

ELEKTRONIK I NORDEN

Readership Analysis, Print - October 19, 2011

(Controlled Circulation by TS (ABC), Year 2010, 24,800 copies)

Circulation, distribution by country, today

Sweden	19,118
Denmark	1,788
Finland	1,798
Norway	2,143
Other Countries	532
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Total	25,379 Copies

Readership Profile

Design Engineers	58%
Industrial management	46%
Test – Measurement – Repair	41%
Project manager	28%
Production	27%
Purchasing – Procurement	21%
Research - Consultancy – Education	15%
Quality Control	10%
Other categories	5%

NB. Some of the readers within these companies have indicated that they have multiple functions.

Industry Sectors

Industrial electronics	18,880
Telecommunication	17,613
Data communication	7,143
Embedded Technology	6,607
Computers	5,495
Automation	5,035
Automotive	4,696
Medical electronics	4,600
Military/Aerospace	4,549
Processing	3,315
PCB-manufacturers/Assembly	3,013
Subcontractors/Contract manufacturers/EMS	2,909
Peripherals	1,807
Others	1,457

NB. Readers within these companies have indicated that they have their main function within the above Industry sectors.

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