

# MEDIA DATA

## DIE&MOULD TECHNOLOGY

### 型技術

This Magazine is only total Die & Mould  
Technology Magazine that tied up with  
Japanese Society of “Die & Mould  
Technology” in Japan

THE NIKKAN KOGYO SHIMBUN,LTD.

14-1, Nihonbashi Koami-cho Chuo-ku,Tokyo 103-8548 JAPAN  
TEL:+81-3-5644-7450,FAX, +81-3-5644-7405 E-MAIL:pub\_ad@media.nikkan.co.jp

## 《MEDIA DATA》

### Die & Mould Technology Magazine

型技術 (Kata Gijyutsu)

Publisher	Haruhiro Imizu (The Nikkan Kogyo Shimbun , Ltd)
Editorial Dept	Magazine Editorial Dept., Publication Bureau
Foundation	June , 1986
Circulation	30,000 copies
Frequency of Publication	12 times a year
No. of Editorial Pages	112 pages
Language	Japanese
Printing Method	B5(W 182 ×D 257 mm)
Book Binding:	Perfect-binding
Subscription:	¥1,380
Date of publication	The 15th day one month prior to the month of issue
Ad Closing Date	The 15th day two months prior to the month of issue

#### Readers Classified by Business Fields

	Component Ratio
1.Plastic Mould	28.8%
2.Press Mould	10.5%
3.Transportation Machinery	10.0%
4.Rubber, Plastic Processing Industries	9.8%
5.Electron Device and Parts	6.3%
6.Metal Processing	3.3%
7.Machine Parts	3.0%
8.Enginnering	3.0%
9.Mould Parts and Materials	2.5%
10.Electric Home Appliances	2.2%
11.Machine Tools	1.5%
12.Tools	2.3%
13.Government Office, Schools and Research Institutes	1.5%
14.Precision Machinery	1.5%
15.CAD/CAM/CAE	2.0%
16.General Industrial Machinery	1.0%
17.Computer and Peripheral Equipment	0.8%
18.EDM(Electric Discharge Machine)	0.5%
19.Software and Information Processing	0.5%
20.Measurement and Control Equipment	1.0%
21.Peripheraly Equipment	1.0%
22.Others	7.0%

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### Readers Classified by Positions

	Component Ratio
1.Management	17.0%
2.Factory Manager and Dept Manager	9.0%
3.Sec.Chief	18.8%
4.Sec.Sub-Chief and Chief Clerk	27.7%
5.Specialist	9.5%
6.Staff in General	18.0%
7.Others	0.0%

### Readers Classified by Jobs

	Component Ratio
1.Research and Development	7.5%
2.System Development and Designer	1.8%
3.Equipment Designer	0.5%
4.Mould Designer	32.9%
5.Production Technique	25.3%
6.Production Management	4.8%
7.Quality Control	0.8%
8.Planning and Investigation.	0.5%
9.Sales and Sales Engineer	7.0%
10.Inspection and Test	0.3%
11.Publicity and General affair	0.5%
12.Material and Purchasing	1.8%
13.Management Financial Affairs	6.3%
11.Others	10.0%

### Readers Classified by Ages

	Component Ratio
1. 25 and below	1.5%
2. 25~29	9.5%
3. 30~34	15.0%
4. 35~39	19.5%
5. 40~44	15.8%
6. 45~49	13.3%
7. 50~54	13.3%
8. 55~	12.1%

### Readers Classified by Employee

	Component Ratio
1. 10 and below	15.5%
2. 10~49	19.0%
3. 50~99	9.3%
4. 100~299	16.8%
5. 300~499	7.3%
6. 500~999	9.5%
7. 1000~299	10.3%
8. 3000~4999	4.5%
9. 5000~	7.8%