

**Controlled Circulation: 16,336 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: 81,680 / issue**

**Readers' record with email: 70%**

**eATA Newsletter - successfully send to**

**20,710 web subscribers / issue**

**eATA will be hosted at**

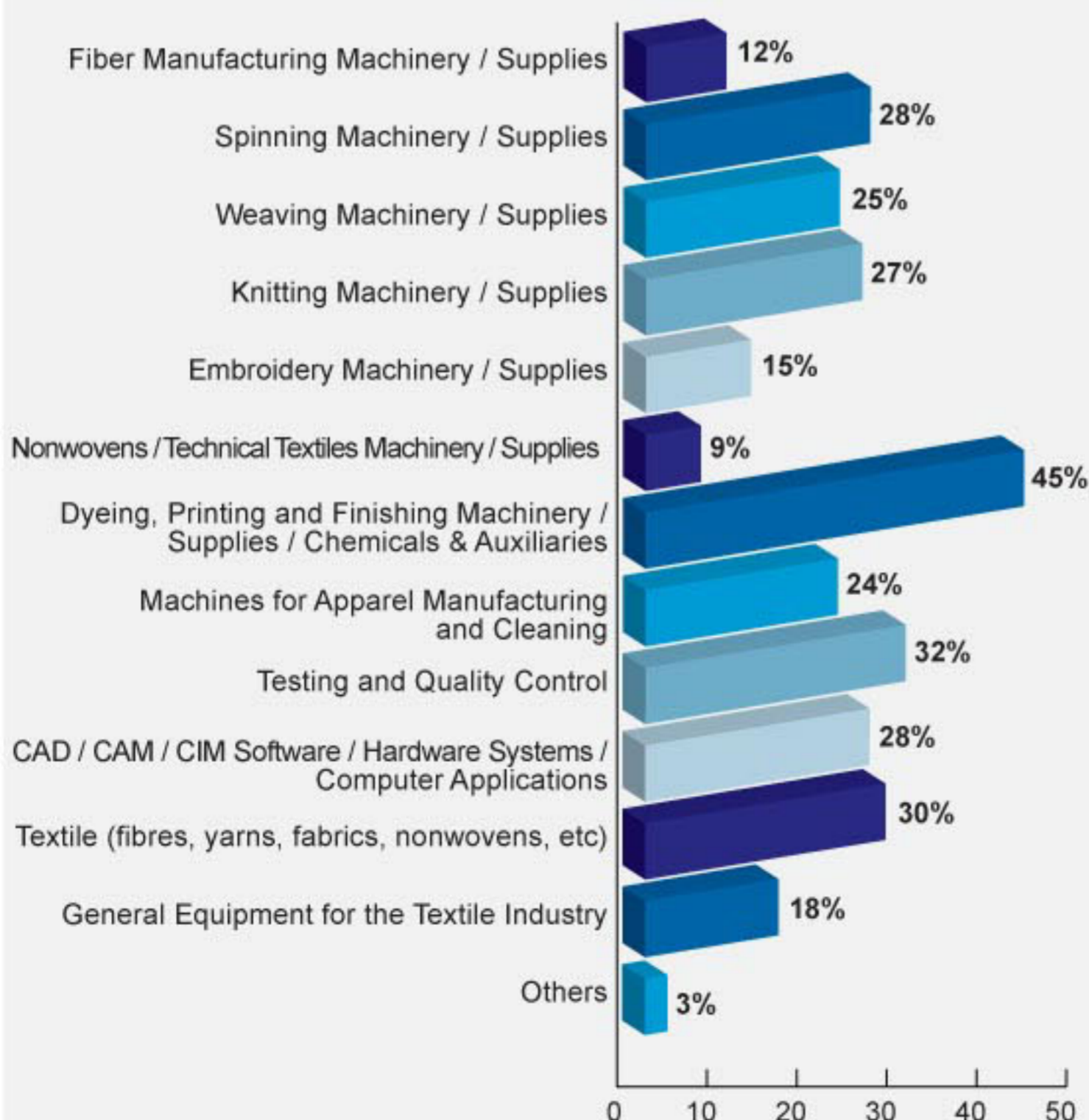
