



Readership profile

Marketing Managers	19.2%
Senior Management	18.5%
Technical & Production Manager	16.2%
Sales Managers	5.7%
Business Development Managers	4.2%
Research Managers, Scientists	1.9%
Libraries	9.7%
Staff at European Space Agency offices	1.1%
Universities	2.7%
Consultants	2.5%
Editors and Journalists	2.3%
Ministries and Embassies (Space Dept.)	0.6%
Advertising agencies	3.4%
Booksellers	4.5%
Others	7.5%

ESD has a large international distribution: 70% in Europe, 20% in the USA and Canada, 10% in Asia.