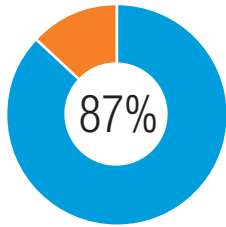




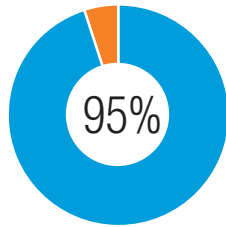
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- Test Instruments
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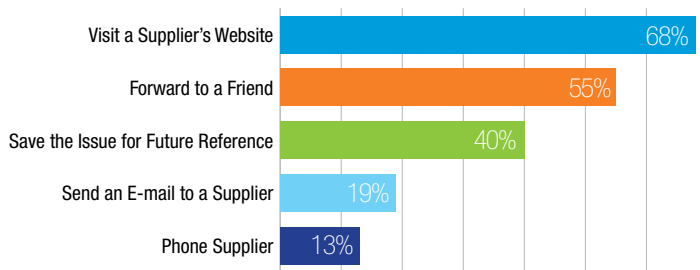


Make or influence company buying decisions

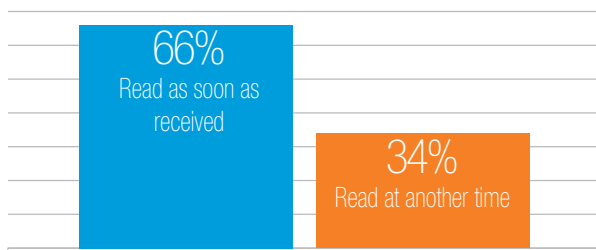


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 77,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	10,800+
Education	4,700+
Instrumentation & Controls	4,600+
General Manufacturing	4,400+
Automotive	4,200+
Industrial Machinery/Tools & Equipment	4,200+
Communications - Datacom/Telecom/Wireless/Network	4,100+
Consumer Products/Electronics	3,500+
Oil & Gas	3,200+
Aerospace & Defense	3,200+
Utilities/Energy	2,900+
Semiconductor & Electronic Components	2,500+
Computers, Systems & Peripherals	2,500+
Medical Equipment/Instrumentation	2,000+
Government	1,800+
Building & Construction	1,700+
HVAC, Fire Control, Safety	1,500+
Chemicals, Plastics & Rubber	1,100+
Transportation	900+
Fabricated Metals	900+
Biotechnology/Pharmaceuticals	800+
Food & Beverage	700+
Paper, Printing & Textiles	600+
Agriculture/Forestry	400+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	9,000+

Readership Profile by Job Function

Engineering, Design	13,400+
Technical Support/Services	9,200+
Engineering, Other	8,000+
Engineering, Consulting	6,500+
Engineering, Process/Production	5,000+
Engineering, Faculty/Staff/Student	4,400+
Marketing/Sales	4,200+
Research & Development	4,100+
Manufacturing	3,100+
Maintenance/Facilities Management	3,100+
Purchasing	2,600+
General Corporate Mgmt	2,300+
Quality Control/Assurance	1,400+
Project Management	1,300+
Architect/Builder/Contractor	1,100+
Unspecified Engineering, Scientific and Technical	7,000+

as of December 2017

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