



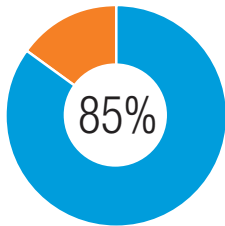
Machine Tools & Metal Working

IEEE GlobalSpec

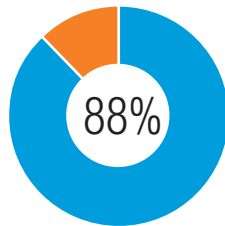
Machine Tools & Metal Working e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career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

- Metal Cutting
- Metal Forming
- Tools & Fixturing
- Software & Programming

Key Subscriber Facts:

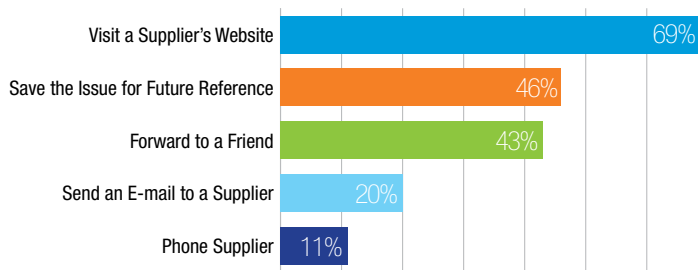


Make or influence company buying decisions

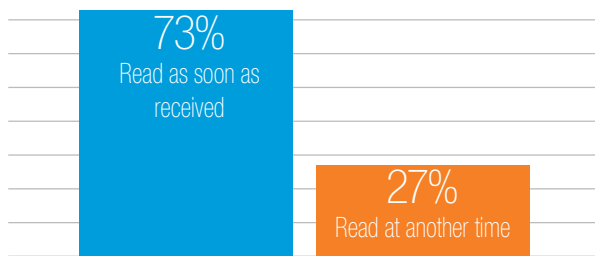


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 90,000+

Readership Profile by Industry (No.)

Industrial Machinery/Tools & Equipment	11,300+
General Manufacturing	10,500+
Engineering/Tech Design Services	10,000+
Automotive	7,400+
Fabricated Metals	5,800+
Building & Construction	3,800+
Oil & Gas	3,700+
Aerospace & Defense	3,500+
Education	3,200+
Utilities/Energy	2,000+
Consumer Products/Electronics	1,700+
Chemicals, Plastics & Rubber	1,600+
Instrumentation & Controls	1,600+
Medical Equipment/Instrumentation	1,400+
Agriculture/Forestry	1,400+
HVAC, Fire Control, Safety	1,300+
Transportation	1,200+
Government	1,200+
Food & Beverage	1,100+
Semiconductor & Electronic Components	900+
Communications - Datacom/Telecom/Wireless/Network	900+
Computers, Systems & Peripherals	900+
Paper, Printing & Textiles	900+
Packaging Machinery	700+
Biotechnology/Pharmaceuticals	600+
Unspecified Engineering, Scientific and Technical	11,200+

Readership Profile by Job Function

Engineering, Design	14,100+
Manufacturing	11,600+
Engineering, Process/Production	7,300+
Engineering, Other	6,600+
Technical Support/Services	5,700+
Marketing/Sales	5,700+
Engineering, Consulting	5,100+
Purchasing	4,600+
Maintenance/Facilities Management	4,400+
General Corporate Mgmt	3,200+
Research & Development	3,100+
Engineering, Faculty/Staff/Student	3,000+
Architect/Builder/Contractor	2,500+
Project Management	1,900+
Quality Control/Assurance	1,300+
Unspecified Engineering, Scientific and Technical	9,600+

as of December 2017

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

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