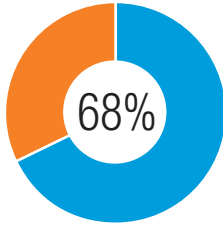




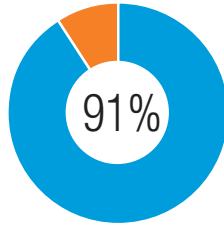
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- Exploration & Refining
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Key Subscriber Facts:

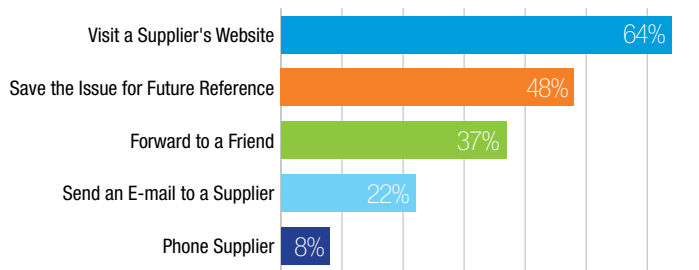


Make or influence company buying decisions

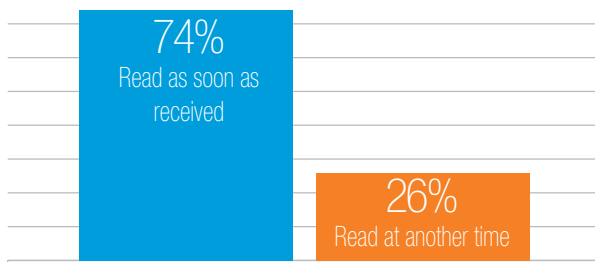


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 55,000+

Readership Profile by Industry

	(No.)
Oil & Gas	16,000+
Engineering/Tech Design Services	6,200+
Industrial Machinery/Tools & Equipment	3,200+
General Manufacturing	2,800+
Instrumentation & Controls	2,600+
Utilities/Energy	2,500+
Automotive	2,100+
Chemicals, Plastics & Rubber	2,000+
Building & Construction	1,700+
Education	1,600+
HVAC, Fire Control, Safety	1,000+
Aerospace & Defense	1,000+
Fabricated Metals	900+
Government	700+
Transportation	600+
Communications - Datacom/Telecom/Wireless/Network	600+
Food & Beverage	600+
Consumer Products/Electronics	500+
Agriculture/Forestry	500+
Medical Equipment/Instrumentation	500+
Semiconductor & Electronic Components	500+
Biotechnology/Pharmaceuticals	400+
Computers, Systems & Peripherals	400+
Paper, Printing & Textiles	300+
Packaging Machinery	200+
Unspecified Engineering, Scientific and Technical	5,100+

Readership Profile by Job Function

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

as of December 2017

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