

MEDIA DATA

ENGINEERING MATERIALS

工業材料

This Magazine offers wide information on the material quickly so received the high evaluation from people of various fields information source on the material.

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Engineering Materials Magazine

工業材料 (Kogyo Zairyo)

Publisher	Haruhiro Imizu(The Nikkan Kogyo Shimbun , Ltd)
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Foundation	September , 1953
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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.Rubber, Plastic Processing Industries	25.0%
2.Petroleum and Chemistry	8.0%
3.Industrial Electronic Equipment	8.0%
4.Transportation Machinery	8.0%
5.Precision Machinery	6.0%
6.Trading Company	6.0%
7.General Industrial Machinery	5.0%
8.Papermaking and Fiber	4.0%
9.Electric Home Appliances	4.0%
10.Engineering	4.0%
11.Iron and Steel & Nonferrous Metal Manufacturers	4.0%
12.Machine Parts	4.0%
13.Government Office, Schools and Research Institutes	3.0%
14.Electronic Material	3.0%
15.Grass, Ceramic, Cement	3.0%
16 Metal Working	3.0%
17.Others	2.0%

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Readers Classified by Positions

	Component Ratio
1.Management	12.0%
2.Factory Manager and Dept Manager	19.0%
3.Sec.Chief	18.0%
4.Sec.Sub-Chief and Chief Clerk	19.0%
5.Specialist	6.0%
6.Staff in General	19.0%
7.Others	5.0%

Readers Classified by Jobs

	Component Ratio
1.Research and Development	53.0%
2.Mechanical Designer	11.0%
3.Production Technique and Management	16.0%
4.Sales Engineer	9.0%
5.Material and Purchasing	4.0%
6.Management Financial Affairs	4.0%
7.Others	3.0%

Readers Classified by Ages

	Component Ratio
1. 20~29	11.0%
2. 30~39	24.0%
3. 40~49	23.0%
4. 50~64	33.0%
5. 65~	9.0%

Readers Classified by Employee

	Component Ratio
1. 10 and below	6.0%
2. 10~49	13.0%
3. 50~99	6.0%
4. 100~299	21.0%
5. 300~499	10.0%
6. 500~999	13.0%
7. 1000~2999	17.0%
8. 3000~4999	6.0%
9. 5000~	8.0%