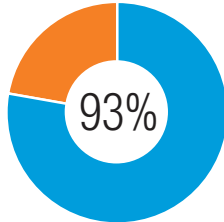


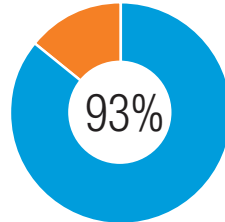
Packaging & Labeling e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Packing Machinery
- Rigid & Flexible Containers
- Labeling & Coding
- Automation & Control

Key Subscriber Facts:

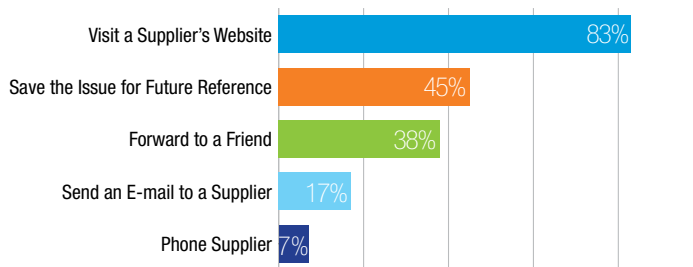


Make or influence company buying decisions

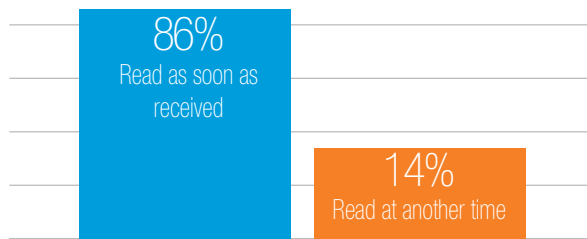


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2012 and 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 42,000+

Readership Profile by Industry (No.)

General Manufacturing	4,900+
Engineering/Tech Design Services	3,700+
Industrial Machinery/Tools & Equipment	2,600+
Food & Beverage	2,300+
Paper, Printing & Textiles	2,200+
Chemicals, Plastics & Rubber	2,200+
Packaging Machinery	2,100+
Automotive	1,900+
Consumer Products/Electronics	1,500+
Education	1,300+
Oil & Gas	1,300+
Medical Equipment/Instrumentation	1,100+
Building & Construction	1,000+
Biotechnology/Pharmaceuticals	900+
Instrumentation & Controls	900+
Aerospace & Defense	900+
Computers, Systems & Peripherals	700+
Utilities/Energy	700+
Fabricated Metals	700+
Semiconductor & Electronic Components	700+
Communications - Datacom/Telecom/Wireless/Network	600+
Agriculture/Forestry	600+
Government	500+
Transportation	500+
HVAC, Fire Control, Safety	400+
Unspecified Engineering, Scientific and Technical	5,700+

Readership Profile by Job Function

Engineering, Design	5,400+
Manufacturing	4,800+
Marketing/Sales	4,300+
Engineering, Process/Production	3,400+
Purchasing	2,900+
Engineering, Consulting	2,600+
General Corporate Mgmt	2,400+
Engineering, Other	2,300+
Technical Support/Services	2,300+
Research & Development	2,000+
Maintenance/Facilities Management	1,300+
Project Management	1,100+
Engineering, Faculty/Staff/Student	1,100+
Quality Control/Assurance	1,000+
Architect/Builder/Contractor	600+
Unspecified Engineering, Scientific and Technical	4,300+

as of December 2017

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

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Basic	145 x 145 pixels	20 words	1	2	Bottom 1/3	www.globalspec.com/PkgLabB