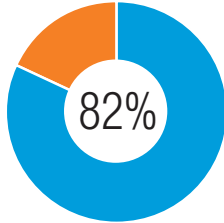




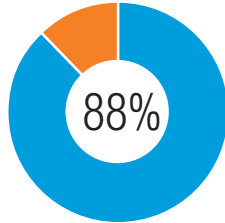
**HVAC** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and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

- Heating
- Energy Conservation & Efficiency
- Cooling
- Building HVAC Control

### Key Subscriber Facts:

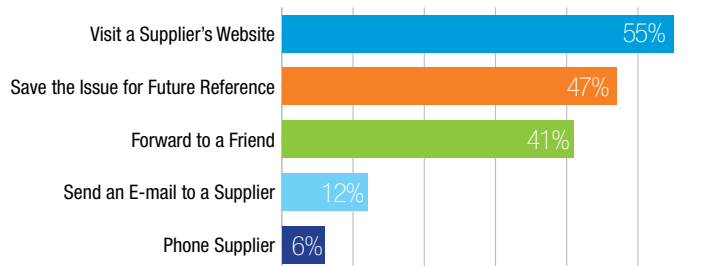


Make or influence company buying decisions

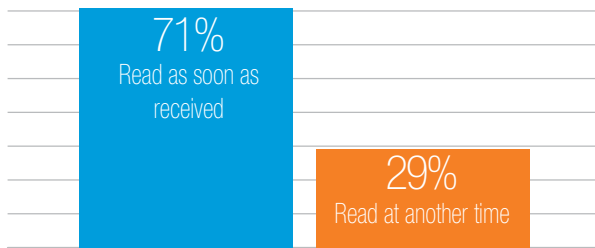


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 68,000+**

### Readership Profile by Industry (No.)

HVAC, Fire Control, Safety	12,400+
Engineering/Tech Design Services	8,700+
Building & Construction	4,200+
General Manufacturing	3,500+
Oil & Gas	3,200+
Industrial Machinery/Tools & Equipment	3,000+
Utilities/Energy	3,000+
Automotive	2,800+
Education	2,600+
Instrumentation & Controls	2,200+
Government	1,500+
Food & Beverage	1,500+
Chemicals, Plastics & Rubber	1,300+
Aerospace & Defense	1,100+
Consumer Products/Electronics	1,100+
Biotechnology/Pharmaceuticals	1,100+
Communications - Datacom/Telecom/Wireless/Network	1,000+
Fabricated Metals	900+
Medical Equipment/Instrumentation	800+
Semiconductor & Electronic Components	800+
Transportation	700+
Computers, Systems & Peripherals	700+
Agriculture/Forestry	500+
Paper, Printing & Textiles	500+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	8,500+

### Readership Profile by Job Function

Engineering, Design	11,100+
Engineering, Consulting	7,000+
Technical Support/Services	6,000+
Engineering, Other	5,900+
Maintenance/Facilities Management	5,400+
Marketing/Sales	4,000+
Engineering, Process/Production	3,800+
Architect/Builder/Contractor	3,000+
Purchasing	2,800+
Manufacturing	2,700+
Engineering, Faculty/Staff/Student	2,600+
General Corporate Mgmt	2,100+
Research & Development	1,900+
Project Management	1,900+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	7,000+

as of December 2017

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

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Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	<a href="http://www.globalspec.com/HVACB">www.globalspec.com/HVACB</a>