



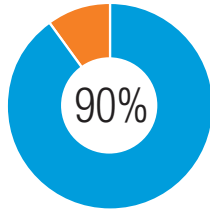
# Plant & Facilities Engineering

IEEE GlobalSpec

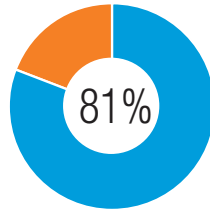
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- Mechanical & Electrical Systems
- Automation & Instrumentation
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- Products & Services

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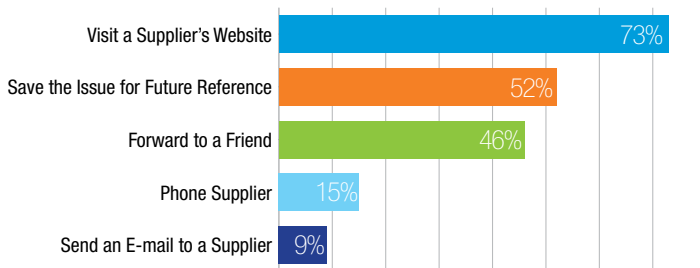


Make or influence company buying decisions

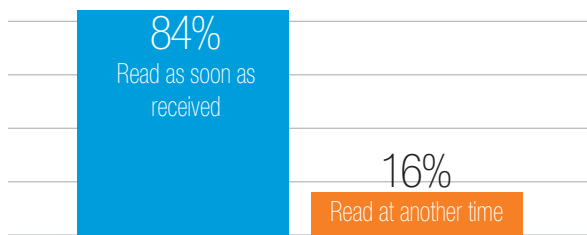


Use e-newsletter as a primary resource in early to middle buy cycle stage

## 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 ..... 58,000+

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	8,200+
Oil & Gas	5,300+
General Manufacturing	5,100+
Industrial Machinery/Tools & Equipment	4,000+
Utilities/Energy	3,600+
Automotive	2,600+
Building & Construction	2,400+
Chemicals, Plastics & Rubber	2,300+
Instrumentation & Controls	2,000+
Education	1,900+
HVAC, Fire Control, Safety	1,600+
Food & Beverage	1,400+
Fabricated Metals	1,300+
Aerospace & Defense	1,200+
Government	1,100+
Biotechnology/Pharmaceuticals	1,000+
Consumer Products/Electronics	800+
Communications - Datacom/Telecom/Wireless/Network	700+
Medical Equipment/Instrumentation	700+
Paper, Printing & Textiles	700+
Semiconductor & Electronic Components	700+
Agriculture/Forestry	700+
Transportation	600+
Computers, Systems & Peripherals	600+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	6,900+

### Readership Profile by Job Function

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

as of December 2017

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