



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

OEM READERSHIP

ENGINEERING			PURCHASING		
Final Decision	Significant Influence	Recommend	Final Decision	Significant Influence	Recommend
11,474	8,157	16,949	6,892	3,081	4,085

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:

- | | | |
|--------------------|------------------------|-----------------------|
| Abbott Labs | Hamilton Sundstrand | Philip Morris USA |
| BAE Systems | Harley-Davidson | Pratt & Whitney |
| Baxter Healthcare | Motor Co. | Procter & Gamble |
| Boeing | Honda Power | Raytheon |
| Bose Corporation | Equipment | Rockwell Automation |
| Boston Scientific | Honeywell | Schunk Inc. |
| Bowe Bell & Howell | International Truck | Sony Ericsson |
| Caterpillar Inc. | & Engine Corp. | Steinway & Sons |
| Corning Cable | ITT McDonnell & Miller | Stryker |
| Systems | John Deere | Sun Automation Group |
| Danaher Controls | Johnson Controls Inc. | Timken Aerospace |
| Electrolux | Kohler Co. | Toshiba |
| Emerson Power | La-Z-Boy Inc. | Trane Company |
| Transmission | Lockheed Martin | Tyco Electronics |
| GE Healthcare | Motorola | United Space Alliance |
| Gerber Scientific | Northrop Grumman | UTC Fuel Cells |
| Glaxo Smith Kline | Corp. | Yokogawa Corporation |
| | Osram Sylvania | ...and hundreds more. |

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