

Controlled Circulation of Each Issue: 31,200 copies

Online Exposure / Visibility



eBook:
50,172 / issue
successful transmission
(sent by eNewsletter)

www.AdsaleCTA.com with over 619,000 pageviews per month
*Highest pageviews: 863,000 (Jun, 2010)



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

Bonus Distribution

■ Distribution at over 20 major industrial trade shows in a year

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: 9 persons per copy
Readership: 280,800 / issue
Readers' record with email: 58%
Readers' record with mobile phone no.: 60%
No. of new reader data in the 1st half of 2010: 34,390

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

(Excluding inquiries directly made to advertisers)

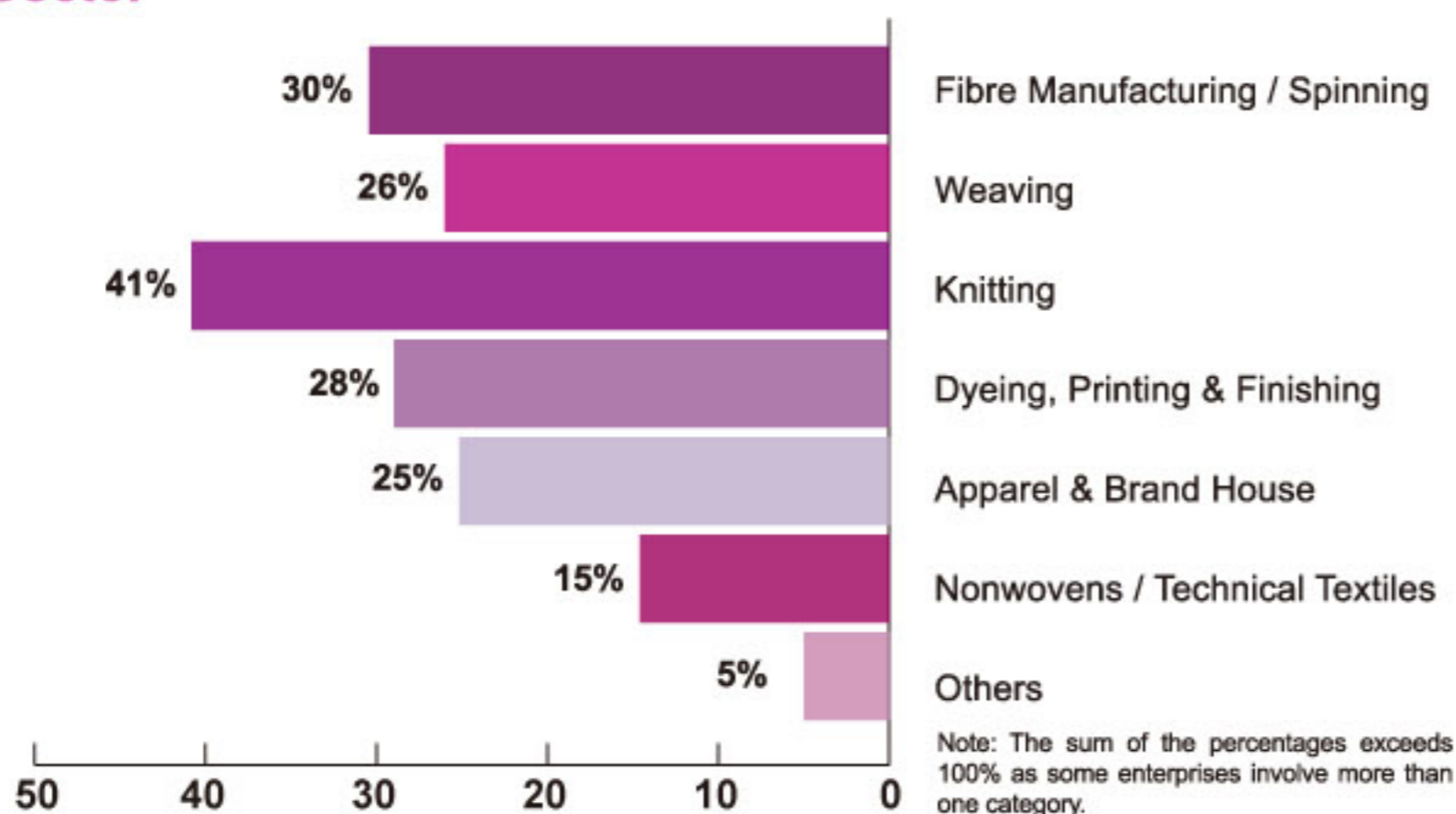
■ No. of readers who made purchase inquiries on materials, machinery and equipment: 2,221

