



Controlled Circulation of Each Issue: 15,893 copies

Online Exposure / Visibility



■ Weekly eNewsletter: 52 issues in a year, reaching over 194,000 members

Interactive Circulation System

Circulation portfolio of each issue is subject to:

1. Editorial focus
2. Advertisers' target reader sectors
3. Bonus distribution channels
(at trade shows / conferences & seminars / trade and industry associations' members)

Pass-on readership: 5 persons per copy
Readership: 79,465 / issue
Readers' record with email: 67%
No. of new reader data in the 1st half of 2010: 6,815

Jul 09 - Jun 10 Readers' Inquiries on Interested Product Group

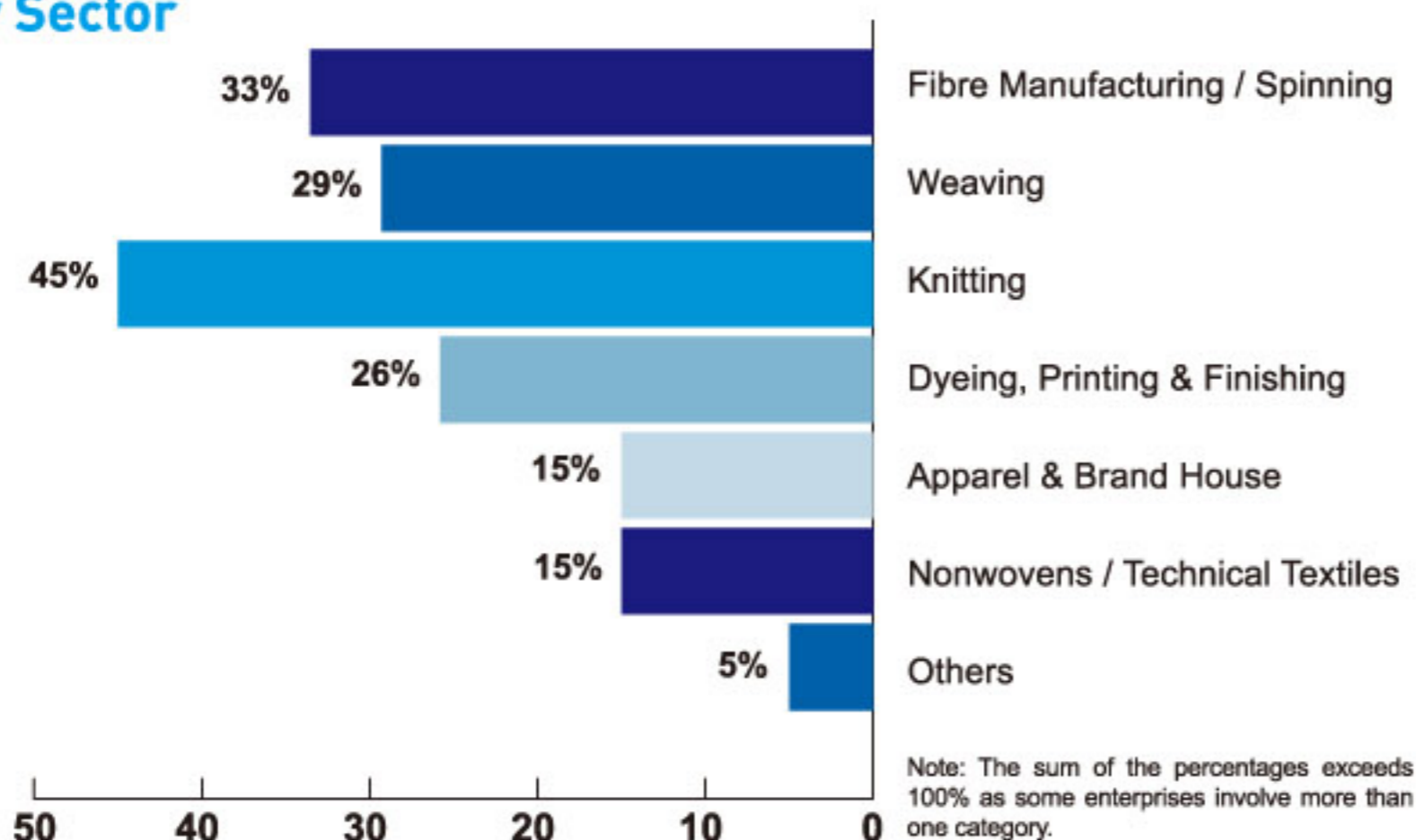
(Excluding inquiries directly made to advertisers)

