

MACHINE DESIGN

For Engineers By Engineers

For more than 82 years, our degreed technical editors have perfected the ability to communicate complex engineering information and present it in print, digitally, online and in video format. They've been where our readers are, working in industry as design engineers, product engineers, biomedical specialists, test engineers, materials engineers, automation system designers, and in other capacities.



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KEEPING THE FOCUS ON THE ENGINEER

Technology and the impact of the economy have created significant changes for design engineers. To gain an in-depth view of how they are responding to these changes, Machine Design conducted another round of its ongoing focus group program to learn what information these engineers need to help them in their jobs, where they find that information, and how they evaluate information sources.

What we heard is that they want to connect with knowledgeable technical sources in a timely manner. They rely on technical magazines, and in particular the in-depth information they get with Machine Design, manufacturers' websites, and the internet for much of their day-to-day information sourcing. They told us what they want to see from suppliers and how you can help them best.



Our August 2011 focus group discussed, in-depth, the following topics:

- Finding Engineers
- Engineering Software Tools
- Finding Information
- The Use of Social Media
- Using Mobile Devices
- Vendors & Suppliers
- Tradeshows
- Information Sources
- Using the Web
- Locating Products

For more detailed information on our focus group findings or access to the vast primary and secondary research we have completed, contact your regional manager.