



Controlled Circulation: 25,138 Copies
+ Bonus Distribution more than 27 Mega Shows

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 people per copy**

Readers' record with email: **60%**

Readers' record with mobile no.: **48%**

eCMJ Newsletter - send to

37,697 web subscribers / issue

eCMJ will be hosted at

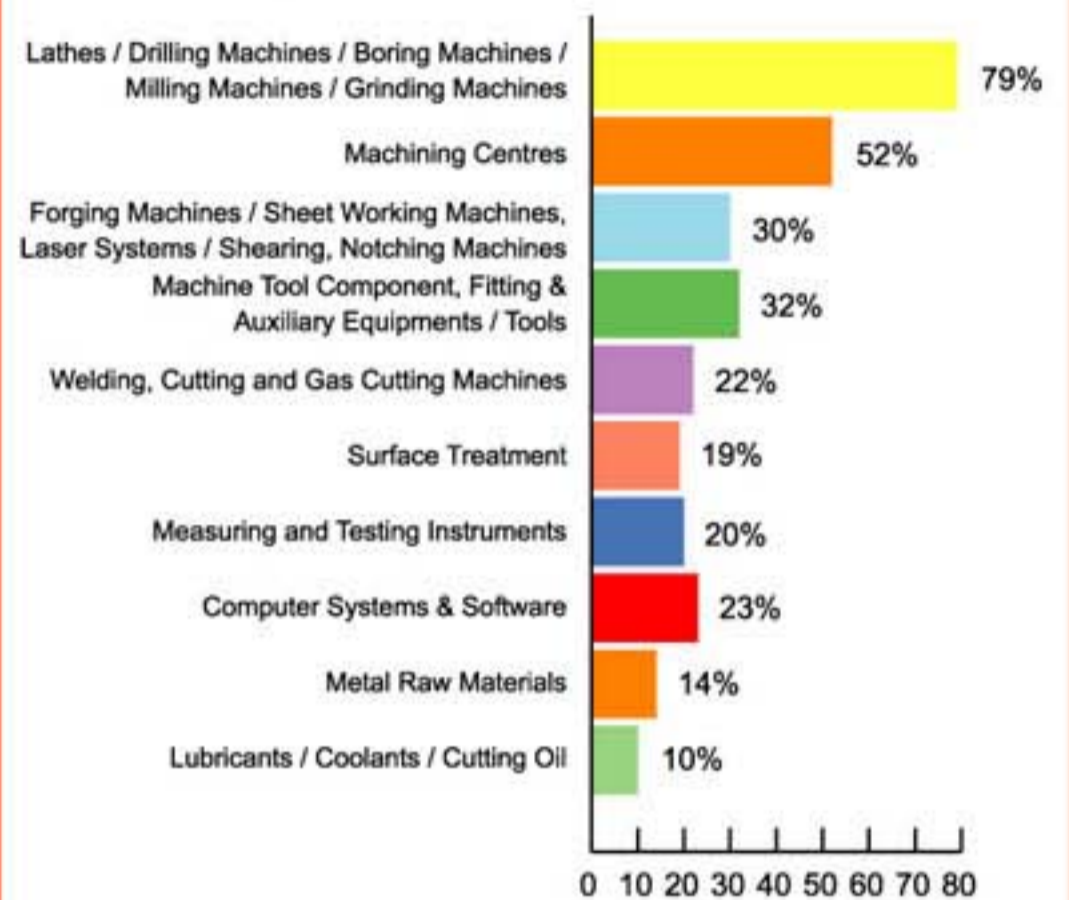
<http://machine.2456.com>

No. of new reader data in the 1st half of 2007: **25,872**

