



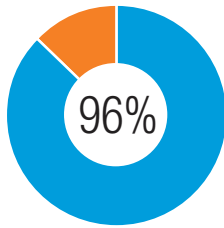
Design & Analysis Software

IEEE GlobalSpec

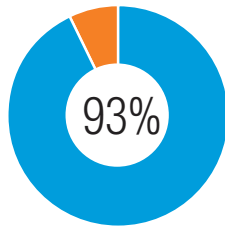
Design & Analysis Software e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Computer Aided Design (CAD)
- PLM/PDM/Project Management
- Computer Aided Engineering (CAE)
- Computer Aided Manufacturing & Prototyping

Key Subscriber Facts:

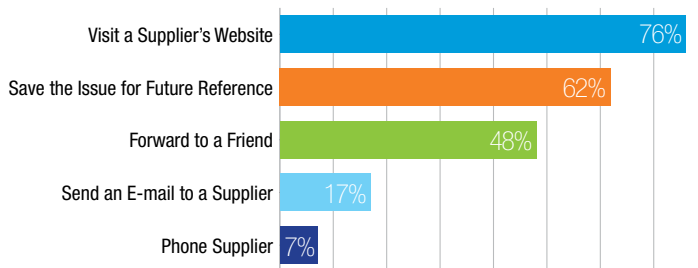


Make or influence company buying decisions

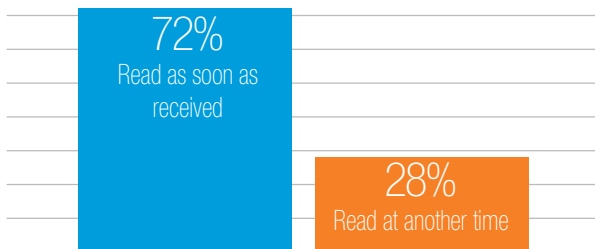


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 82,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	14,900+
Education	5,400+
General Manufacturing	5,200+
Automotive	5,200+
Oil & Gas	4,100+
Industrial Machinery/Tools & Equipment	4,100+
Building & Construction	3,500+
Aerospace & Defense	3,300+
Instrumentation & Controls	2,700+
Utilities/Energy	2,600+
Communications - Datacom/Telecom/Wireless/Network	2,600+
Computers, Systems & Peripherals	2,500+
Consumer Products/Electronics	2,300+
Chemicals, Plastics & Rubber	1,700+
Medical Equipment/Instrumentation	1,700+
Government	1,700+
HVAC, Fire Control, Safety	1,600+
Fabricated Metals	1,400+
Semiconductor & Electronic Components	1,300+
Food & Beverage	1,000+
Biotechnology/Pharmaceuticals	1,000+
Transportation	900+
Paper, Printing & Textiles	800+
Agriculture/Forestry	800+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	9,700+

Readership Profile by Job Function

Engineering, Design	23,200+
Engineering, Consulting	8,100+
Engineering, Other	6,200+
Engineering, Process/Production	5,100+
Research & Development	5,100+
Engineering, Faculty/Staff/Student	4,800+
Technical Support/Services	4,800+
Manufacturing	3,500+
Marketing/Sales	2,700+
Architect/Builder/Contractor	2,200+
General Corporate Mgmt	2,100+
Maintenance/Facilities Management	2,000+
Project Management	1,900+
Purchasing	1,700+
Quality Control/Assurance	1,200+
Unspecified Engineering, Scientific and Technical	7,700+

as of December 2017

For more information, call 1-800-261-2052.

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