



# Reader Demographics

ENGINEERING (27,879)			PURCHASING (9,643)		
Final Decision	Significant Influence	Recommend	Final Decision	Significant Influence	Recommend
8,565	5,233	14,081	5,473	1,562	2,608

## SAMPLE COMPANIES

Allied Signal  
Beckman Coulter  
Black & Decker  
BMW  
Bombardier Recreational Products  
Borg Warner  
Briggs & Stratton  
Buell Motorcycle  
Calsonic North America  
Capsonic Group, Inc.  
Caterpillar  
Conair Corp.  
Cooper Power  
Cummins Allison  
Datex Ohmeda  
Dunbarton Corp.  
Dupont  
Duracell USA

Eastman Kodak  
Fedders Air Conditioning  
Ford Motor Company  
GE Medical Systems  
General Thermodynamics  
Genzyme Surgical  
Gibson USA  
Globe Motors  
GSI Lumonics  
Haemonetics Corp.  
Hamilton Sundstrand  
Harley-Davidson  
Honda Of America  
John Deere  
Kimberly-Clark  
Kohler Company  
Lexmark International  
Lightolier, Inc.  
Lincoln Electric  
Marlin Firearms  
Medtronic  
Mercury Marine  
Microaire Surgical

Motorola  
National Machinery  
OF Mossberg & Sons, Inc.  
Pitney Bowes  
Porter-Cable  
Pratt & Whitney  
Quantum Corporation  
Respironics, Inc.  
Siemens Medical Systems  
Sikorsky Aircraft  
Smith & Nephew Optics  
Stanley Works  
Sunrise Medical  
The Little Tikes Company  
The Timken Company  
Theragenics Corporation  
Trek Bicycle Corp.  
Trex Medical  
Trumpf  
Tyco Healthcare  
United States Surgical  
Warner Lambert  
Waukesha Engine  
Whirlpool Corp.

## SAMPLE INDUSTRIES

Aerospace/Aviation  
Automotive  
Computer Systems & Peripherals  
Consumer Electronics  
Electronic Components / Subsystems  
Electronics Manufacturing  
Government / Defense  
Hardware  
Instrumentation & Control Systems  
Machinery  
Medical  
Telecommunications  
Transportation Equipment  
Wiring, Cables & Connectors

## SAMPLE TITLES

Chief Engineer  
Design Engineer  
Engineering Manager  
Manufacturing Engineer  
Product Development Engineer  
Product Manager  
Project Engineer  
Purchasing Manager  
Research & Development Engineer  
Senior Buyer/Planner  
VP Engineering  
VP Manufacturing