



Controlled Circulation: **29,670 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: **7 persons per copy**

Readership: **207,690 / issue**

Readers' record with email: **67%**

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

eCPRJ Newsletter is sent to

50,399 web subscribers / issue

eCPRJ is hosted at

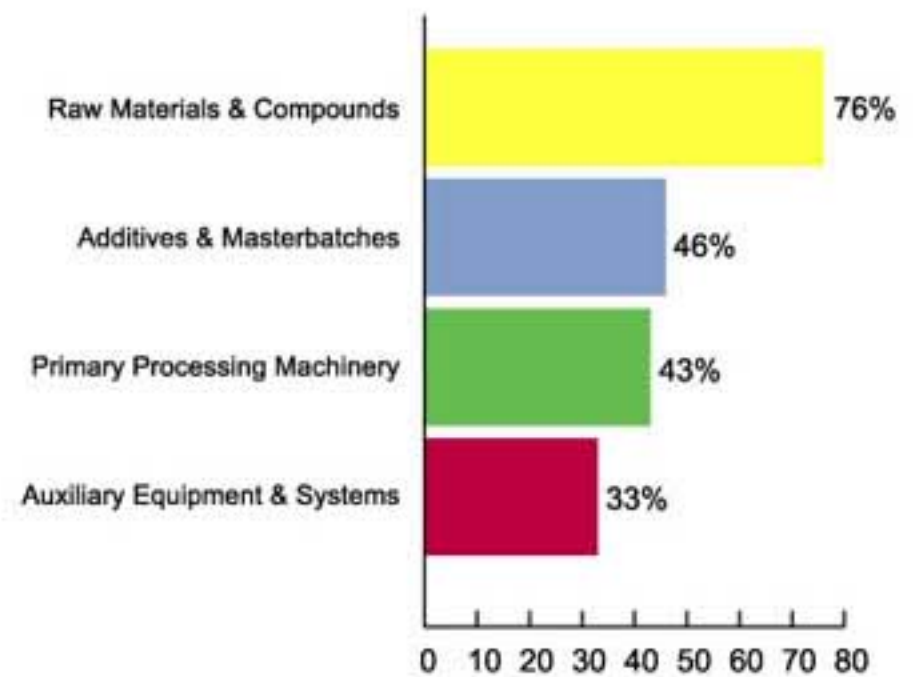
<http://plastics.2456.com>

No. of new reader data in the 1st half of 2007: **44,837**

