

**MEDIA DATA**

# **MECHANICAL ENGINEERING**

機械技術

This Magazine is the Bible of machining  
such as digital information production tool,  
extra-precision, hyperfine processing.

**THE NIKKAN KOGYO SHIMBUN,LTD.**

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## 《MEDIA DATA》

### Mechanical Engineering Magazine

機械技術 (Kikai Gijyutsu)

Publisher	Haruhiro Imizu(The Nikkan Kogyo Shimbun , Ltd)
Editorial Dept	Magazine Editorial Dept., Publication Bureau
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Subscription:	¥1,380
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Ad Closing Date	The 25th day two months prior to the month of issue

#### Readers Classified by Business Fields

	Component Ratio
1.Metal Processing	35.6%
2.Transportation Machinery	10.6%
3.Precision Machinery	9.7%
4.Special-Purpose Machine Tools	5.5%
5.General Machine Tools	3.5%
6.Engineering	2.8%
7.Mould Parts and Materials	2.8%
8.Cutting Tool & Whetstone	2.8%
9.Information Communication Equipment	2.3%
10.Agricultural Machine	2.3%
11.Press Mould	2.5%
12.Press Machinery	2.3%
13.Plastic Mould	2.0%
14.Trading Company	2.0%
15.Peripheral Equipment	2.0%
16.Electric Home Appliances	1.5%
17.Construction Machinery	1.5%
18.Iron and Steel & Nonferrous Metal Manufacturers	1.5%
19.Others	6.8%

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#### Readers Classified by Positions

	Component Ratio
1.Management	18.3%
2.Factory Manager and Dept Manager	12.2%
3.Sec.Chief	14.0%
4.Sec.Sub-Chief and Chief Clerk	15.5%
5.Specialist	10.6%
6.Staff in General	25.7%
7.Others	3.7%

#### Readers Classified by Jobs

	Component Ratio
1.Research and Development	8.5%
2.System Development and Designer	2.0%
3.Equipment Designer	5.5%
4.Mould Designer	3.0%
5.Production Technique	50.9%
6.Production Management	5.5%
7.Planning and Investigation.	2.3%
8.Sales and Sales Engineer	7.0%
9.Management Financial Affairs	5.5%
10.Others	9.8%

#### Readers Classified by Ages

	Component Ratio
1. 25 and below	2.3%
2. 25~29	12.0%
3. 30~34	15.7%
4. 35~39	15.7%
5. 40~44	13.4%
6. 45~49	11.1%
7. 50~54	13.3%
8. 55~	16.5%

#### Readers Classified by Employee

	Component Ratio
1. 10 and below	15.6%
2. 10~49	16.5%
3. 50~99	9.2%
4. 100~299	21.6%
5. 300~499	10.0%
6. 500~999	9.2%
7. 1000~299	7.9%
8. 3000~4999	2.8%
9. 5000~	7.3%