CLAIMS

1. A sputtering target, comprising: from 0.001 mol% to 0.5 mol% of Bi; 45 mol% or less of Cr; 45 mol% or less of Pt; 60 mol% or less of Ru; and a total of 1 mol% to 35 mol% of at least one metal oxide, the balance being Co and inevitable impurities.

2. The sputtering target according to claim 1, wherein the sputtering target comprises from 0.005 mol% to 0.5 mol% of Bi.

3. The sputtering target according to claim 2, wherein the sputtering target comprises from 0.01 mol% to 0.5 mol% of Bi.

4. The sputtering target according to any one of claims 1 to 3, wherein the metal oxide comprises an oxide of at least one element selected from the group consisting of Co, Cr, Si, Ti, and B.

5. The sputtering target according to any one of claims 1 to 4, wherein the sputtering target further comprises from 1 mol% to 30 mol% of at least one selected from the group consisting of Au, Ag, B, Cu, Ge, Ir, Mn, Mo, Nb, Ni, Pd, Re, Rh, Ta, W and V.

6. The sputtering target according to any one of claims 1 to 5, wherein the sputtering target comprises the metal oxide in a total amount of 10% by volume to 55% by volume.

7. A magnetic film for a perpendicular magnetic recording type magnetic recording medium, comprising: from 0.001 mol% to 0.5 mol% of Bi; 45 mol% or less

of Cr; 45 mol% or less of Pt; 60 mol% or less of Ru; and a total of 1 mol% to 35 mol% of at least one metal oxide, the balance being Co and inevitable impurities.

8. The magnetic film according to claim 7, wherein the magnetic film comprises from 0.005 mol% to 0.5 mol% of Bi.

9. The magnetic film according to claim 8, wherein the magnetic film comprises from 0.01 mol% to 0.5 mol% of Bi.

10. The magnetic film according to any one of claims 7 to 9, wherein the metal oxide comprises an oxide of at least one element selected from the group consisting of Co, Cr, Si, Ti, and B.

11. The magnetic film according to any one of claims 7 to 10, wherein the magnetic film further comprises from 1 mol% to 30 mol% of at least one selected from the group consisting of Au, Ag, B, Cu, Ge, Ir, Mn, Mo, Nb, Ni, Pd, Re, Rh, Ta, W and V.

12. The magnetic film according to any one of claims 7 to 11, wherein the magnetic film comprises the metal oxide in a total amount of 10% by volume to 55% by volume.