**<http://textile.2456.com>**

**No. of new reader data in the 1st half of 2008: 7,324**

## Jul 07 - Jun 08 Readers' Inquiries on Interested Product Group

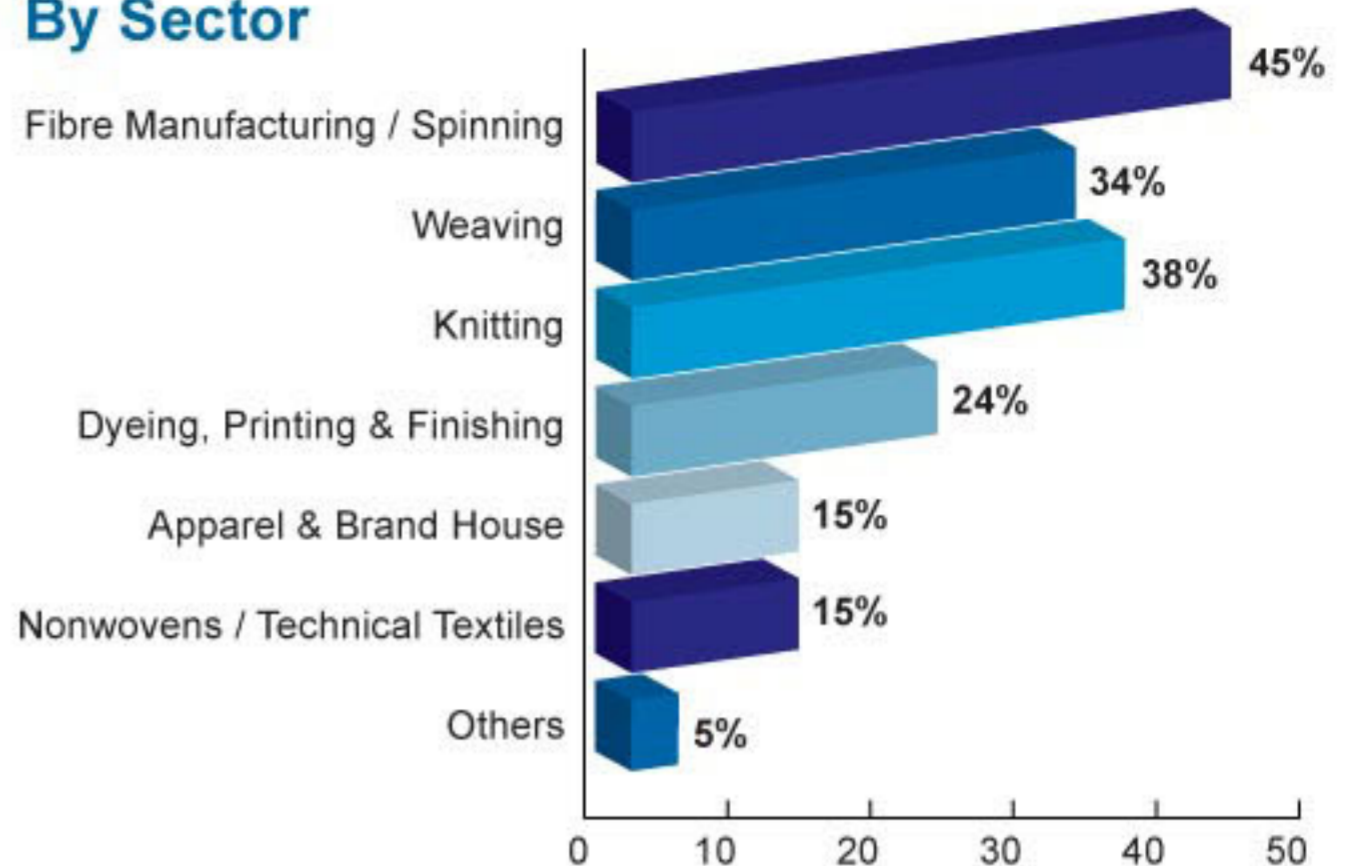
(Excluding inquiries directly made to advertisers)

