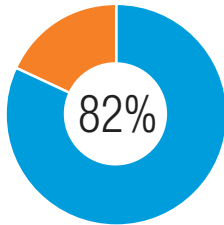




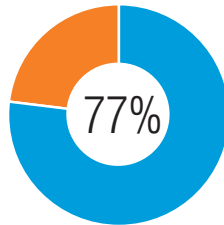
Construction Tools & Equipment e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Trucks, Cranes & Earth Moving Equipment
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Key Subscriber Facts:

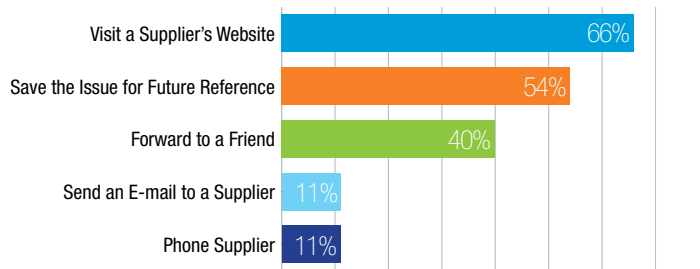


Make or influence company buying decisions

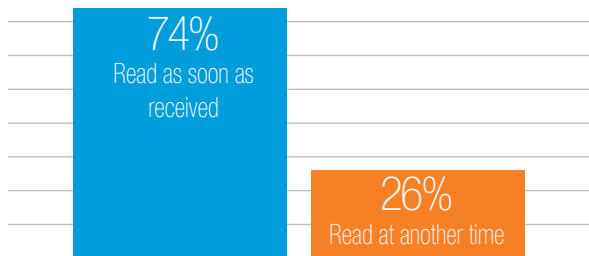


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 59,000+

Readership Profile by Industry (No.)

Building & Construction	10,400+
Engineering/Tech Design Services	6,800+
Industrial Machinery/Tools & Equipment	5,200+
General Manufacturing	3,800+
Oil & Gas	3,300+
Automotive	2,700+
Utilities/Energy	2,200+
Education	2,000+
Fabricated Metals	1,800+
HVAC, Fire Control, Safety	1,400+
Agriculture/Forestry	1,400+
Instrumentation & Controls	1,200+
Government	1,100+
Transportation	1,100+
Consumer Products/Electronics	1,100+
Chemicals, Plastics & Rubber	1,000+
Aerospace & Defense	1,000+
Communications - Datacom/Telecom/Wireless/Network	1,000+
Computers, Systems & Peripherals	700+
Food & Beverage	700+
Medical Equipment/Instrumentation	600+
Semiconductor & Electronic Components	500+
Biotechnology/Pharmaceuticals	400+
Paper, Printing & Textiles	400+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	6,500+

Readership Profile by Job Function

Engineering, Design	7,500+
Architect/Builder/Contractor	6,200+
Engineering, Consulting	4,700+
Engineering, Other	4,500+
Technical Support/Services	4,100+
Maintenance/Facilities Management	3,800+
Marketing/Sales	3,800+
Manufacturing	3,700+
Purchasing	3,300+
Engineering, Process/Production	3,000+
Project Management	2,300+
General Corporate Mgmt	2,200+
Research & Development	1,800+
Engineering, Faculty/Staff/Student	1,700+
Quality Control/Assurance	900+
Unspecified Engineering, Scientific and Technical	5,300+

as of December 2017

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