

EPD

EPD Reader's Survey 2008

2008.June

 **Cosmo Brains** Corporation

About“EPD”

Electronics Product Digest

Media:	Electronics Product Digest (EPD)
Publisher:	Cosmo Brains Corporation
Established:	August, 2003.
Published:	Monthly
Distribution:	EPD is distributed free of charge to 28,000 electronics engineers throughout Japan
Ad Reservations:	The closing date for ad reservations is the end of the second month preceding the month of publication.
Ad Materials:	The closing date for finished data is the first day of the preceding month.
Publication Date:	The magazine is published on the 25 th of each month for the following month's edition.

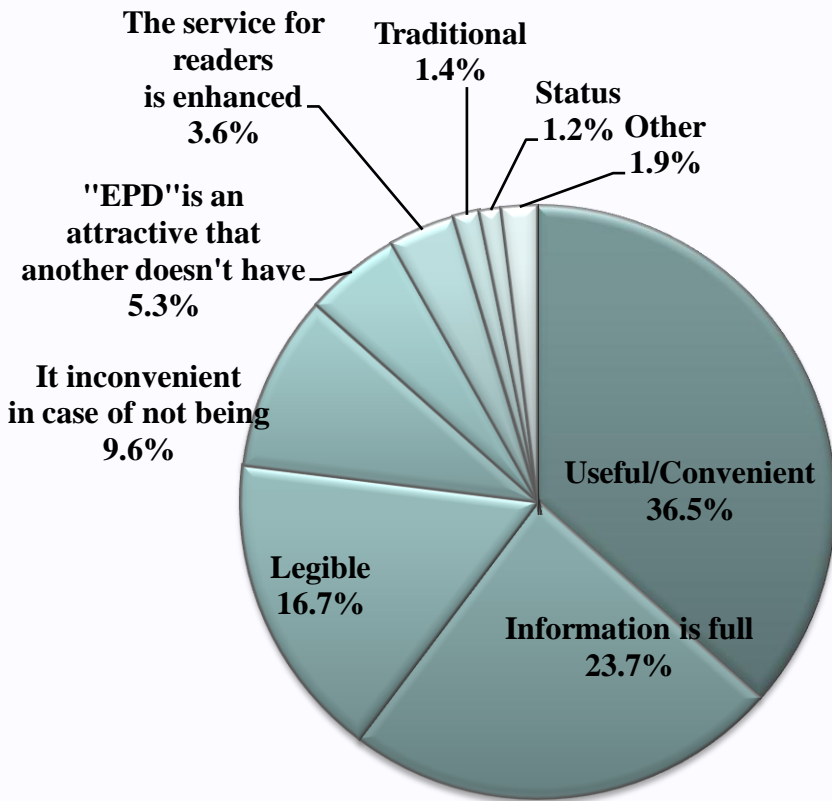
EPD supplements your sales efforts by placing your advertisement in front of the right people – those who have an impact of purchasing. The controlled distribution covers the complete range of people who influence the purchasing decision – any advertisement can act as an introduction to all these decision-makers making your sales efforts more simplified and more effective. EPD serves as an electronic products pipeline between the seller and the buyer.

***** EPD *****

Connecting Advertisers and Users Throughout Japan

EPD is a “Useful/Convenient” magazine for engineers. “Information is full” is one of the attractiveness of it.