- No. of readers who made purchase inquiries on materials, machinery and equipment: 1,512
- No. of inquiry items: 5,876

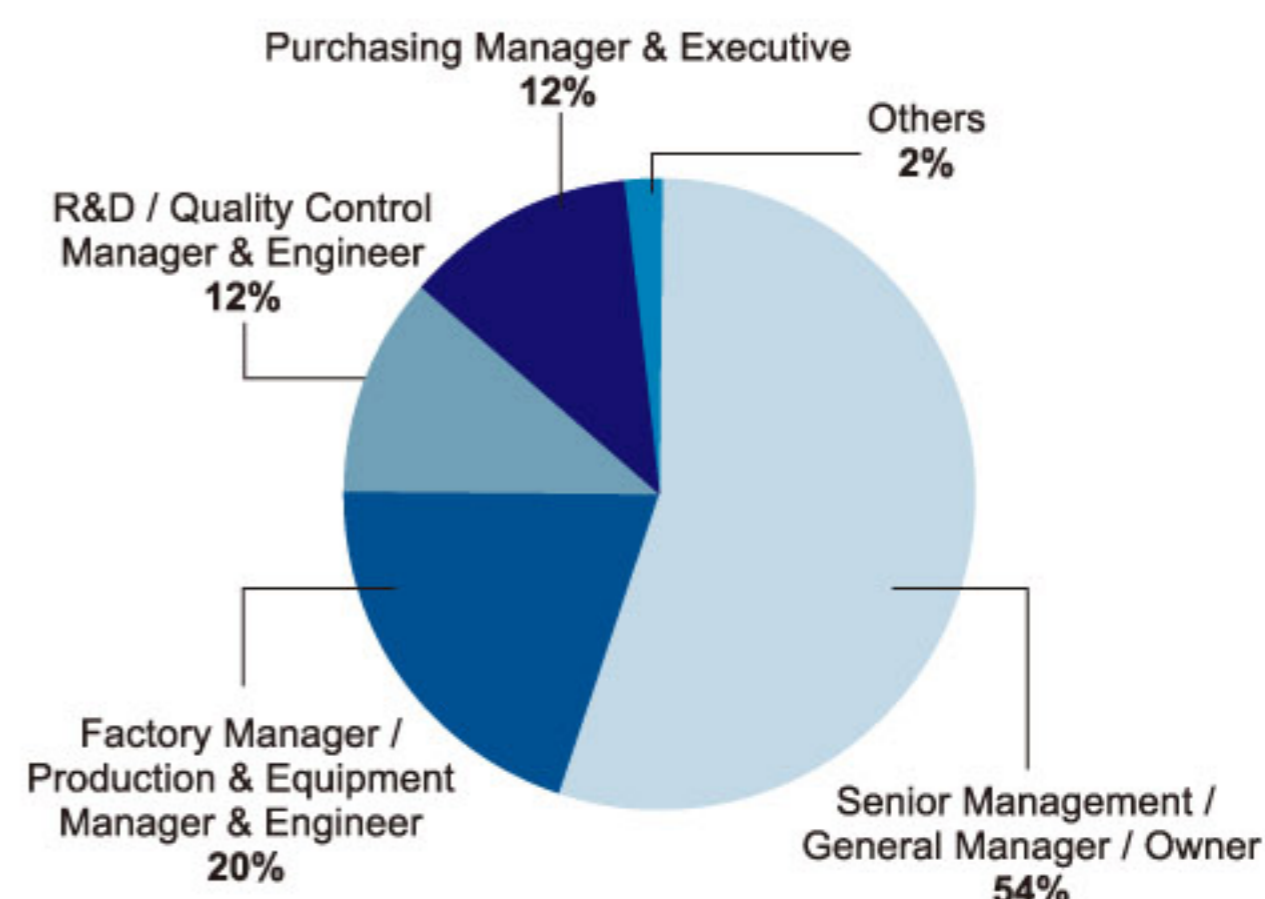
Fibre Manufacturing Machinery / Supplies	17%
Spinning Machinery / Supplies	29%
Weaving Machinery / Supplies	28%
Knitting Machinery / Supplies	32%
Embroidery Machinery / Supplies	19%
Nonwovens / Technical Textiles Machinery / Supplies	16%
Dyeing, Printing and Finishing Machinery / Supplies / Chemicals & Auxiliaries	56%
Machines for Apparel Manufacturing and Cleaning	26%
Testing and Quality Control	34%
CAD / CAM / CIM Software / Hardware Systems / Computer Applications	32%
Textile (fibres, yarns, fabrics, nonwovens, etc)	38%
General Equipment for the Textile Industry	21%
Others	3%

Note: The sum of the percentages exceeds 100% as readers may make multi-choices.

