control/Assurance	1,500+
Architect/Builder/Contractor	1,200+
Unspecified Engineering, Scientific and Technical	5,800+

as of December 2017

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