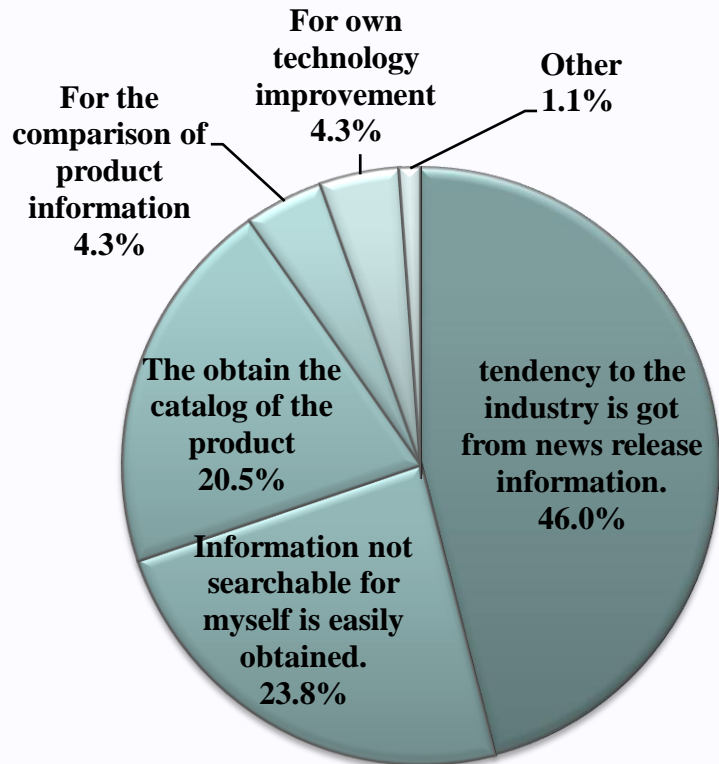
Q.What do you think about “EPD”?



★ Useful/Convenient	36.5%
★ Information is full	23.7%
★ Legible	16.7%
★ It inconvenient in case of not being	9.6%
★ “EPD” is an attractive that another doesn’t have	5.3%
★ The service for readers in enhanced	3.6%
★ Traditional	1.4%
★ Status	1.2%
★ Other	1.2%

It's easy for engineers to get the tendency of the new product quickly.

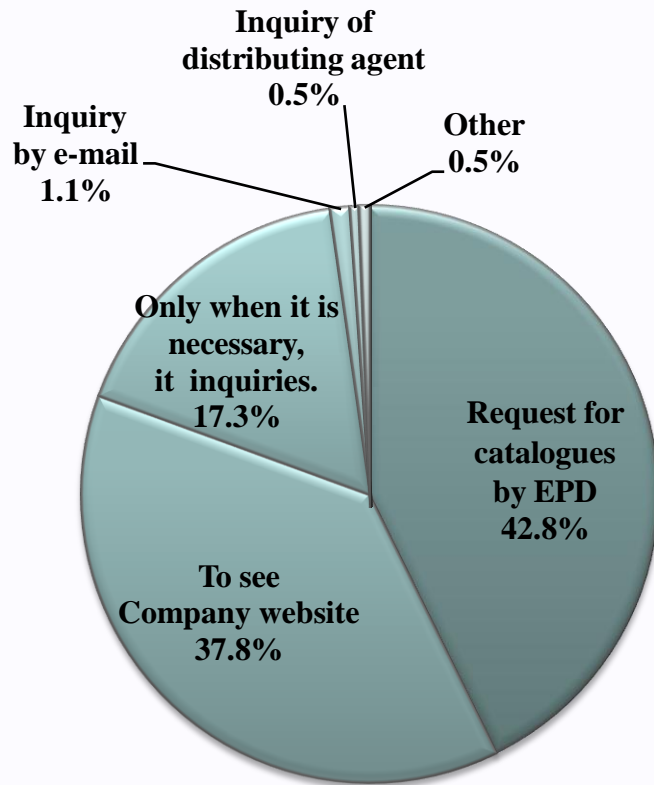
Q.What is your main purpose in reading "EPD"?



★tendency to the industry is got from news release information.	46.0%
★ Information not searchable for myself is easily obtained.	23.8%
★ The obtain the catalog of the product	20.5%
★ For the comparison of product information	4.3%
★ For own technology improvement	4.3%
★Other	1.1%

“EPD” is a directly connected medium to the “action”.

