

Readers' profile *Elektro-Data*

Elektro-Data appears 10 times a year
Edition: 10.500 copies in the Netherlands and Belgium

Direct link to your target group!

Elektro-Data is a professional magazine about product information for industrial electronics and industrial automation. This periodical contains a lot of information about new products, having articles on application and extensive reviews divided into 5 regular features:

- Industrial Electronics and IT
- Industrial Automation
- Industrial Installation & Safety
- Sensors
- Test & Measurement

Elektro-Data is aimed at generating as much direct response on behalf of its advertisers as possible. Readers can respond directly by way of the advertiser's website, e-mail, telephone number or address, and on www.engineersonline.nl.

Several times a year, we have a theme issue with an in-depth look into a specific subject. Also annually appearing extra product guides are included in *Elektro-Data* and in our other magazines.

Target group

Elektro-Data appears in an edition of at least 13,000 copies in the Netherlands and Belgium. The periodical focuses on electronic and electrical engineers, technical automation engineers, industrial electricians and drive technicians in the Netherlands and Belgium, who deal with designing, manufacturing, applying and maintaining means of production in mechanical engineering, process industry, electronics industry, chemical industry, metal industry and engineering contractors.

Position of subscribers

director/owner	18%
technical engineer	12%
manager	8%
electrical engineer	7%
technical services	6%
product manager	6%
developer	4%
head of department	3%
mechanic	3%
consultant	3%
buying agent/salesman	3%
technical automation engineer	3%
designer	3%
sales engineer	3%
others	18%

Trade branch of subscribers

manufacturing industry	43%
automation	14%
building/installation	10%
commercial services	9%
trade	8%
transport/warehousing	3%
others	13%



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Industrial sector of subscribers

electrics	19%
process industry	15%
machine building	11%
food and stimulants	11%
instruments/optics	8%
metal products	7%
building materials	5%
other industries	24%

Size of subscribers' businesses

1 - 10 employees	35%
11 - 50 employees	28%
51 - 100 employees	13%
101 - 200 employees	7%
201 - 500 employees	11%
more than 500 employees	5%
don't know/no answer	1%

Ratings

Readers regard *Elektro-Data* as an important source for up-to-date information and for keeping abreast of new developments and the latest products in the field.

The average rating of **7.1** (scale 1=bad to 10=excellent) shows that readers are highly appreciative of *Elektro-Data*. Moreover, it is considered very informative, topical and readable. More than 80% of the readers find *Elektro-Data* of additional value compared with other magazines they read.

As to the advertisements in *Elektro-Data*, it appears that:

- more than 93% of the readers take in the advertisements
- more than 60% of them sometimes apply for further information, and
- 43% have purchased something due to an advertisement

In each organization, *Elektro-Data* is read by an average of 3 individuals. This means that, through this professional magazine, you will reach 39,000 readers within the target group!

Other details:

- 75% of the readers are decision makers or co-decision makers
- 58% of the readers have an executive position
- 70% of the readers have read or looked through the last 6 issues
- 52% of the readers save *Elektro-Data*, while 79% of them leaf through the saved issues occasionally
- 51% of the readers have been reading *Elektro-Data* for 3 years or more
- 93% of the readers have at least completed Intermediate Vocational Education, 57% of them have completed Higher Vocational Education or Higher Scientific Education.

The professional magazine *Elektro-Data* is affiliated with **HOI**-print.

For inquiries about the various advertising possibilities, please contact:

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Also visit www.engineersonline.nl en www.elektrodata.nl/ezine

