



Controlled Circulation: **16,226 Copies**



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: **81,130 / issue**

Readers' record with email: **66%**

eATA Newsletter - send to

19,226 web subscribers / issue

eATA will be hosted at

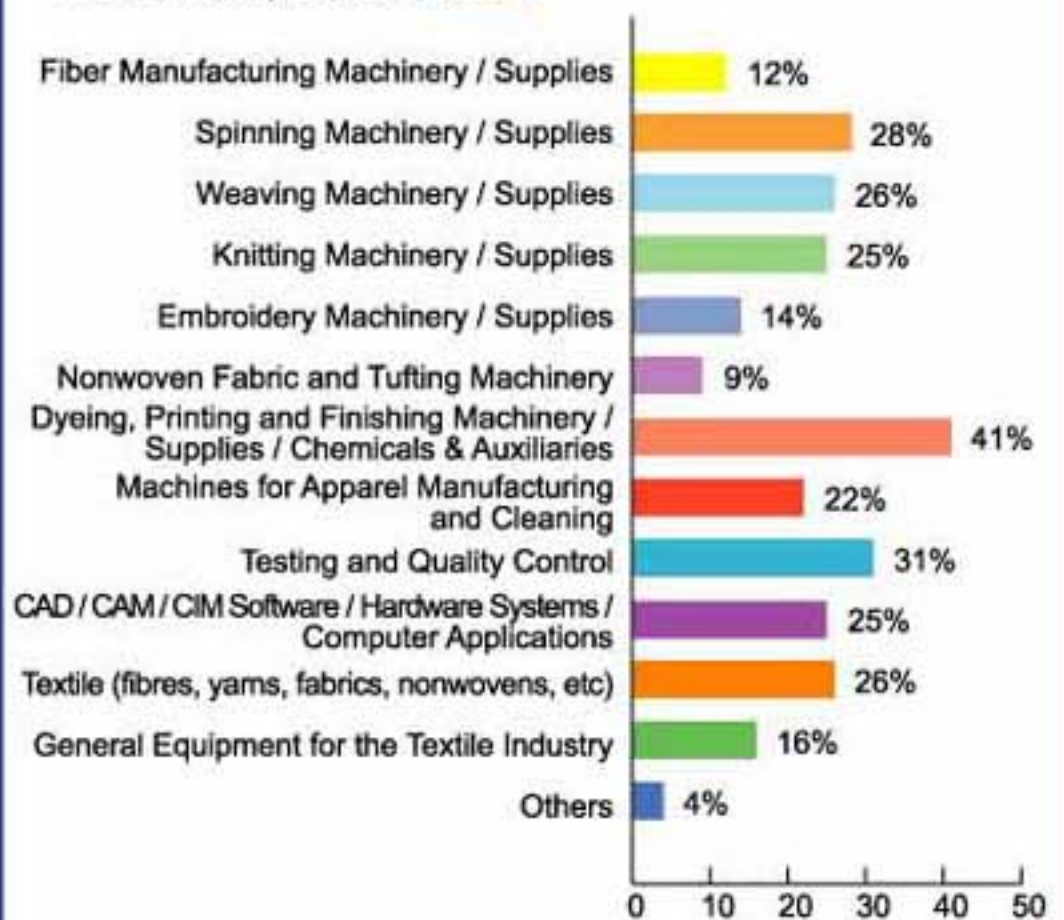
<http://textile.2456.com>

No. of new reader data in the 1st half of 2007: **7,535**

Jul 06 - Jun 07 Readers' Inquiries on Interested Product Group

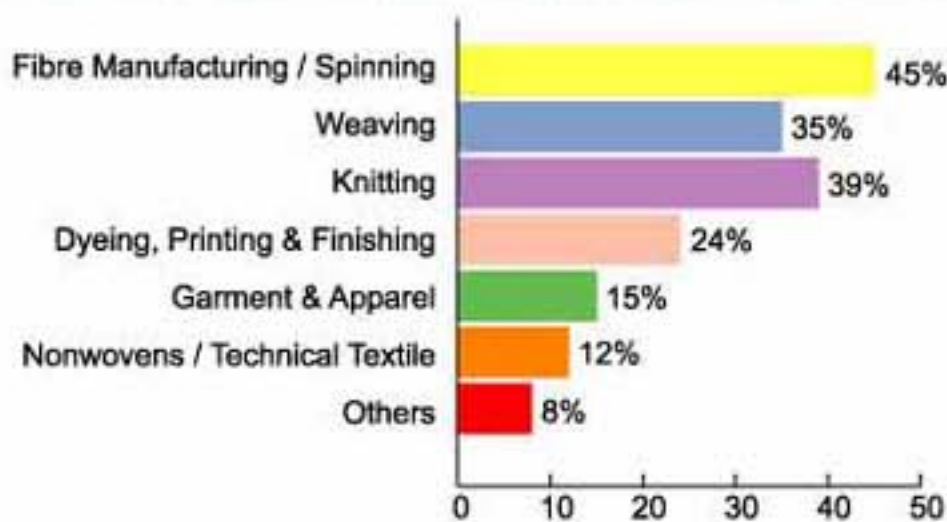
(Excluding inquiries directly made to advertisers)

- No. of readers who made purchase inquiries on materials, machinery and equipment: **1,258**
- No. of inquiry items: **2,736**



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

By Sector



Note: The sum of the percentages exceeds 100% as some enterprises involve more than one category.

By Employment Size



By Job Function



By Geographical

