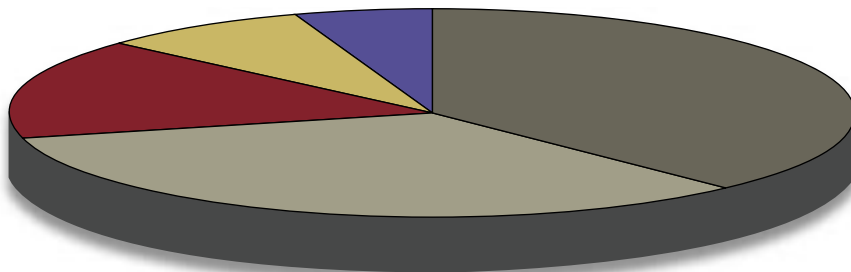


Reach the Right Audience — 36,632¹ Active Purchasers of Your Products

Our average subscriber has been reading the magazine for 4.2 years, picks up each issue 2.4 times and reads it for a total of 57.1 minutes.²



Job Title Breakdown:¹

- > **37.9%** Design/Development Engineering
- > **33.3%** Engineering Management
- > **15.6%** Engineering Services/R&D
- > **8.1%** Applications Engineering
- > **5.1%** System Integration Engineering

Nine in 10 subscribers are involved in purchasing — spending an average of \$201,961 on electronics supplies, components and products in 2004:²

- > **66%** Determine the need for electronic equipment
- > **64%** Specify or recommend makes or brands
- > **60%** Establish technical specifications
- > **54%** Discuss requirements with suppliers

Subscribers recommended or purchased a variety of products in the last 12 months:²

Passive Components	83%
Power Protection Products	78%
Hardware	77%
Semiconductors	77%
Power Conversion Products	75%
Sensors/Transducers	65%
Thermal Management Products	60%
Test Instruments	51%
Magnetic Products	48%
Battery Systems	45%
Software, CAE/CAD	45%
Manufacturing Equipment/Services	33%

Nearly one third (31%) of our 36,632 subscribers¹ pass their copies on to 3.5 other people, for a total reach of 76,888.²

Advertising Gets Results

78% of subscribers have taken action as a direct result of seeing advertising and editorial content:²

- > **46%** Removed or marked articles for future reference
- > **42%** Access a manufacturer's Web site
- > **38%** Filed the magazine for future reference
- > **39%** Removed/marked articles for future reference
- > **32%** Discussed articles with colleagues
- > **31%** Contacted a supplier for more information

¹June 2005 Power Electronics Technology BPA Worldwide Circulation Statement
²2005 Power Electronics Technology Reader Profile