

MEDIA DATA

MACHINE DESIGN

機械設計

This magazine is the Bible of the mechanical
design in digital network age.

THE NIKKAN KOGYO SHIMBUN,LTD.

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Machine Design Magazine

機械設計 (Kikai Sekkei)

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Readers Classified by Business Fields

	Component Ratio
1.General Industrial Machinery	32.8%
2.Precision Machinery	10.4%
3.Engineering	6.7%
4.Transportation Machinery	7.1%
5.Metal Working	4.8%
6.Machine Tools	3.5%
7.Machine Parts	3.7%
8.Hydraulics, Pneumatics Equipment	2.6%
9.Rubber, Plastic Processing Industries	2.3%
10.Construction Machinery	3.1%
11.Government Office, Schools and Research Institutes	1.6%
12.Materials	1.5%
13.Computer and Peripheral Equipment.	2.2%
14.Trading Company	1.4%
15.CAD/CAM/CAE	3.5%
16.Others	12.8%

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Readers Classified by Positions

	Component Ratio
1.Management	15.6%
2.Factory Manager and Dept Manager	9.9%
3.Sec.Chief	17.6%
4.Sec.Sub-Chief and Chief Clerk	18.6%
5.Specialist	9.8%
6.Staff in General	25.3%
7.Others	4.4%

Readers Classified by Jobs

	Component Ratio
1.Research and Development	15.8%
2.System Development and Designer	16.1%
3.Circuit and Packaging Design	2.1%
4.Equipment Designer	36.3%
5.Mould Designer	0.9%
6.Production Technique	15.8%
7.Production Management	1.6%
8.Quality Control	0.3%
9.Sales and Sales Engineer	2.9%
10.Material and Purchasing	1.2%
11.Management Financial Affairs	2.6%
12.Others	4.4%

Readers Classified by Ages

	Component Ratio
1. 25 and below	4.2%
2. 25~29	12.2%
3. 30~34	14.2%
4. 35~39	15.7%
5. 40~44	13.3%
6. 45~49	14.2%
7. 50~54	16.6%
8. 55~	9.6%

Readers Classified by Employee

	Component Ratio
1. 10 and below	16.7%
2. 10~49	16.1%
3. 50~99	9.4%
4. 100~299	17.4%
5. 300~499	7.3%
6. 500~999	10.9%
7. 1000~299	10.8%
8. 3000~4999	3.5%
9. 5000~	7.5%