



**Design and Development Today**  
**Audience Information**  
**Publisher's Own Data**

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Design and Development Today provides new production information and new technology to 200,000+ design engineering professional daily

**By Title:**

Design Engineer: 38%  
Mechanical Engineer: 29%  
Electrical Engineer: 24%  
Software Engineer: 9%

**By Function:**

System Design: 32%  
Product Design: 30%  
R&D: 22%  
Engineering Management: 16%

**By Industry:**

Industrial Machinery & Equipment: 22%  
Electronic Equipment and Components: 20%  
Instrumentation, Controls, Measuring and Inspection Components and Devices: 19%  
Transportation Related Equipment, Vehicles and Components: 19%  
Medical Equipment: 8%  
Software: 6%  
Engineering Services: 6%

**By Number of Employees:**

1,000 or more: 11%  
100 – 999: 51%  
25 – 99: 22%  
Less than 25: 16%