



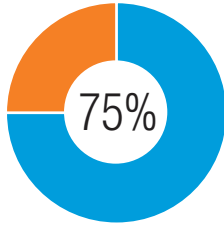
Plastics & Resins

IEEE GlobalSpec

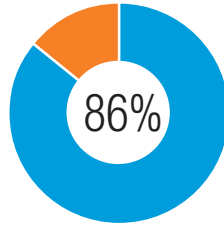
Plastics & Resins e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Engineered Components
- Composites
- Processing Innovations
- Materials

Key Subscriber Facts:

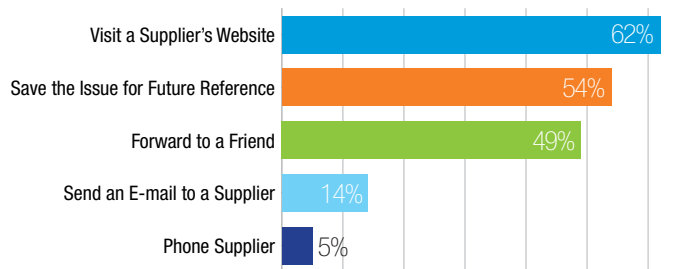


Make or influence company buying decisions



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 84,000+

Readership Profile by Industry	(No.)
General Manufacturing	9,300+
Chemicals, Plastics & Rubber	9,100+
Engineering/Tech Design Services	8,200+
Automotive	6,300+
Industrial Machinery/Tools & Equipment	4,300+
Building & Construction	4,000+
Education	3,300+
Consumer Products/Electronics	3,100+
Aerospace & Defense	3,000+
Medical Equipment/Instrumentation	2,400+
Oil & Gas	2,400+
Utilities/Energy	1,800+
Fabricated Metals	1,600+
Instrumentation & Controls	1,600+
Food & Beverage	1,500+
Paper, Printing & Textiles	1,400+
Biotechnology/Pharmaceuticals	1,200+
Semiconductor & Electronic Components	1,100+
Communications - Datacom/Telecom/Wireless/Network	1,100+
Agriculture/Forestry	1,100+
Computers, Systems & Peripherals	1,100+
Transportation	1,100+
Packaging Machinery	1,100+
Government	1,000+
HVAC, Fire Control, Safety	900+
Unspecified Engineering, Scientific and Technical	10,700+

Readership Profile by Job Function

Engineering, Design	13,600+
Manufacturing	8,400+
Research & Development	6,900+
Marketing/Sales	6,000+
Engineering, Process/Production	6,000+
Engineering, Consulting	5,500+
Engineering, Other	4,800+
Purchasing	4,800+
Technical Support/Services	4,400+
General Corporate Mgmt	3,700+
Maintenance/Facilities Management	2,600+
Architect/Builder/Contractor	2,400+
Engineering, Faculty/Staff/Student	2,400+
Project Management	2,100+
Quality Control/Assurance	1,600+
Unspecified Engineering, Scientific and Technical	8,500+

as of December 2017

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