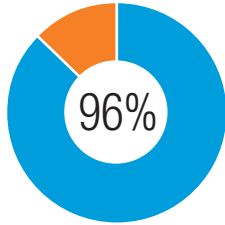




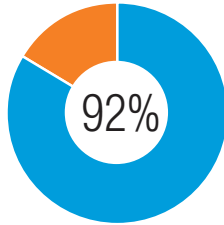
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- Light Sources
- Optics & Imaging
- Optoelectronics
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### Key Subscriber Facts:

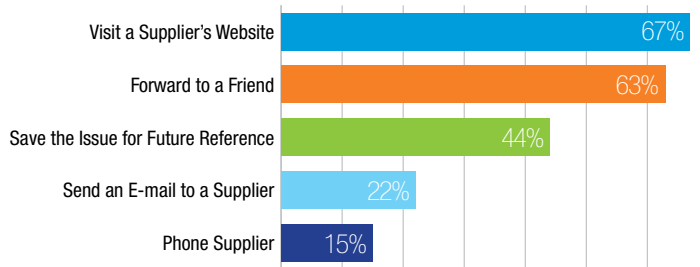


Make or influence company buying decisions

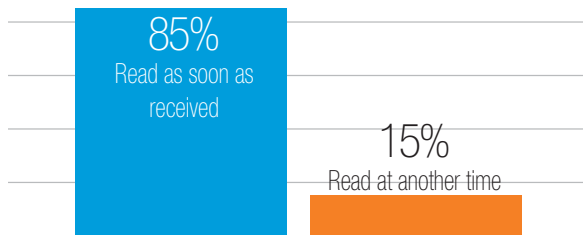


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 87,000+**

### Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	10,400+
Automotive	7,300+
Education	5,500+
General Manufacturing	5,400+
Aerospace & Defense	5,400+
Industrial Machinery/Tools & Equipment	4,200+
Consumer Products/Electronics	4,100+
Medical Equipment/Instrumentation	3,800+
Building & Construction	3,500+
Instrumentation & Controls	3,300+
Communications - Datacom/Telecom/Wireless/Network	2,900+
Utilities/Energy	2,400+
Semiconductor & Electronic Components	2,300+
Oil & Gas	2,300+
Computers, Systems & Peripherals	2,000+
Government	1,800+
Chemicals, Plastics & Rubber	1,500+
Fabricated Metals	1,400+
Biotechnology/Pharmaceuticals	1,200+
HVAC, Fire Control, Safety	1,200+
Food & Beverage	1,100+
Agriculture/Forestry	1,000+
Paper, Printing & Textiles	900+
Transportation	900+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	11,300+

### Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	18,900+
Research & Development	8,100+
Technical Support/Services	6,400+
Engineering, Other	6,200+
Engineering, Consulting	6,200+
Engineering, Process/Production	4,500+
Marketing/Sales	4,500+
Manufacturing	4,200+
Engineering, Faculty/Staff/Student	4,100+
Maintenance/Facilities Management	3,300+
Purchasing	3,200+
General Corporate Mgmt	2,900+
Project Management	2,400+
Architect/Builder/Contractor	2,400+
Quality Control/Assurance	1,000+
Unspecified Engineering, Scientific and Technical	9,100+

as of December 2017

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

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