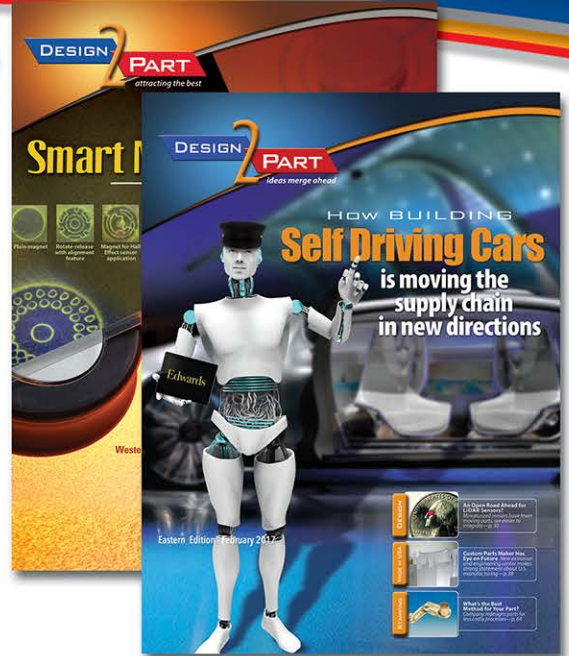




Who reads Design-2-Part Magazine? Here's a snapshot.

OEM READERSHIP



BREAKDOWN by TITLE

Engineering 17,811	Purchasing 4,697	Administration 7,902
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BREAKDOWN by INFLUENCE

Final Decision 14,611	Significant Influence 4,356	Recommend 11,443
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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:

- | | | |
|-------------------------|--------------------------|------------------------------|
| 3M | Fiskars Gerber Blades | Paramount Fitness |
| Abbott Laboratories | Flowmaster | Parker Seals |
| Aerogen, Inc. | Fujikoki America | Pioneer Magnetics, Inc. |
| Allied Signal, Inc. | Haskel International | Price Pfister |
| Andros, Inc. | Hewlett-Packard | Quantum |
| Applied Materials | Holga, Inc. | Rain Bird Corp. |
| Beckman Coulter | Indian Motorcycle Corp. | Raychem Corp. |
| Becton Dickinson | Intuitive Surgical, Inc. | Royce Medical |
| Belkin Components | Johnson Controls | Samsung Semiconductor |
| Bently Nevada Corp. | Kaiser Electro Optics | Sandia National Labs |
| Blackhawk Furniture | KeyTronic Corp. | Sargent Controls & Aerospace |
| Boeing | Kyphon | Sensormedics |
| Boston Scientific Corp. | Leupold & Stevens | Siemens Components, Inc. |
| Buck Knives, Inc. | Lifescan, Inc. | Sigma Game, Inc. |
| Capstone Turbine Corp. | Lockheed Martin | Steelcase, Inc. |
| Compaq Computers | Maury Microwave Corp. | Taylor Made Golf Company |
| Coors Tek | McDonnell Douglas Corp. | United Defense |
| Delco Power Control | Molecular Dynamics | Varian Chromatograph |
| Dionex Corporation | NASA | Westinghouse |
| Dolby Laboratories | National Semiconductor | Yamaha Motor Corp. USA |
| Dril-Quip, Inc. | Nelson Irrigation | Zimmer Dental |
| | Papermate | |

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 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