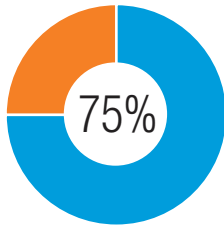


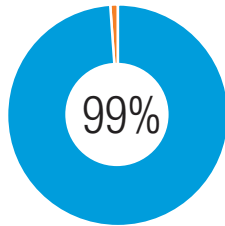
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Key Subscriber Facts:

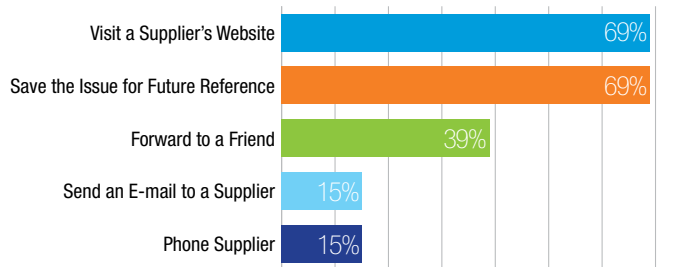


Make or influence company buying decisions

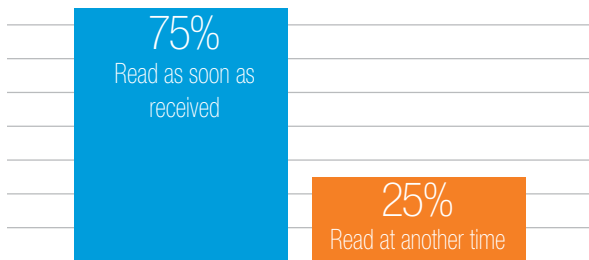


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 24,000+

Readership Profile by Industry	(No.)
Medical Equipment/Instrumentation	3,500+
Engineering/Tech Design Services	2,800+
General Manufacturing	1,700+
Biotechnology/Pharmaceuticals	1,400+
Education	1,300+
Industrial Machinery/Tools & Equipment	1,100+
Building & Construction	900+
Automotive	900+
Oil & Gas	800+
Instrumentation & Controls	700+
Chemicals, Plastics & Rubber	700+
Consumer Products/Electronics	700+
Communications - Datacom/Telecom/Wireless/Network	500+
Utilities/Energy	500+
HVAC, Fire Control, Safety	500+
Computers, Systems & Peripherals	500+
Aerospace & Defense	500+
Government	500+
Food & Beverage	400+
Semiconductor & Electronic Components	400+
Fabricated Metals	300+
Paper, Printing & Textiles	200+
Agriculture/Forestry	200+
Transportation	200+
Packaging Machinery	100+
Unspecified Engineering, Scientific and Technical	3,000+

Readership Profile by Job Function

Engineering, Design	3,500+
Marketing/Sales	2,200+
Engineering, Consulting	2,100+
Research & Development	2,000+
Engineering, Other	1,900+
Technical Support/Services	1,700+
Engineering, Process/Production	1,400+
Manufacturing	1,400+
General Corporate Mgmt	1,100+
Engineering, Faculty/Staff/Student	1,100+
Purchasing	1,100+
Maintenance/Facilities Management	800+
Project Management	700+
Architect/Builder/Contractor	600+
Quality Control/Assurance	500+
Unspecified Engineering, Scientific and Technical	2,500+

as of December 2017

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