

Plastics Age monthly

月刊 プラスチックスエージ

Trade Journal of Japan

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