



Profile (base: 2015 - average)

READERSHIP

| | |
|--------------------------------------|---------------|
| President, Owner, Director | 8,946 |
| Managers | 2,934 |
| Supervisor, Team Leader, Coordinator | 1,613 |
| Engineer, Technician | 855 |
| Consultant, Advisor, Designer | 132 |
| Professor, Researcher, others | 388 |
| TOTAL | 14,868 |

INDUSTRIAL BRANCHES

| | |
|--|---------------|
| Job Shop | 3,936 |
| Tool and Die | 1.660 |
| Accessories, components and tools for machine tools | 1.906 |
| Aeronautic, naval and railway industries | 168 |
| Agricultural implements and machinery | 348 |
| Automotive and autoparts | 719 |
| Defense | 63 |
| Electrical, electronic and communication equipment | 201 |
| General machinery | 1,082 |
| Household electronics | 329 |
| Hydraulics and pneumatics | 339 |
| Iron, steel and non-ferrous material distributors, dealers and service centers | 297 |
| Material handling equipment manufacturers | 184 |
| Medical, odontological and hospital equipment | 140 |
| Metallurgy (foundry, forging, siderurgy) | 624 |
| Schools and research institutes | 242 |
| Others | 798 |
| TOTAL | 13,036 |

GEOGRAPHICAL BREAKDOWN – BRAZIL

| NORTH - 81 | NORTHEAST - 312 | MIDDLE WEST - 180 | SOUTHEAST - 9,373 | SOUTH - 3,090 |
|-------------|------------------------|-----------------------|--------------------|-------------------------|
| Amapá 4 | Alagoas 11 | Distrito Federal 30 | Espírito Santo 101 | Paraná 805 |
| Amazonas 52 | Bahia 102 | Goias 90 | Minas Gerais 872 | Santa Catarina 904 |
| Pará 16 | Ceará 67 | Mato Grosso 24 | Rio de Janeiro 495 | Rio Grande do Sul 1,381 |
| Rondônia 7 | Maranhão 7 | Mato Grosso do Sul 36 | São Paulo 7,905 | |
| Tocantins 2 | Paraíba 18 | | | |
| | Pernambuco 72 | | | |
| | Piauí 8 | | | |
| | Rio Grande do Norte 16 | | | |
| | Sergipe 11 | | | |

Number of companies that receive the magazine: 13,036