



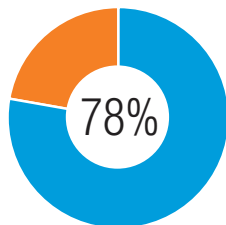
Engineering Management

IEEE GlobalSpec

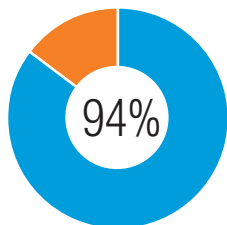
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- Productivity Tools
- Data Security & Risk Management
- Engineering & Project Management
- Technology Forecasting & Planning

Key Subscriber Facts:

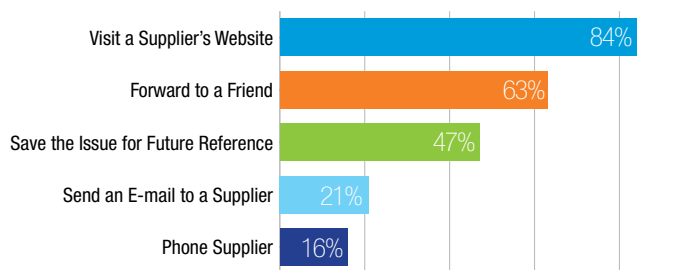


Make or influence company buying decisions

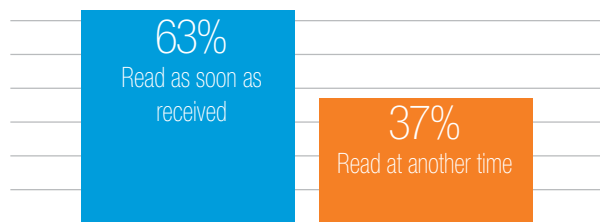


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 80,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	14,500+
General Manufacturing	6,100+
Oil & Gas	5,500+
Industrial Machinery/Tools & Equipment	4,700+
Automotive	4,500+
Utilities/Energy	3,400+
Building & Construction	3,200+
Education	2,900+
Aerospace & Defense	2,700+
Instrumentation & Controls	2,500+
Chemicals, Plastics & Rubber	2,100+
Communications - Datacom/Telecom/Wireless/Network	1,900+
HVAC, Fire Control, Safety	1,800+
Consumer Products/Electronics	1,600+
Fabricated Metals	1,500+
Government	1,400+
Medical Equipment/Instrumentation	1,400+
Food & Beverage	1,300+
Semiconductor & Electronic Components	1,200+
Computers, Systems & Peripherals	1,100+
Transportation	1,000+
Biotechnology/Pharmaceuticals	900+
Paper, Printing & Textiles	700+
Agriculture/Forestry	600+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	9,000+

Readership Profile by Job Function

Engineering, Design	15,800+
Engineering, Consulting	9,400+
Engineering, Other	8,200+
Engineering, Process/Production	7,700+
Technical Support/Services	4,200+
Maintenance/Facilities Management	3,600+
Engineering, Faculty/Staff/Student	3,600+
Manufacturing	3,600+
Marketing/Sales	3,000+
Project Management	2,500+
Research & Development	2,500+
General Corporate Mgmt	2,300+
Purchasing	1,900+
Architect/Builder/Contractor	1,500+
Quality Control/Assurance	1,400+
Unspecified Engineering, Scientific and Technical	6,800+

as of December 2017

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