

CIRCULATION PROFILE 2010

By Geography	Total	%
Germany	5833	36.46
UK/Ireland	5770	36.06
France	1512	9.45
Italy	858	5.36
Scandinavia	724	4.52
Benelux	375	2.34
Switzerland	311	1.94
Eastern Europe	205	1.28
Austria	165	1.03
Israel	145	0.92
Spain/Portugal	102	0.64
TOTAL	16000	100

By Job Function	Total	%
Engineering	7868	49.16
Engineering Management	2976	18.6
General/Corporate Management	1334	8.33
Research & Development	1205	7.52
Engineering Services	862	5.37
Sales/Marketing	732	4.65
Purchasing/Procurement	382	2.38
Education	275	1.71
Other Personnel	366	2.28
TOTAL	16000	100.00

By Business and Industry	Total	%
Computers and Computer systems	715	4.47
Motion Control, Electric Motors, Industrial Systems	4084	25.52
Communications Equipment	2020	12.63
Military, Naval & Government Agencies	450	2.81
Medical & opto-electronic equipment	388	2.43
Avionics, Aerospace and transport	405	2.53
Automotive	1018	6.36
Electronic Components and Power Supply/batteries and power protection	3631	22.69
Consumer	2058	12.86
Test/Instrumentation equipment	394	2.46
Education/Research	403	2.52
Consultancy Services	220	1.37
Others	214	1.35
TOTAL	16000	100.00