



Circulation

Controlled Circulation of Each Issue: 25,138 copies

Online Exposure / Visibility



eBook:
83,533 / issue successful transmission (sent by eNewsletter)

www.AdsaleCMJ.com with over 617,000 pageviews per month
***Highest pageviews: 741,000 (May 2010)**



■ Weekly eNewsletter: **52** issues in a year, reaching over **247,000** members

Bonus Distribution

■ Distribution at over **30** 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: 8 persons per copy
Readers' records with email: 72%
Readers' records with mobile phone no.: 57%
No. of new reader data in the 1st half of 2010: 26,160

2009/2010 Readers' Inquiries on Interested Product Groups

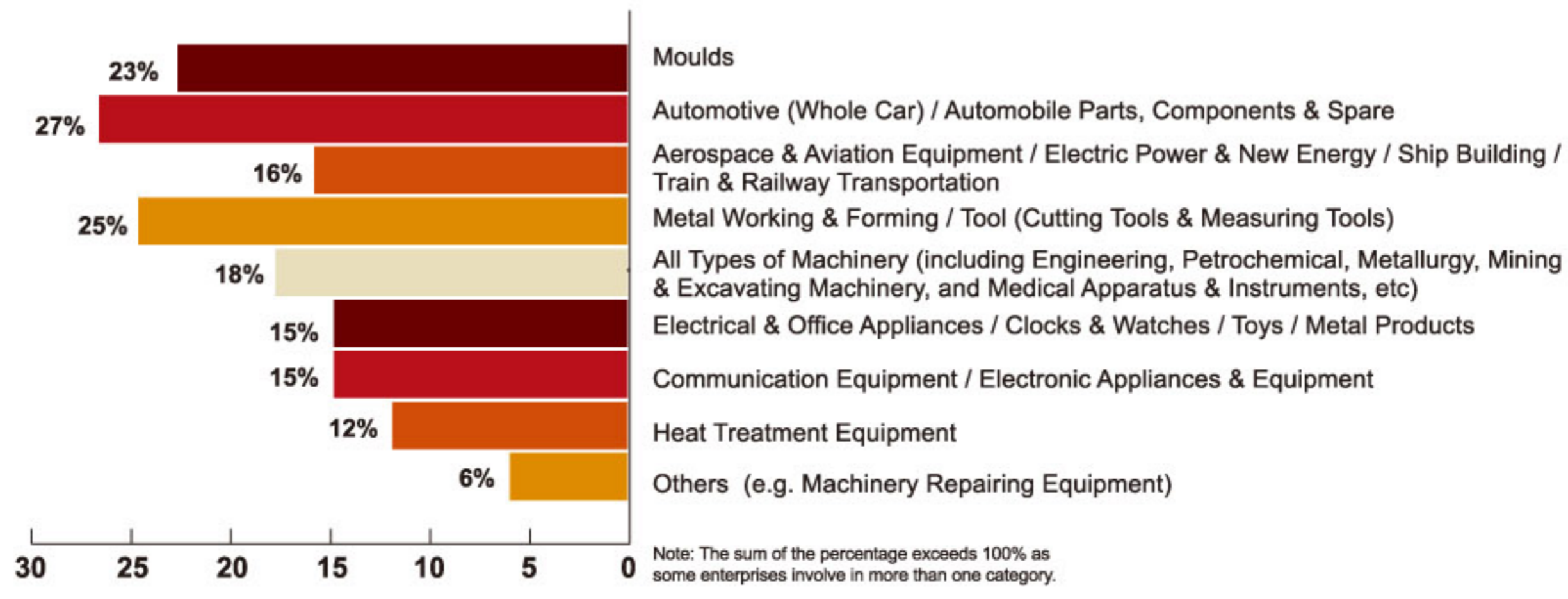
(Excluding inquiries directly made to advertisers)