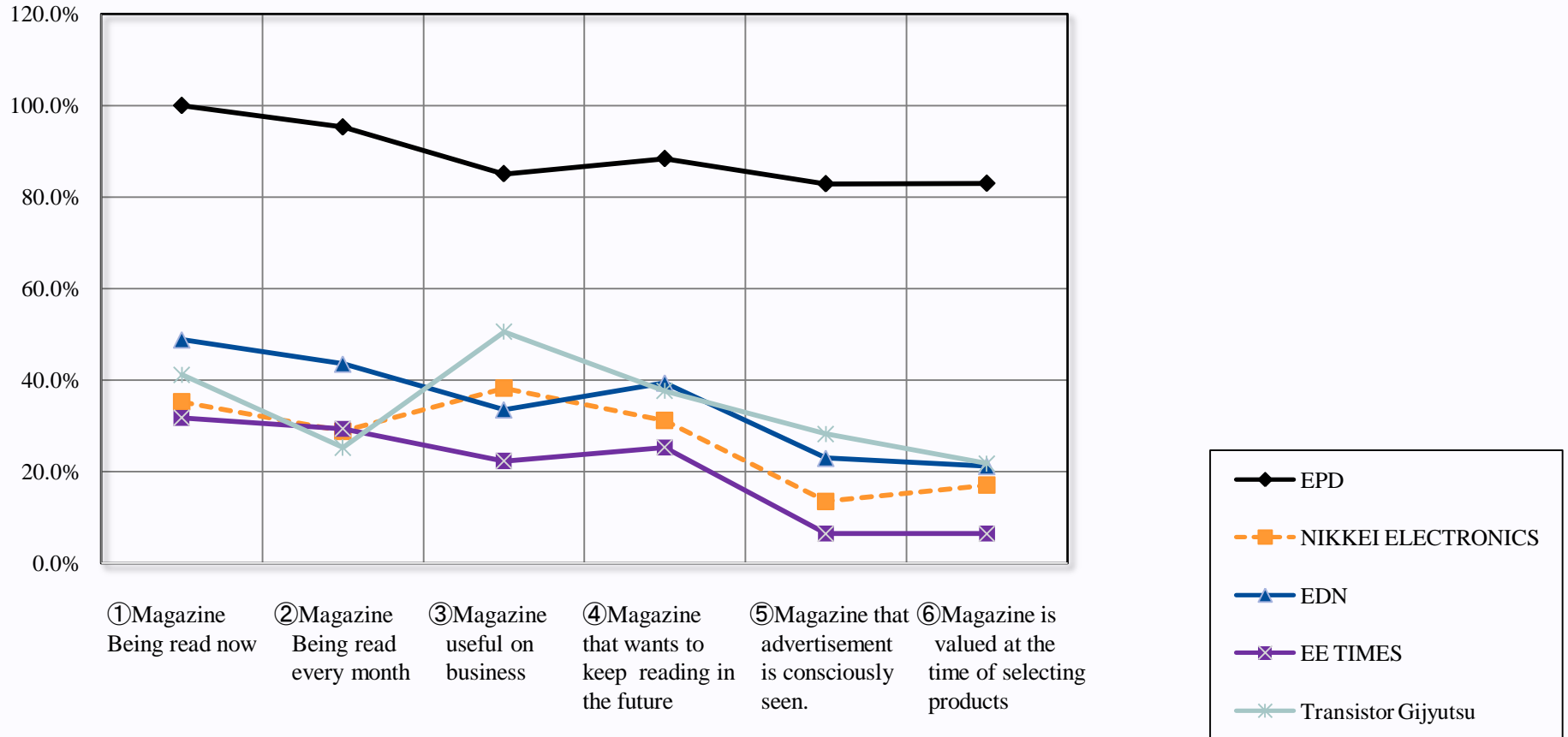
Q.After reading EPD, what type of action do you take?



★ Request for catalogues by EPD	42.8%
★ To see company website	37.8%
★ Only when it is necessary, it inquiries.	17.3%
★ Inquirey by e-mail	1.1%
★ Inquiry of distributing agent	0.5%
★ Other	0.5%

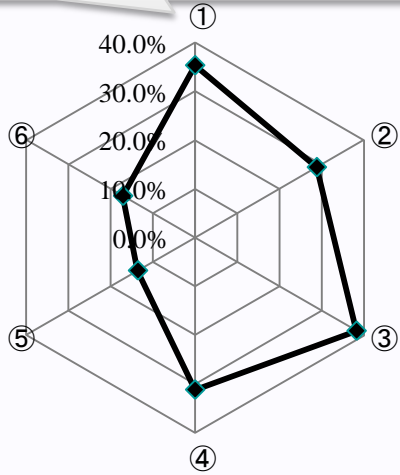
“EPD” is a magazine which efficiently obtains advertising effectiveness.

