



Reader Demographics

BREAKDOWN by TITLE			BREAKDOWN by INFLUENCE		
Engineering	Purchasing	Administration	Final Decision	Significant Influence	Recommend
18,550	5,460	8,619	15,379	5,020	12,230

SAMPLE COMPANIES

3M
Abbott Laboratories
Aerogen, Inc.
Allied Signal, Inc.
Andros, Inc.
Applied Materials
Beckman Coulter
Becton Dickinson
Belkin Components
Bently Nevada Corp.
Blackhawk Furniture
Boeing
Boston Scientific Corp.
Buck Knives, Inc.
Capstone Turbine Corp.
Compaq Computers
Coors Tek
Delco Power Control
Dionex Corporation

Dolby Laboratories
Dril-Quip, Inc.
Fiskars Gerber Blades
Flowmaster
Fujikoki America
Haskel International
Hewlett-Packard
Holga, Inc.
Indian Motorcycle Corp.
Intuitive Surgical, Inc.
Johnson Controls
Joslyn Jennings
Kaiser Electro Optics
KeyTronic Corp.
Kyphon
Leupold & Stevens
Lifescan, Inc.
Lockheed Martin
Maury Microwave Corp.
McDonnell Douglas Corp.
Molecular Dynamics
NASA
National Semiconductor

Nelson Irrigation
Papermate
Paramount Fitness
Parker Seals
Pioneer Magnetics, Inc.
Price Pfister
Quantum
Rain Bird Corp.
Raychem Corp.
Royce Medical
Samsung Semiconductor
Sandia National Labs
Sargent Controls & Aerospace
Sensormedics
Siemens Components, Inc.
Sigma Game, Inc.
Steelcase, Inc.
Taylor Made Golf Company
United Defense
Varian Chromatograph
Westinghouse
Yamaha Motor Corp. USA
Zimmer Dental

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