- No. of readers who made purchase inquiries on materials, machinery and equipment: **1,126**
- No. of inquiry items: **2,397**



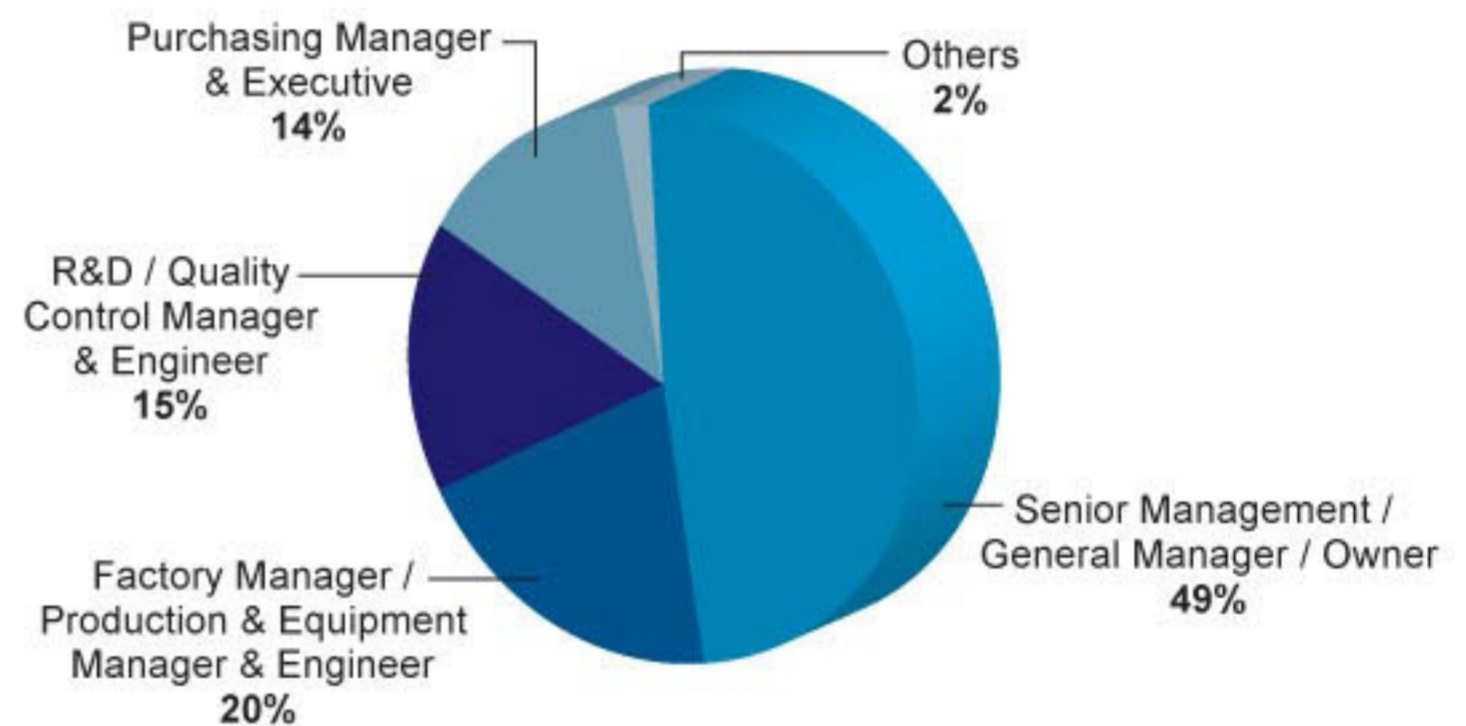
Note: The sum of the percentages exceeds 100% as readers may make multi-choices.