■ No. of inquiry items: 6,299

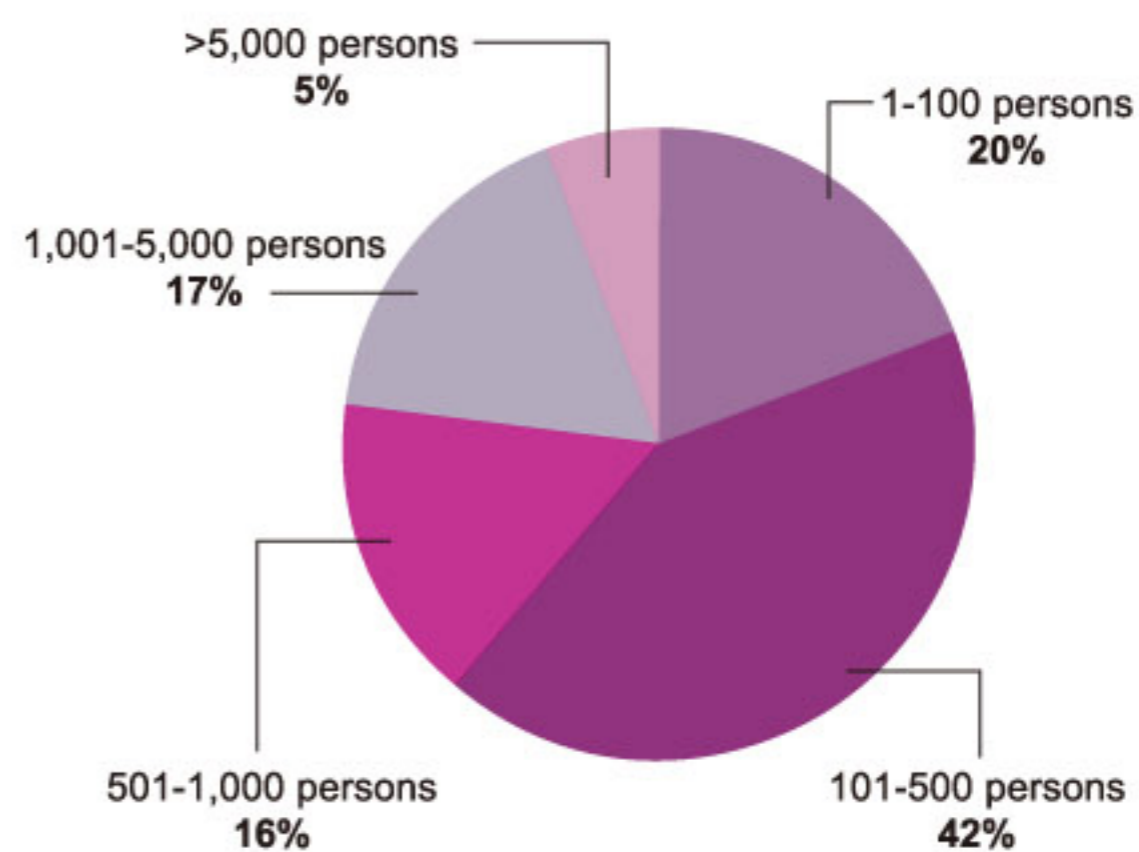
Fibre Manufacturing Machinery / Supplies	14%
Spinning Machinery / Supplies	23%
Weaving Machinery / Supplies	25%
Knitting Machinery / Supplies	27%
Embroidery Machinery / Supplies	10%
Nonwovens / Technical Textiles Machinery / Supplies	10%
Dyeing, Printing and Finishing Machinery / Supplies / Chemicals & Auxiliaries	46%
Machines for Apparel Manufacturing and Cleaning	19%
CAD / CAM / CIM Software / Hardware Systems / Computer Applications	25%
Testing and Quality Control	22%
Textile (fibres, yarns, fabrics, nonwovens, etc)	31%
General Equipment for the Textile Industry	15%
Others	11%

