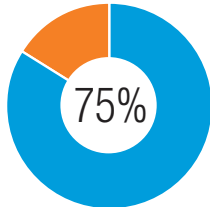




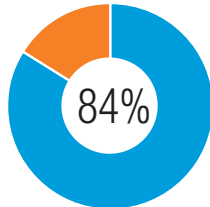
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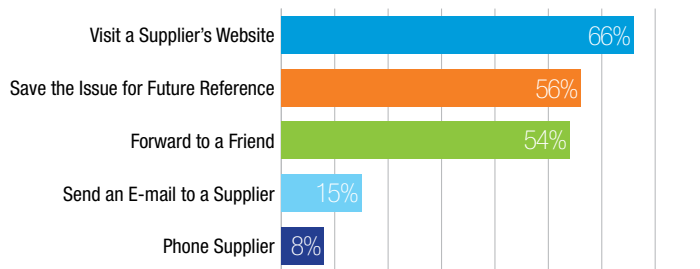


Make or influence company buying decisions

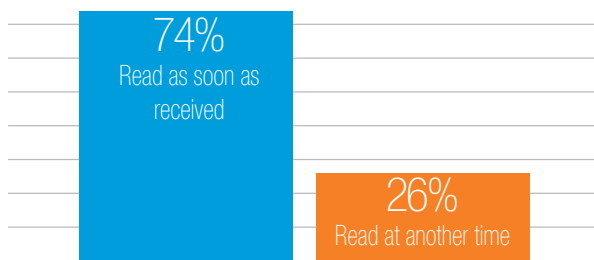


Use e-newsletter as a primary resource in early to middle buy cycle stage

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Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 39,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

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

as of December 2017

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