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

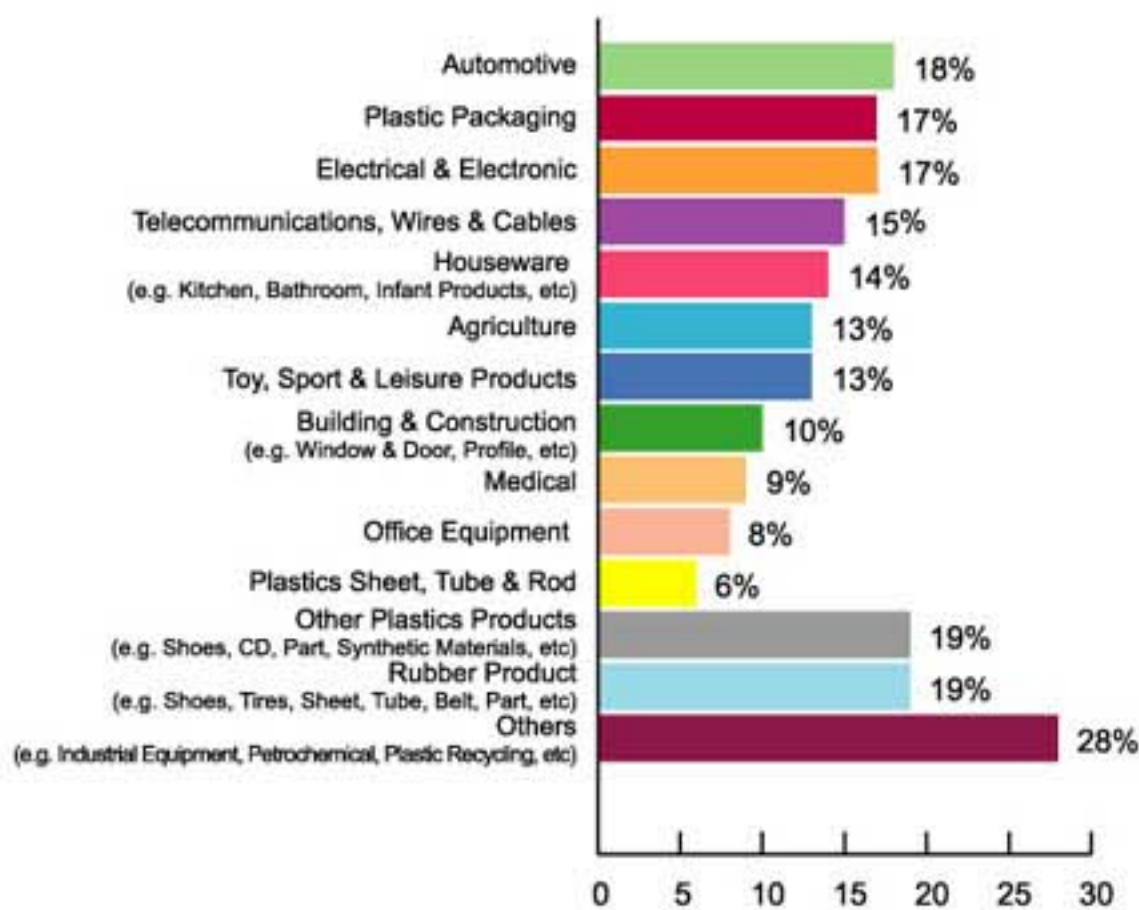
(Excluding inquiries directly made to advertisers)

- No. of readers who made purchase inquiries on materials, machinery and equipment: **5,957**
- No. of inquiry items: **11,678**



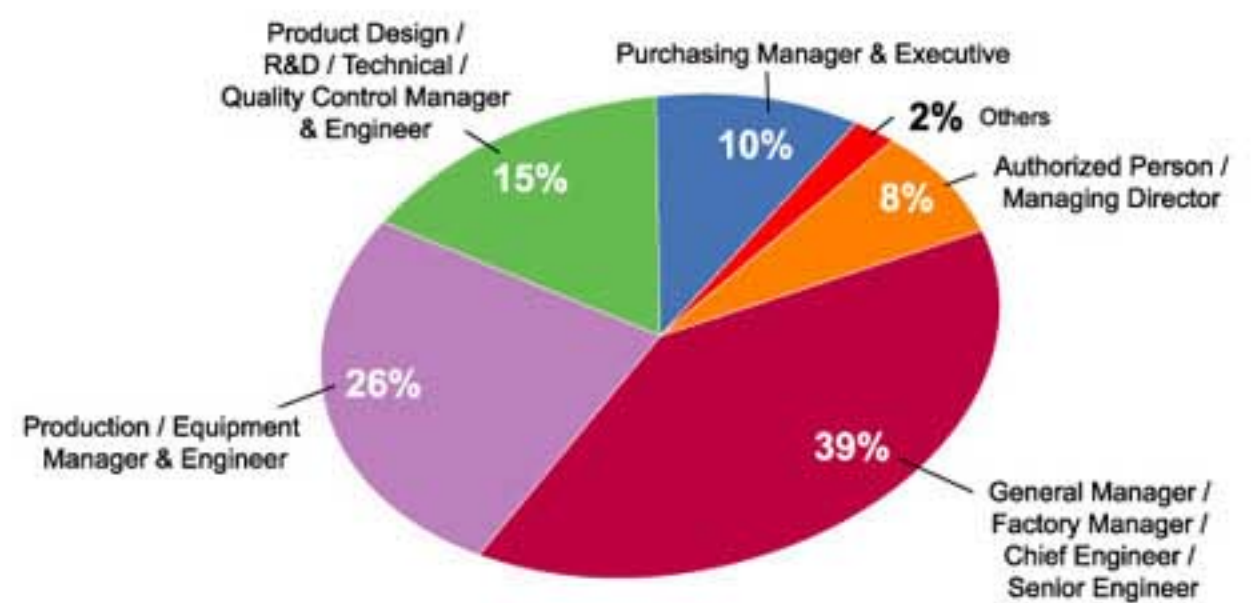
Note: The sum of the percentages exceeds 100% as readers may make multi-choices.