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

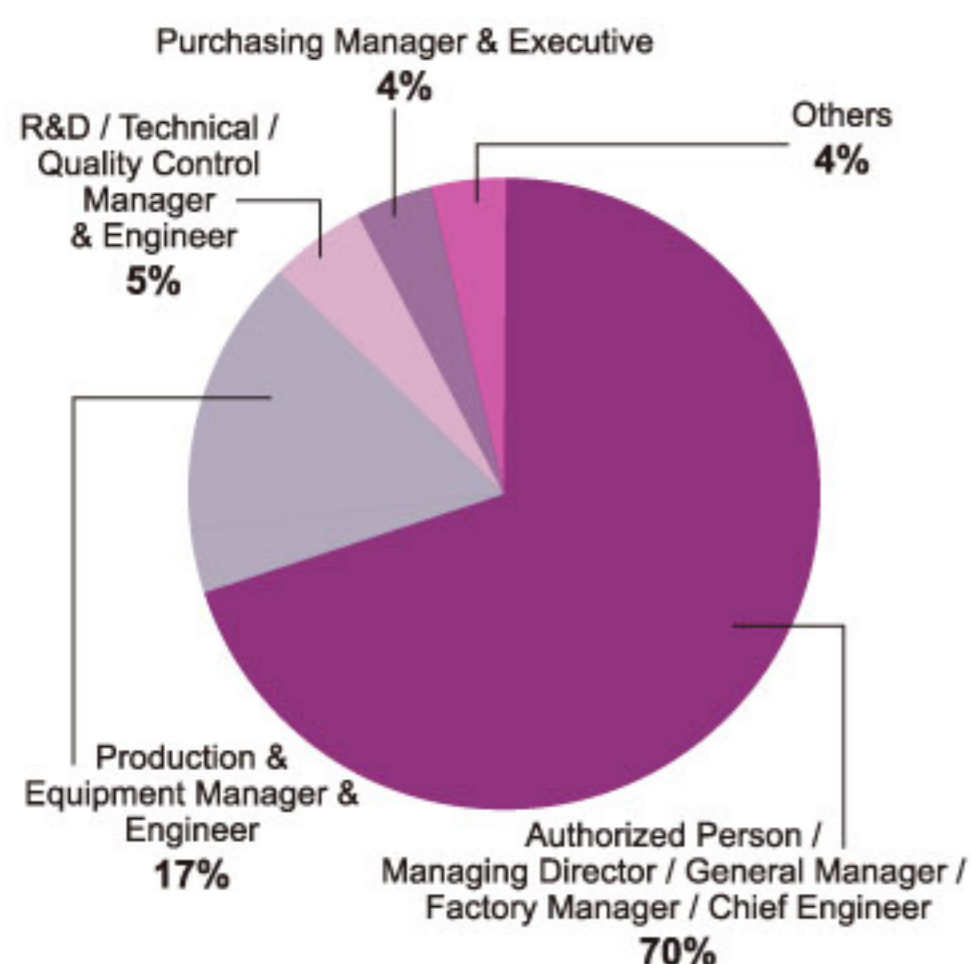
By Sector



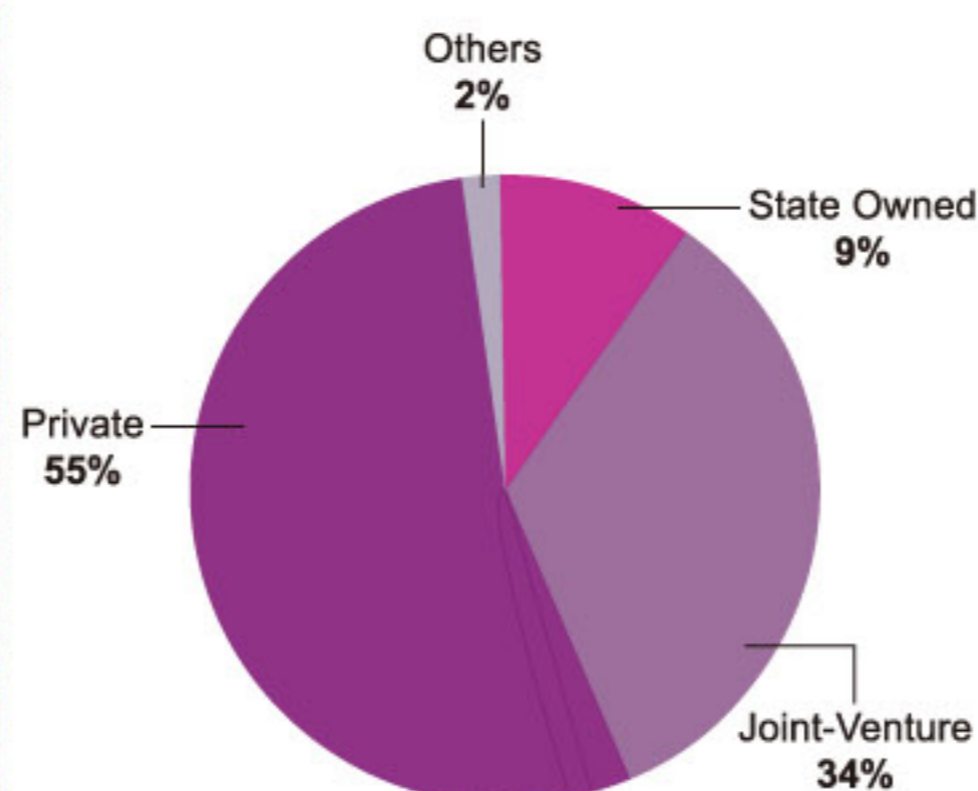
By Employment Size



By Job Function



By Business Nature



By Geographical

