MEDIA DATA (Excerpt)

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Readership Breakdown

1. By Trades
   - Molding and fabrication 32%
   - Consuming industries 38
   - Raw materials producers 7
   - Machinery makers 8
   - Overseas 3
   - Governmental offices and industrial organizations 1
   - Mold makers 6
   - Other 5

2. Within Consuming Industry
   - Electric appliances and communication equipment 34%
   - Packaging 18
   - Building, civil engineering and construction 12
   - Automotives and rolling stock 22
   - Other industries 14

3. By Job Titles
   - Engineering, production and research 47%
   - Management 16
   - Planning, survey, development 14
   - Sales 7
   - Material procurement 11
   - Other 5