



OEM READERSHIP

ENGINEERING			PURCHASING		
Final Decision	Significant Influence	Recommend	Final Decision	Significant Influence	Recommend
7,527	4,210	13,002	4,419	608	1,612

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
O F 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