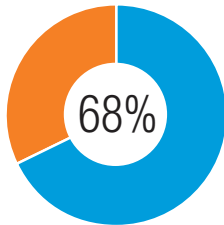




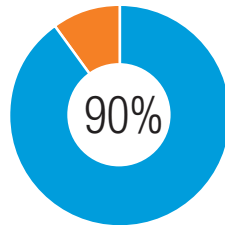
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- Refuse & Recycling
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Key Subscriber Facts:

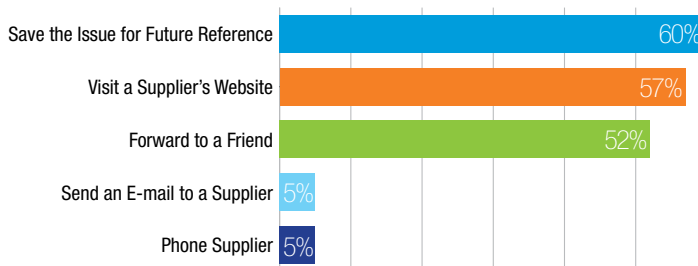


Make or influence company buying decisions

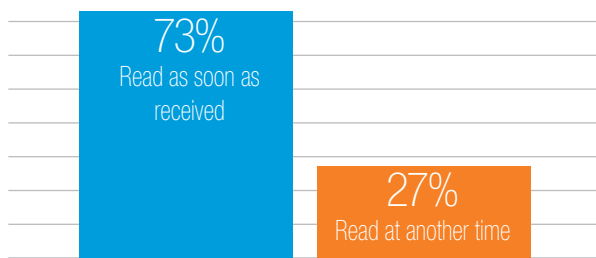


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 58,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	8,100+
General Manufacturing	3,900+
Education	3,500+
Utilities/Energy	3,400+
Oil & Gas	3,300+
Industrial Machinery/Tools & Equipment	2,800+
Automotive	2,300+
Chemicals, Plastics & Rubber	2,200+
Instrumentation & Controls	2,200+
Building & Construction	2,100+
Government	1,600+
HVAC, Fire Control, Safety	1,600+
Aerospace & Defense	1,400+
Biotechnology/Pharmaceuticals	1,400+
Consumer Products/Electronics	1,200+
Communications - Datacom/Telecom/Wireless/Network	1,200+
Computers, Systems & Peripherals	1,000+
Medical Equipment/Instrumentation	1,000+
Fabricated Metals	900+
Agriculture/Forestry	900+
Food & Beverage	800+
Semiconductor & Electronic Components	800+
Transportation	700+
Paper, Printing & Textiles	500+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	8,800+

Readership Profile by Job Function

Engineering, Design	8,400+
Engineering, Consulting	6,600+
Engineering, Other	4,500+
Research & Development	4,400+
Technical Support/Services	4,100+
Marketing/Sales	4,000+
Engineering, Process/Production	3,900+
Engineering, Faculty/Staff/Student	2,800+
General Corporate Mgmt	2,700+
Manufacturing	2,400+
Purchasing	1,900+
Maintenance/Facilities Management	1,700+
Project Management	1,400+
Quality Control/Assurance	1,300+
Architect/Builder/Contractor	1,300+
Unspecified Engineering, Scientific and Technical	6,500+

as of December 2017

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