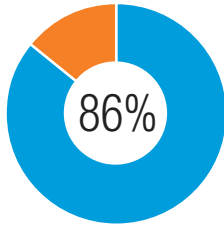




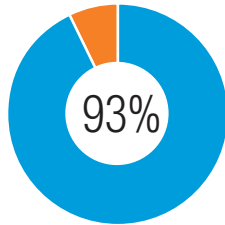
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- Industrial Coatings
- Surface Engineering
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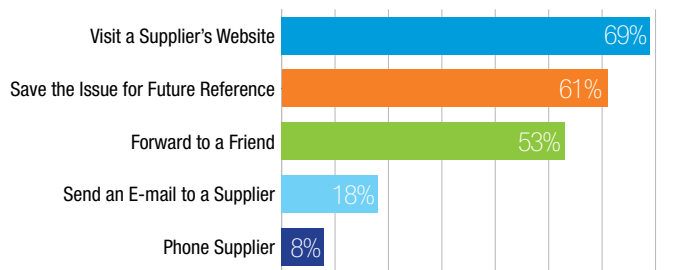


Make or influence company buying decisions

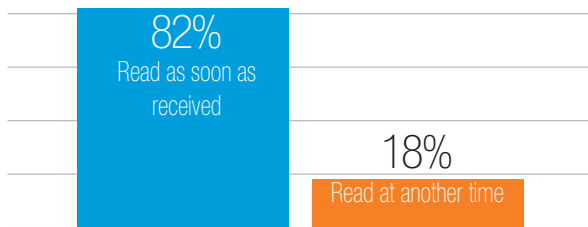


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 90,000+

#### Readership Profile by Industry (No.)

Engineering/Tech Design Services	9,600+
General Manufacturing	8,400+
Building & Construction	6,800+
Automotive	6,400+
Chemicals, Plastics & Rubber	5,600+
Industrial Machinery/Tools & Equipment	5,500+
Oil & Gas	5,200+
Aerospace & Defense	4,000+
Education	3,400+
Fabricated Metals	3,200+
Utilities/Energy	2,500+
Consumer Products/Electronics	2,100+
Medical Equipment/Instrumentation	1,800+
Instrumentation & Controls	1,700+
Semiconductor & Electronic Components	1,600+
Government	1,500+
Paper, Printing & Textiles	1,400+
Food & Beverage	1,300+
HVAC, Fire Control, Safety	1,200+
Transportation	1,200+
Communications - Datacom/Telecom/Wireless/Network	1,100+
Agriculture/Forestry	1,100+
Biotechnology/Pharmaceuticals	1,000+
Computers, Systems & Peripherals	900+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	11,100+

#### Readership Profile by Job Function

Engineering, Design	13,100+
Manufacturing	7,300+
Engineering, Process/Production	7,000+
Research & Development	6,900+
Engineering, Consulting	6,800+
Engineering, Other	5,800+
Marketing/Sales	5,800+
Technical Support/Services	5,000+
Purchasing	4,300+
Architect/Builder/Contractor	4,000+
Maintenance/Facilities Management	3,800+
General Corporate Mgmt	3,800+
Project Management	2,800+
Engineering, Faculty/Staff/Student	2,800+
Quality Control/Assurance	2,300+
Unspecified Engineering, Scientific and Technical	8,600+

as of December 2017

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