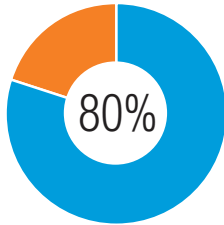




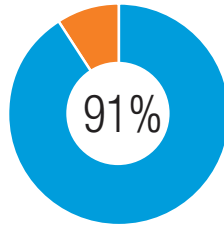
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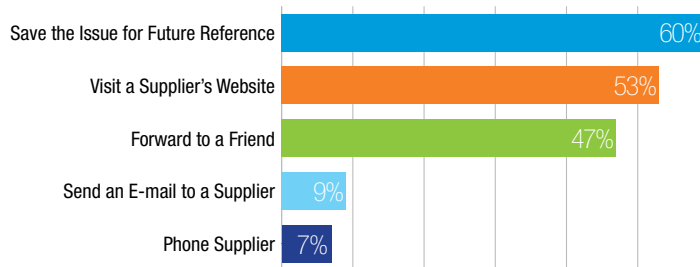


Make or influence company buying decisions

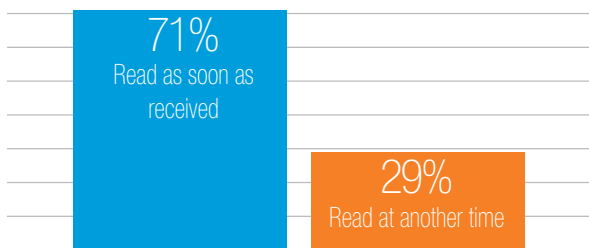


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 66,000+

Readership Profile by Industry	(No.)
Communications - Datacom/Telecom/Wireless/Network	8,500+
Engineering/Tech Design Services	7,900+
Computers, Systems & Peripherals	4,300+
Education	3,900+
Instrumentation & Controls	3,100+
General Manufacturing	3,100+
Automotive	2,600+
Industrial Machinery/Tools & Equipment	2,500+
Oil & Gas	2,500+
Aerospace & Defense	2,300+
Consumer Products/Electronics	2,200+
Utilities/Energy	2,100+
Building & Construction	2,000+
Government	1,700+
Semiconductor & Electronic Components	1,300+
HVAC, Fire Control, Safety	1,100+
Medical Equipment/Instrumentation	1,100+
Chemicals, Plastics & Rubber	900+
Transportation	800+
Food & Beverage	800+
Fabricated Metals	700+
Biotechnology/Pharmaceuticals	600+
Agriculture/Forestry	600+
Paper, Printing & Textiles	500+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	8,500+

Readership Profile by Job Function

Engineering, Design	10,800+
Technical Support/Services	8,200+
Engineering, Consulting	6,100+
Engineering, Other	5,900+
Marketing/Sales	4,100+
Engineering, Faculty/Staff/Student	3,400+
Engineering, Process/Production	3,400+
Research & Development	3,000+
General Corporate Mgmt	2,500+
Purchasing	2,400+
Maintenance/Facilities Management	2,300+
Manufacturing	2,100+
Project Management	2,000+
Architect/Builder/Contractor	1,500+
Quality Control/Assurance	700+
Unspecified Engineering, Scientific and Technical	7,000+

as of December 2017

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