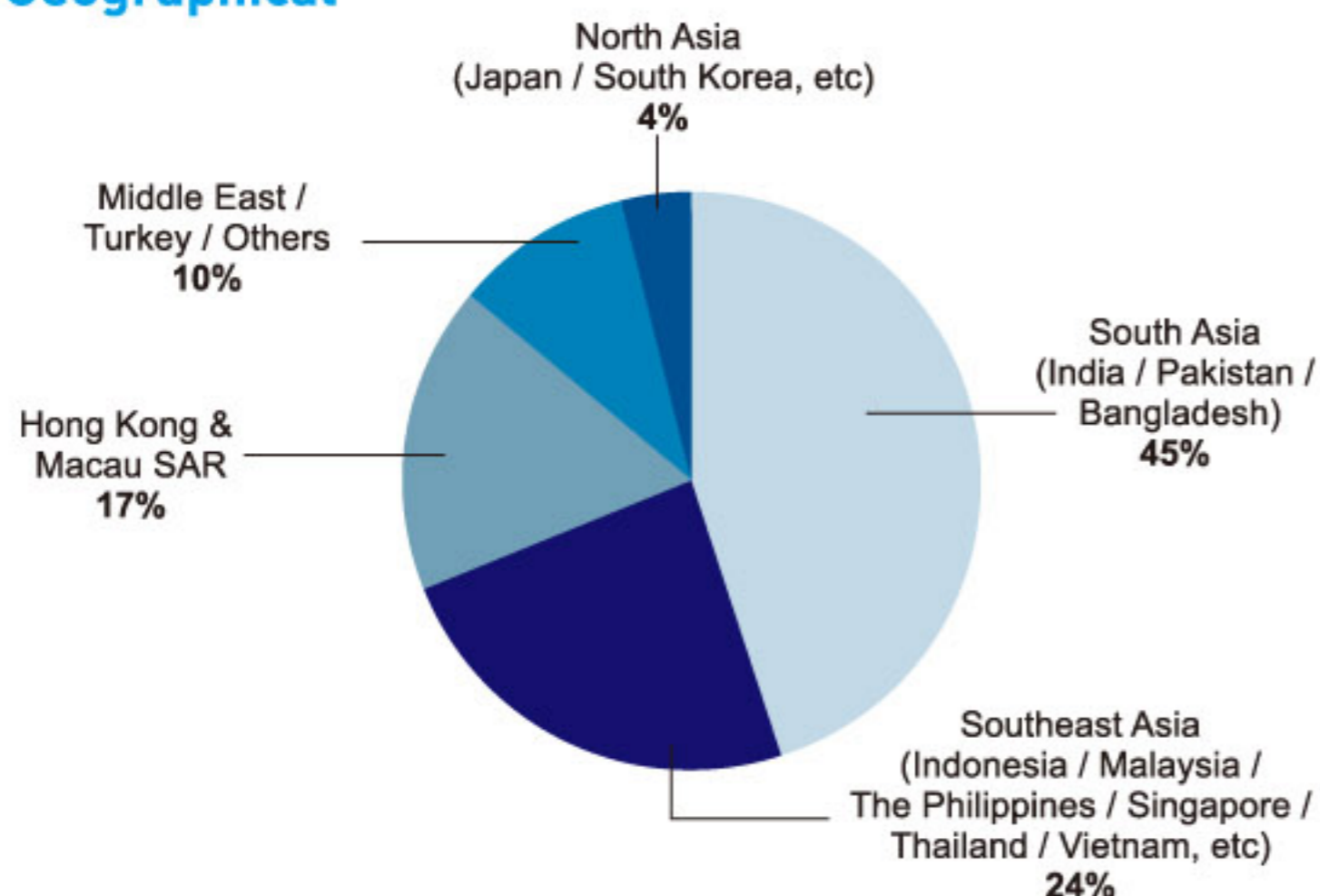
By Sector



By Job Function



By Geographical



By Employment Size

