

ABSTRACT

An object of the present invention is to provide an alloy for a seed layer of a Ni-based magnetic recording medium as a
5 seed layer of a perpendicular magnetic recording medium, which has a small crystal grain size, and a sputtering target material. Specifically, the Ni-based sputtering target material according to the present invention includes a Ni-Fe-Co-M alloy, wherein the Ni-Fe-Co-M alloy contains 2 to 20 at.% in total of one or more
10 M1 elements selected from Au, Ag, Pd, Rh, Ir, Ru, Re, and Pt, and the balance including Ni, Fe, Co, and unavoidable impurities, and wherein the ratio of the contents of Ni, Fe, and Co is Ni:Fe:Co=100 to 20:0 to 50:0 to 60 in terms of at.%.