## By Sector

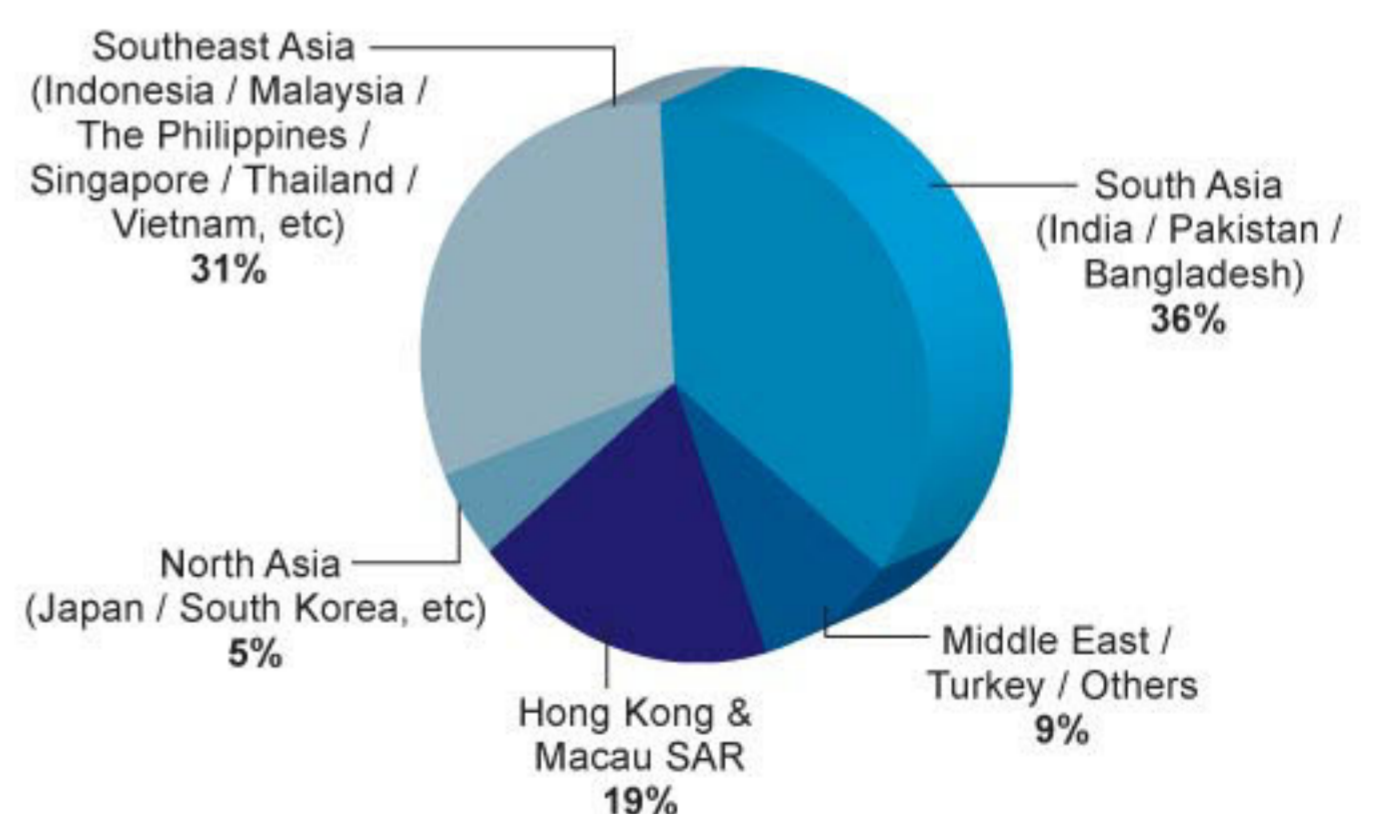


Note: The sum of the percentages exceeds 100% as some enterprises involve more than one category.

## By Job Function



## By Geographical



## By Employment Size