Q.For each magazine,please select the most applicable item.

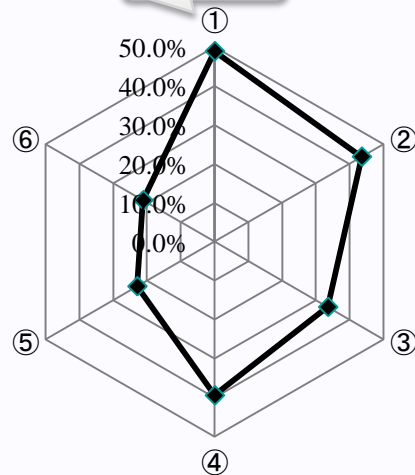


“Magazine useful on business” is not necessarily “Magazine that advertisement is consciously seen”

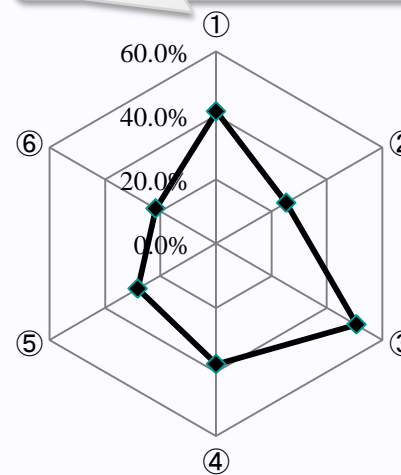
NIKKEI ELECTRONICS



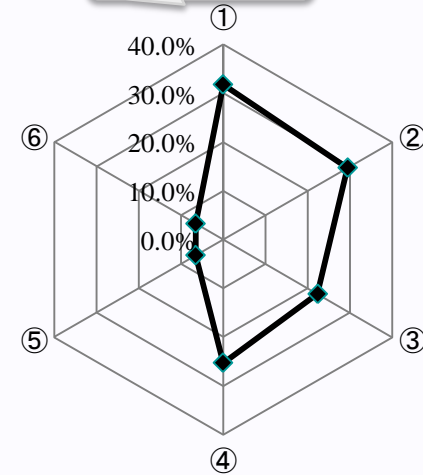
EDN



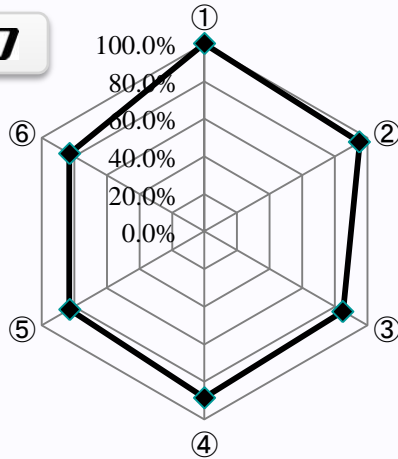
Transistor Gijyutsu



EE TIMES

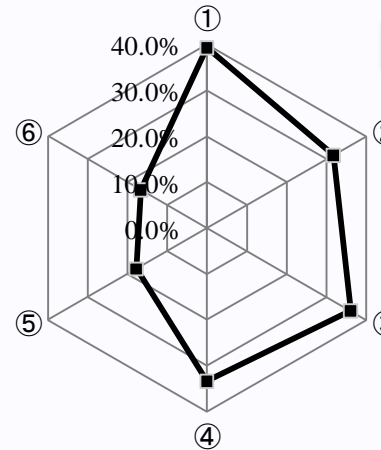


EPD



**EPD is a magazine that
Advertisement is consciously seen.**

