

## High Quality Readership

**Materials World** has a readership of more than 34,000 specialist engineers, scientists and technologists engaged in all aspects of materials and minerals research and development, extraction, processing, testing, analysis, manufacture and use.

**A significant proportion of these readers hold high level positions within their organisations and are responsible for purchasing and/or specifying a wide variety of equipment and services in areas including materials testing, analysis and inspection, nondestructive testing, microscopy and image analysis, thermal processing, heat treatment, surface engineering and coating, materials and minerals processing, joining, bonding, welding and adhesion, recycling, and IT systems.**

In addition, **Materials World** reaches younger members of the Institute at undergraduate and postgraduate level who are committed to professional development and training.

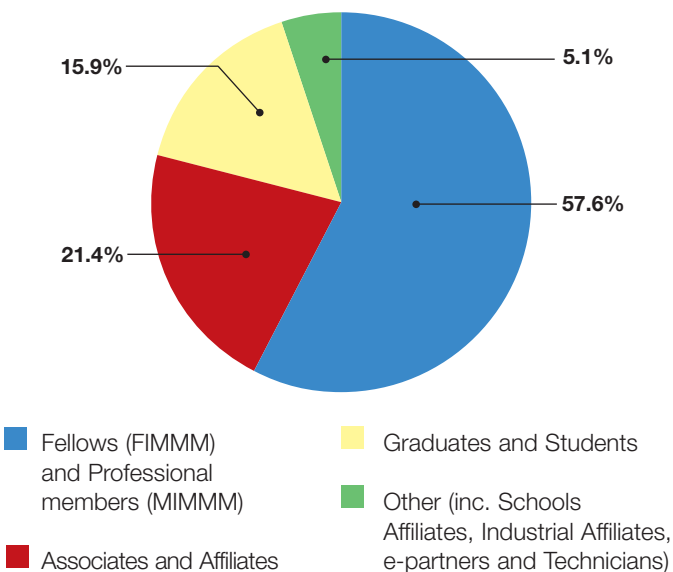
The majority of **Materials World** readers, who are IOM<sup>3</sup> members, are also significant figures in industry and academia in sectors which include:

- Aerospace
- Automotive
- Ceramics
- Composites
- Construction
- Defence
- Education and training
- Electronics
- Metals and steel
- Minerals and mining
- Oil and gas engineering
- Plastics and rubber

Main job titles and job functions include:

- CEO / Managing Director
- Technical Director / Manager
- Production Director / Manager
- Mine manager
- Senior Materials / Mining Engineer
- R&D Manager / Engineer
- Quality Manager
- Senior Scientist / Technologist
- Professor / Senior Lecturer
- Metallurgist
- Corrosion Engineer
- Principal Engineer / Project Leader

## Grades of Institute members



## Circulation (members and subscribers):

United Kingdom	<b>12,349</b>
Mainland Europe	693
Asia / Far East	824
North America	587
Australasia	453
Rest of world	525
Total overseas	<b>3,082</b>
Additional copies distributed at events and for promotional purposes per month	1,741
<b>Total circulation</b>	<b>17,172</b>

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