2006 - 2007 Readers' Inquiries on Interested Product Group

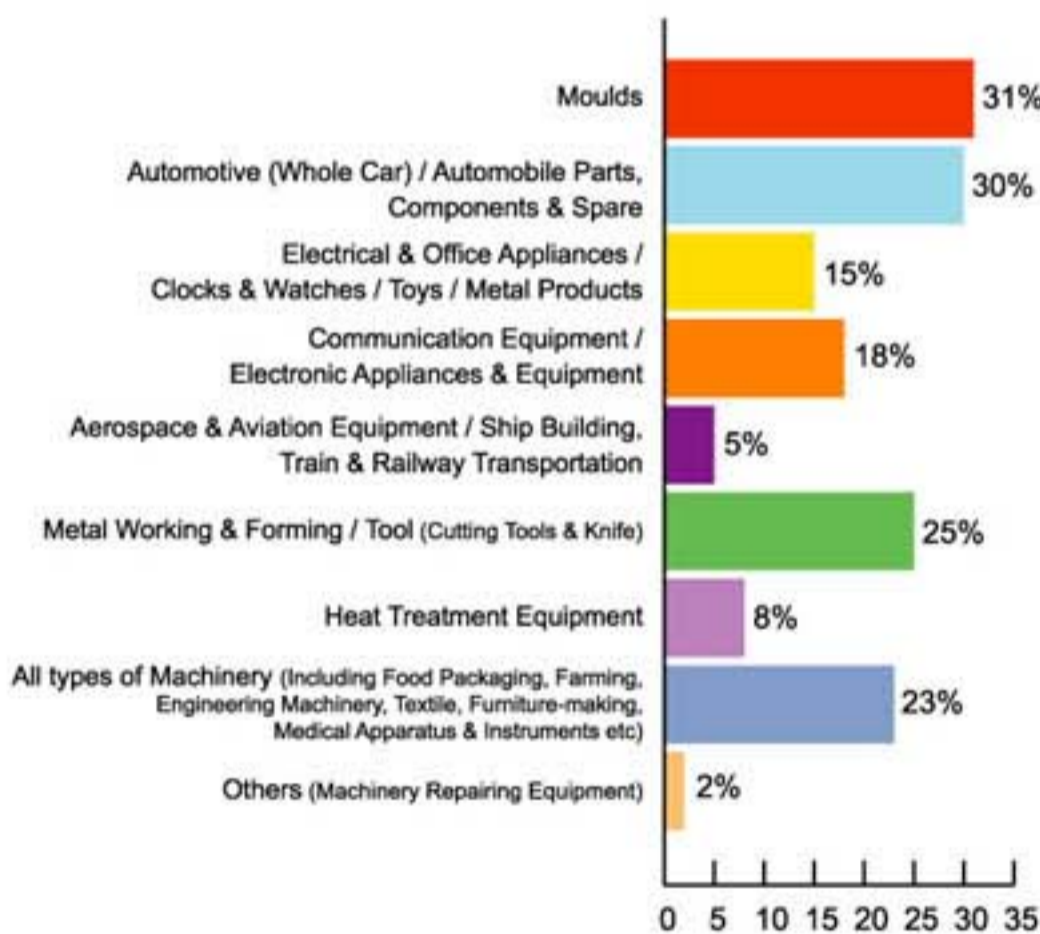
(Excluding inquiries directly made to advertisers)

■ No. of inquiry items : **6654**



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

By Sector

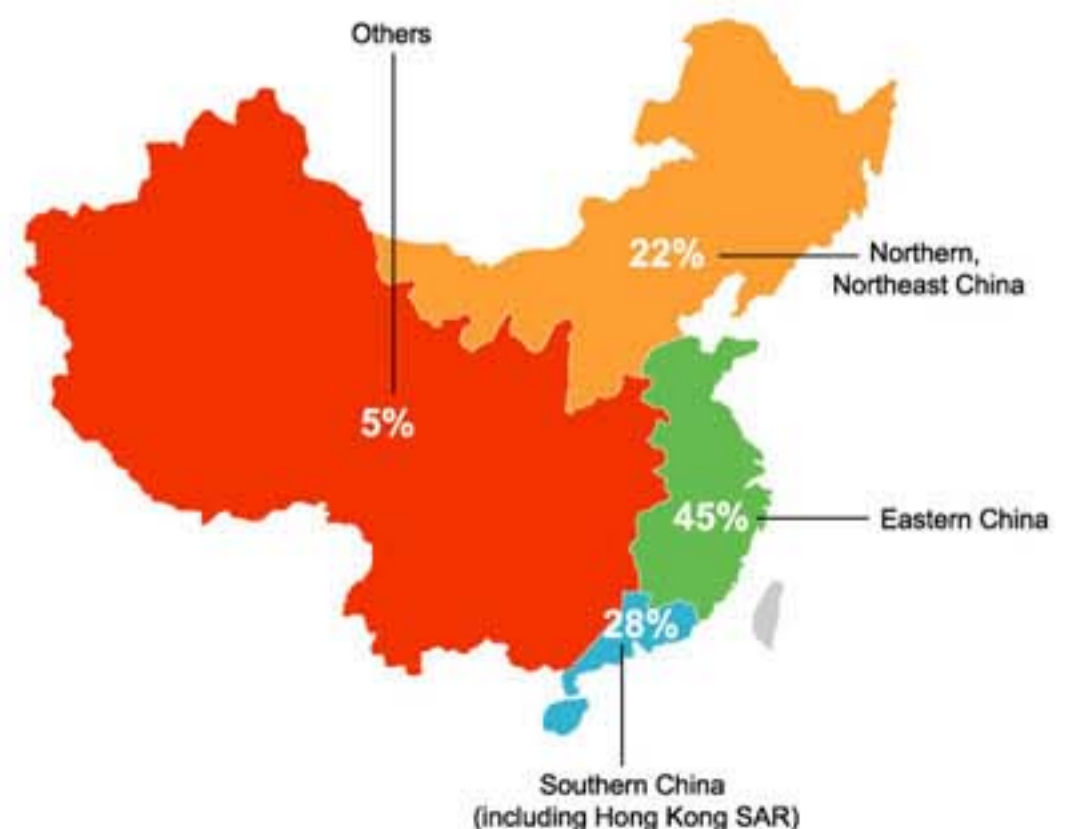


Note: The sum of the percentages exceeds 100% as some enterprises involve more than one category.

By Job Function



By Geographical



By Business Nature