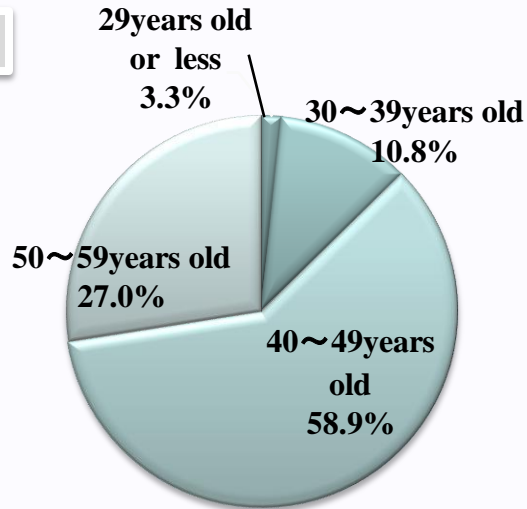
Other 4 magazine average



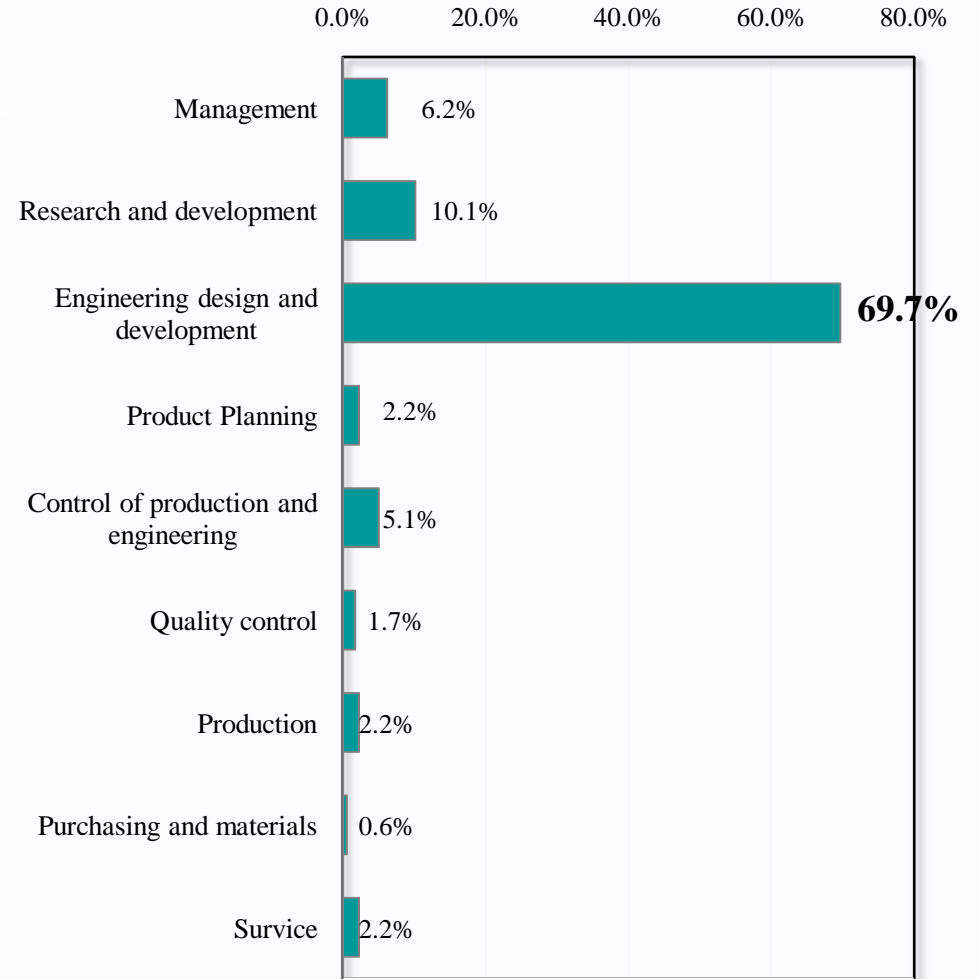
- ① Magazine being read now
- ② Magazine being read every month
- ③ Magazine useful on business
- ④ Magazine than wants keep reading in the future
- ⑤ Magazine that advertisement is consciously seen.
- ⑥ Magazine is valued at the time of selecting products.

Attributes of Respondents (Age, Type of job, Position at the time of selecting products)

Age



Type of job



Position at the time of selecting products

