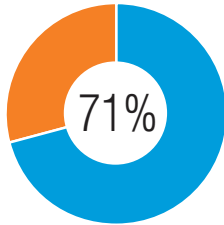


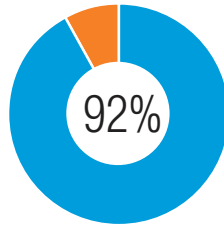
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Key Subscriber Facts:

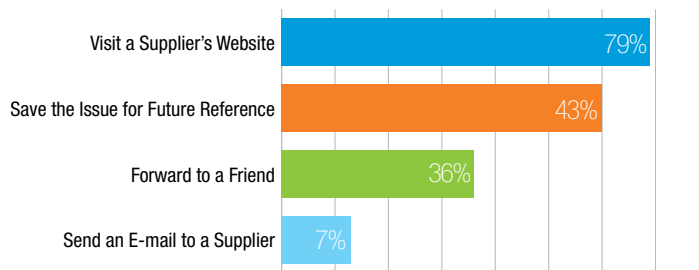


Make or influence company buying decisions

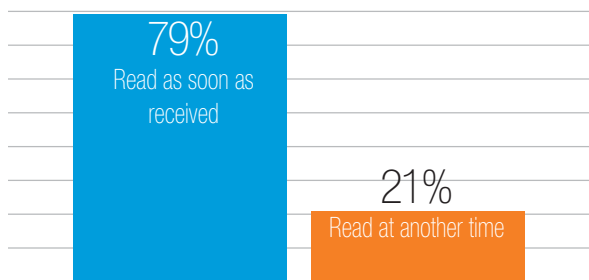


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 50,000+

Readership Profile by Industry (No.)

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

Readership Profile by Job Function

Engineering, Design	10,100+
Technical Support/Services	4,800+
Engineering, Consulting	4,300+
Engineering, Other	4,100+
Research & Development	3,100+
Marketing/Sales	3,100+
Engineering, Process/Production	2,900+
Engineering, Faculty/Staff/Student	2,400+
Manufacturing	2,200+
General Corporate Mgmt	2,000+
Purchasing	1,700+
Maintenance/Facilities Management	1,300+
Project Management	1,000+
Architect/Builder/Contractor	800+
Quality Control/Assurance	500+
Unspecified Engineering, Scientific and Technical	5,100+

as of December 2017

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