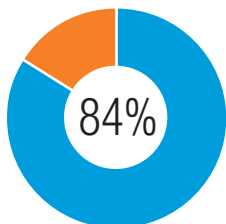




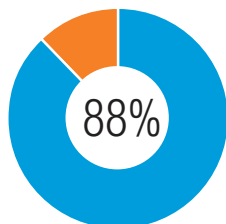
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- Quality Control Methods & Software
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### Key Subscriber Facts:

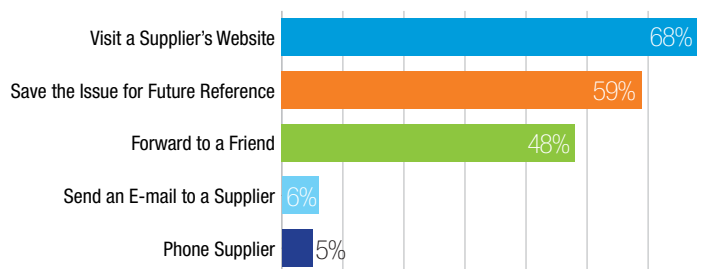


Make or influence company buying decisions

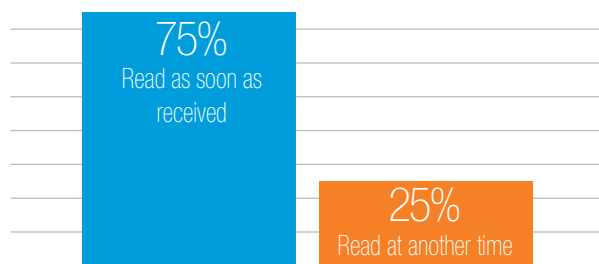


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 95,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	11,500+
General Manufacturing	7,900+
Oil & Gas	6,200+
Automotive	5,400+
Instrumentation & Controls	5,200+
Education	5,100+
Industrial Machinery/Tools & Equipment	5,000+
Aerospace & Defense	4,000+
Utilities/Energy	3,600+
Communications - Datacom/Telecom/Wireless/Network	2,900+
Chemicals, Plastics & Rubber	2,900+
Medical Equipment/Instrumentation	2,500+
Consumer Products/Electronics	2,500+
Building & Construction	2,500+
Government	2,200+
Semiconductor & Electronic Components	2,000+
Biotechnology/Pharmaceuticals	1,900+
HVAC, Fire Control, Safety	1,800+
Fabricated Metals	1,700+
Computers, Systems & Peripherals	1,700+
Food & Beverage	1,200+
Transportation	1,000+
Paper, Printing & Textiles	1,000+
Agriculture/Forestry	600+
Packaging Machinery	500+
Unspecified Engineering, Scientific and Technical	12,100+

### Readership Profile by Job Function

Engineering, Design	13,800+
Engineering, Consulting	8,400+
Technical Support/Services	8,200+
Engineering, Other	8,200+
Engineering, Process/Production	7,800+
Quality Control/Assurance	6,800+
Research & Development	6,600+
Marketing/Sales	5,400+
Manufacturing	5,100+
Engineering, Faculty/Staff/Student	4,400+
General Corporate Mgmt	3,300+
Purchasing	2,900+
Maintenance/Facilities Management	2,500+
Project Management	1,600+
Architect/Builder/Contractor	1,200+
Unspecified Engineering, Scientific and Technical	8,600+

as of December 2017

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

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