By Sector

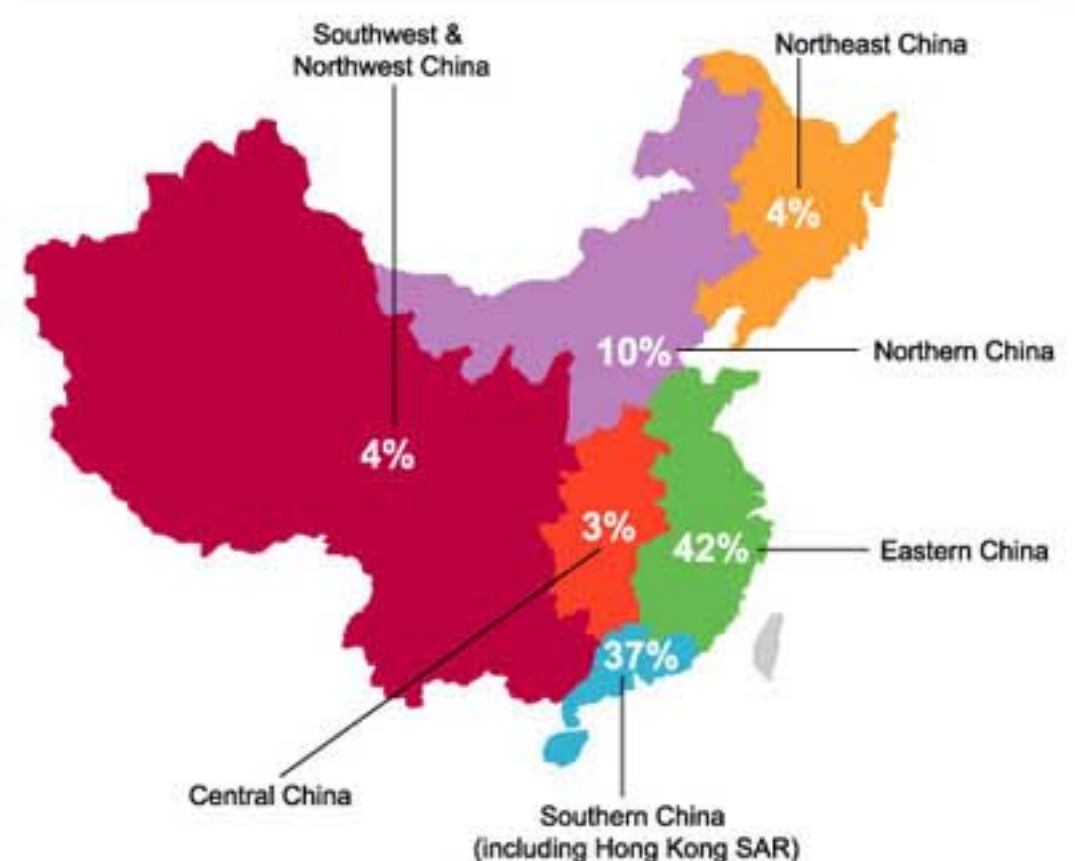


Note: The sum of the percentages exceeds 100% as some enterprises involve in more than one category.

By Job Function



By Geographical



By Business Nature

