

CIRCULATION PROFILE 2012

By Geography	Total	%
Germany5950	39.7
UK/Ireland4770	31.8
France1368	9.1
Italy775	5.2
Scandinavia745	4.9
Benelux398	2.6
Switzerland317	2.1
Austria236	1.6
Eastern Europe162	1.1
Israel116	0.8
Spain/Portugal88	0.6
Russia75	0.5
TOTAL15000	100.00

By Job Function	Total	%
Engineering7635	50.9
Engineering Management2853	19.0
General/Corporate Management1255	8.4
Research & Development1096	7.3
Engineering Services715	4.8
Sales/Marketing635	4.2
Purchasing/Procurement319	2.1
Education223	1.5
Other Personnel269	1.8
TOTAL15000	100.00

By Business and Industry	Total	%
Automotive1005	6.7
Avionics, Aerospace and transport408	2.7
Communications Equipment1883	12.6
Computers and Computer systems627	4.2
Consultancy Services179	1.2
Consumer1850	12.3
Education/Research375	2.5
Electronic Components and Power Supply/batteries and power protection .	.3414	22.8
Energy Supply318	2.1
Medical & opto-electronic equipment322	2.1
Military, Naval & Government Agencies405	2.7
Motion Control, Electric Motors, Industrial Systems3668	24.4
Test/Instrumentation equipment344	2.3
Others202	1.4
TOTAL15000	100.00