



**IMPO - DIGITAL DATABASE INFORMATION  
PUBLISHER'S OWN DATA AUGUST 2021**

Industrial Media, LLC  
199 East Badger Road #100  
Madison, WI 53713  
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SIC	Business / Industry	Total	PCT	ADMIN (A)	OPS (B)	ENGR (C)	PURCH (D)	OTHER
20 -21	Food, Tobacco and Related Kindred Product	1,873	30.17%	487	674	375	281	56
22, 23, 25	Textiles, Apparel and Furniture	399	6.43%	104	144	80	60	12
24, 26,27	Wood and Paper Products	466	7.51%	121	168	93	70	14
28	Chemicals / Pharm / Allied Products	1,632	26.28%	424	588	326	245	49
29	Oil and Gas Refining	1,297	20.89%	337	467	259	195	39
30	Rubber / Plastic Products	387	6.23%	101	139	77	58	12
31,32	Leather, Stone, Glass, Clay Products	155	2.50%	40	56	31	23	5
	<b>SUBTOTAL: PROCESSING</b>	<b>6,209</b>	<b>11.41%</b>	<b>1,614</b>	<b>2,235</b>	<b>1,242</b>	<b>931</b>	<b>186</b>
33, 34	Primary and Fabricated Metal Products/Services	10,012	21.54%	1,101	3,805	3,504	1,302	300
35	Industrial and Commercial Machinery	13,622	29.31%	1,498	5,176	4,768	1,771	409
36	Electrical Equipment and Components	4,067	8.75%	447	1,545	1,423	529	122
37	Transportation - Automotive, Aerospace, Off-Road	11,885	25.57%	1,307	4,516	4,160	1,545	357
38	Instrumentation - Industrial and Medical	3,907	8.41%	430	1,485	1,367	508	117
39	Other Manufacturing	2,981	6.41%	328	1,133	1,043	388	89
	<b>SUB-TOTAL: MANUFACTURING</b>	<b>46,474</b>	<b>85.40%</b>	<b>5,112</b>	<b>17,660</b>	<b>16,266</b>	<b>6,042</b>	<b>1,394</b>
91-97	Government and Utilities	1,085	1.99%	119	228	477	239	22
	All Others	652	1.20%	72	137	287	143	13
	<b>SUBT-TOTAL: NON-MANUFACTURING</b>	<b>1,737</b>	<b>3.19%</b>	<b>191</b>	<b>365</b>	<b>764</b>	<b>382</b>	<b>35</b>
	<b>GRAND TOTAL</b>	<b>54,420</b>	<b>100.00%</b>	<b>6,918</b>	<b>20,260</b>	<b>18,272</b>	<b>7,355</b>	<b>1,615</b>

(A) Chairman of the Board, President, Vice President, Secretary, Treasurer/Finance, General Manager, Owner, Business Manager, Director Marketing, Director, IT Managers

(B)VP MFG/Operations/Production, Plant Manager/, Dir. of Plant, Manager, Supervisor, Superintendent, Foreman, Master Mechanic, Chief Machinist, Safety Dir., Maint. Manager

(C)VP Engineering, Engineer, Design Engineer, Dir. of Engineering, Automation Engineer, Controls Engineer, Maintenance Engineer, Plant Engineer, Chief Engineer, Process Engineer, Production Engineer, Mfg Engineer

(D) Vice President Purchasing, Buyer, Manager of Procurement, Director of Purchasing, Purchaser