■ No. of inquiry items: **6,312**

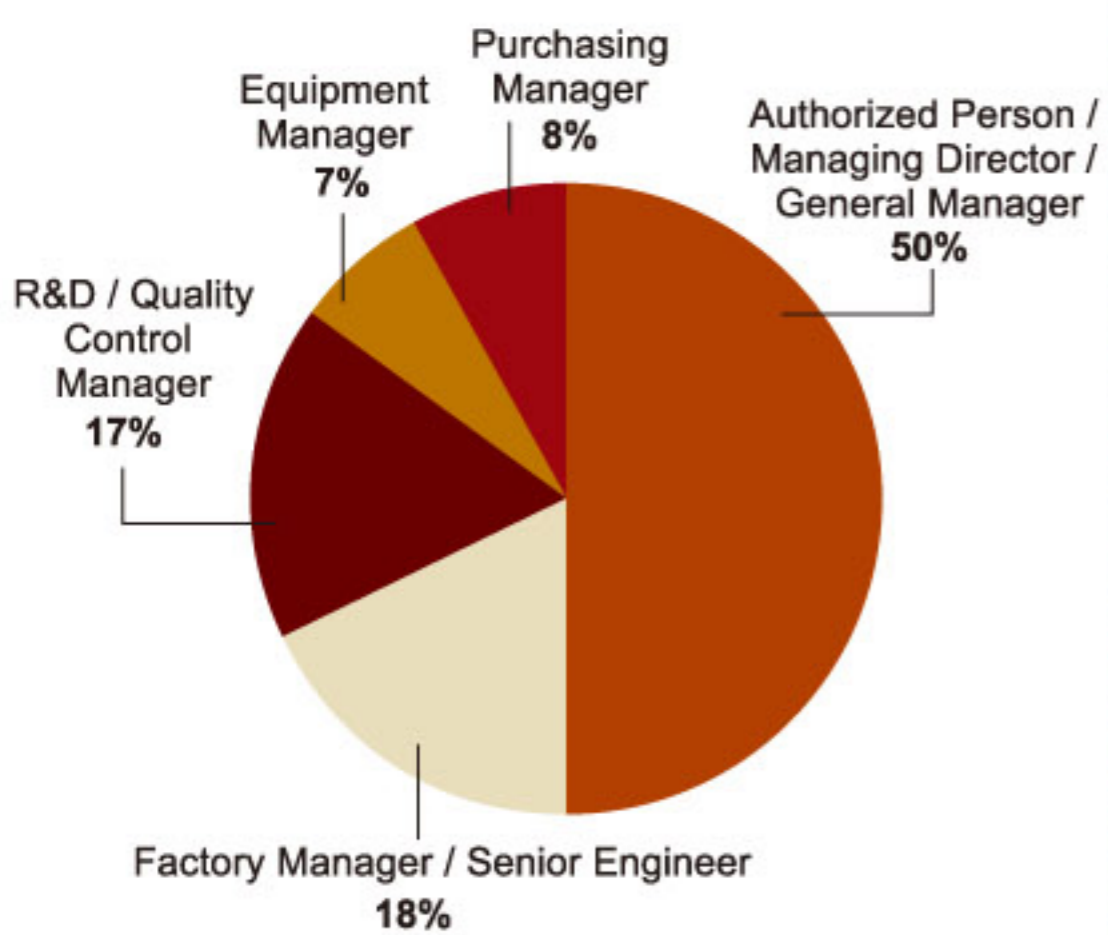
Lathes / Drilling Machines / Boring Machines / Milling Machines / Grinding Machines	79%
Machining Centres	53%
Forging Machines / Sheet Working Machines, Laser Systems / Shearing, Punching Machines	25%
Machine Tool Component, Fitting & Auxiliary Equipments / Tools	33%
Welding, Cutting and Gas Cutting Machines	16%
Surface Treatment	14%
Measuring and Testing Instruments	22%
Computer Systems & Software	31%
Metal Raw Materials	13%
Lubricants / Coolants / Cutting Oil	13%

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

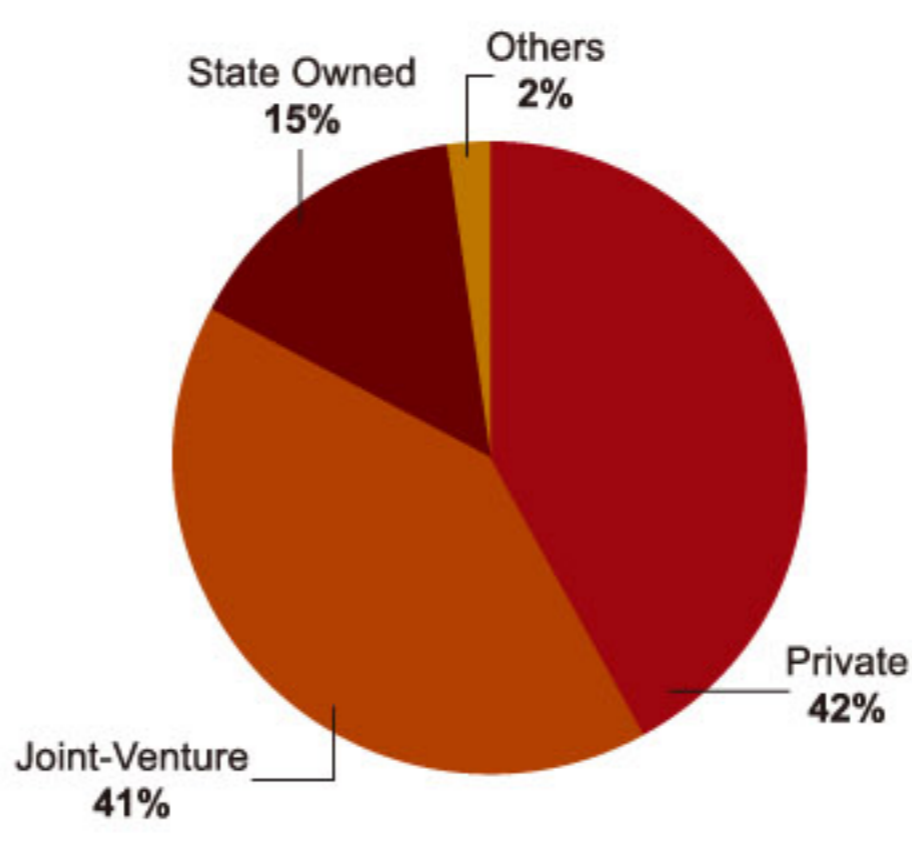
By Sector



By Job Function



By Business Nature



By Geographical

