



*Who reads Design-2-Part Magazine? Here's a snapshot.*

# 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 INDUSTRIES

*These are the top industries that receive D2P Magazine:*

- 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 COMPANIES

*Our OEM readers are Engineering & Purchasing personnel who have significant influence in the decision to outsource. These OEMs come from companies such as:*

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>Allied Signal</li> <li>Beckman Coulter</li> <li>Black &amp; Decker</li> <li>BMW</li> <li>Bombardier Recreational Products</li> <li>Borg Warner</li> <li>Briggs &amp; Stratton</li> <li>Buell Motorcycle</li> <li>Calsonic North America</li> <li>Capsonic Group, Inc.</li> <li>Caterpillar</li> <li>Conair Corp.</li> <li>Cooper Power</li> <li>Cummins Allison</li> <li>Datex Ohmeda</li> <li>Dunbarton Corp.</li> <li>Dupont</li> <li>Duracell USA</li> <li>Eastman Kodak</li> <li>Fedders Air Conditioning</li> </ul> | <ul style="list-style-type: none"> <li>Ford Motor Company</li> <li>GE Medical Systems</li> <li>General Thermodynamics</li> <li>Genzyme Surgical</li> <li>Gibson USA</li> <li>Globe Motors</li> <li>GSI Lumonics</li> <li>Haemonetics Corp.</li> <li>Hamilton Sundstrand</li> <li>Harley-Davidson</li> <li>Honda of America</li> <li>John Deere</li> <li>Kimberly-Clark</li> <li>Kohler Company</li> <li>Lexmark International</li> <li>Lightolier, Inc.</li> <li>Lincoln Electric</li> <li>Marlin Firearms</li> <li>Medtronic</li> <li>Mercury Marine</li> <li>Microaire Surgical</li> <li>Motorola</li> </ul> | <ul style="list-style-type: none"> <li>National Machinery</li> <li>O F Mossberg &amp; Sons, Inc.</li> <li>Pitney Bowes</li> <li>Porter-Cable</li> <li>Pratt &amp; Whitney</li> <li>Quantum Corporation</li> <li>Respironics, Inc.</li> <li>Siemens Medical Systems</li> <li>Sikorsky Aircraft</li> <li>Smith &amp; Nephew Optics</li> <li>Stanley Works</li> <li>Sunrise Medical</li> <li>The Little Tikes Company</li> <li>The Timken Company</li> <li>Theragenics Corporation</li> <li>Trek Bicycle Corp.</li> <li>Trex Medical</li> <li>Trumpf</li> <li>Tyco Healthcare</li> <li>United States Surgical</li> <li>Warner Lambert</li> <li>Waukesha Engine</li> <li>Whirlpool Corp.</li> </ul> |
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## SAMPLE TITLES

*These are the most popular job titles of D2P Magazine readers:*

- 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