

Controlled Circulation: 25,138 Copies
+ Bonus Distribution more than 26 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 persons per copy

Readers' record with email: 64%

Readers' record with mobile phone no.: 57%

eCMJ Newsletter - successfully sent to

47,163 web subscribers / issue

eCMJ is hosted at

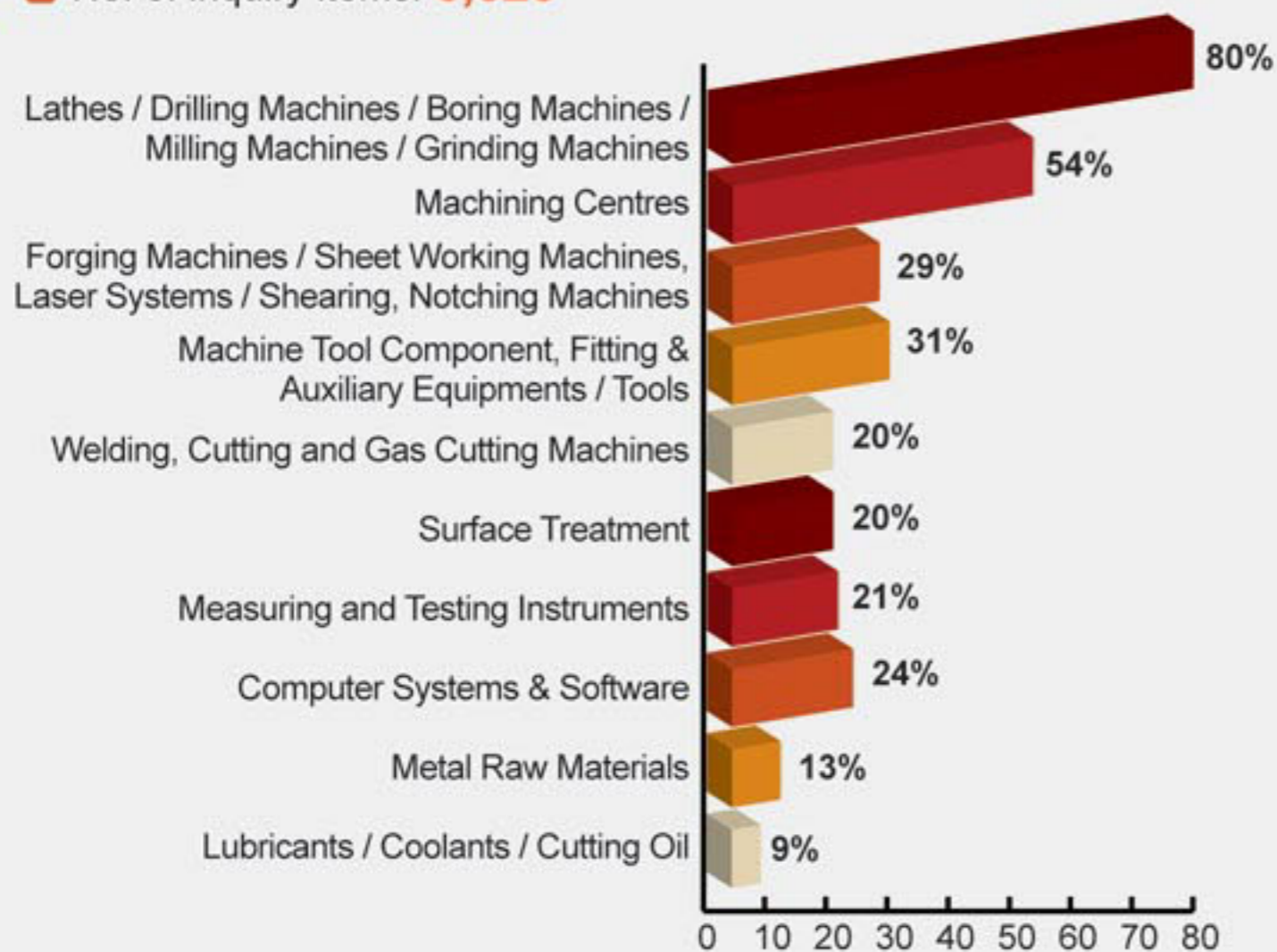
<http://machine.2456.com>

No. of new reader data in the 1st half of 2008: 28,667

2007/2008 Readers' Inquiries on Interested Product Group

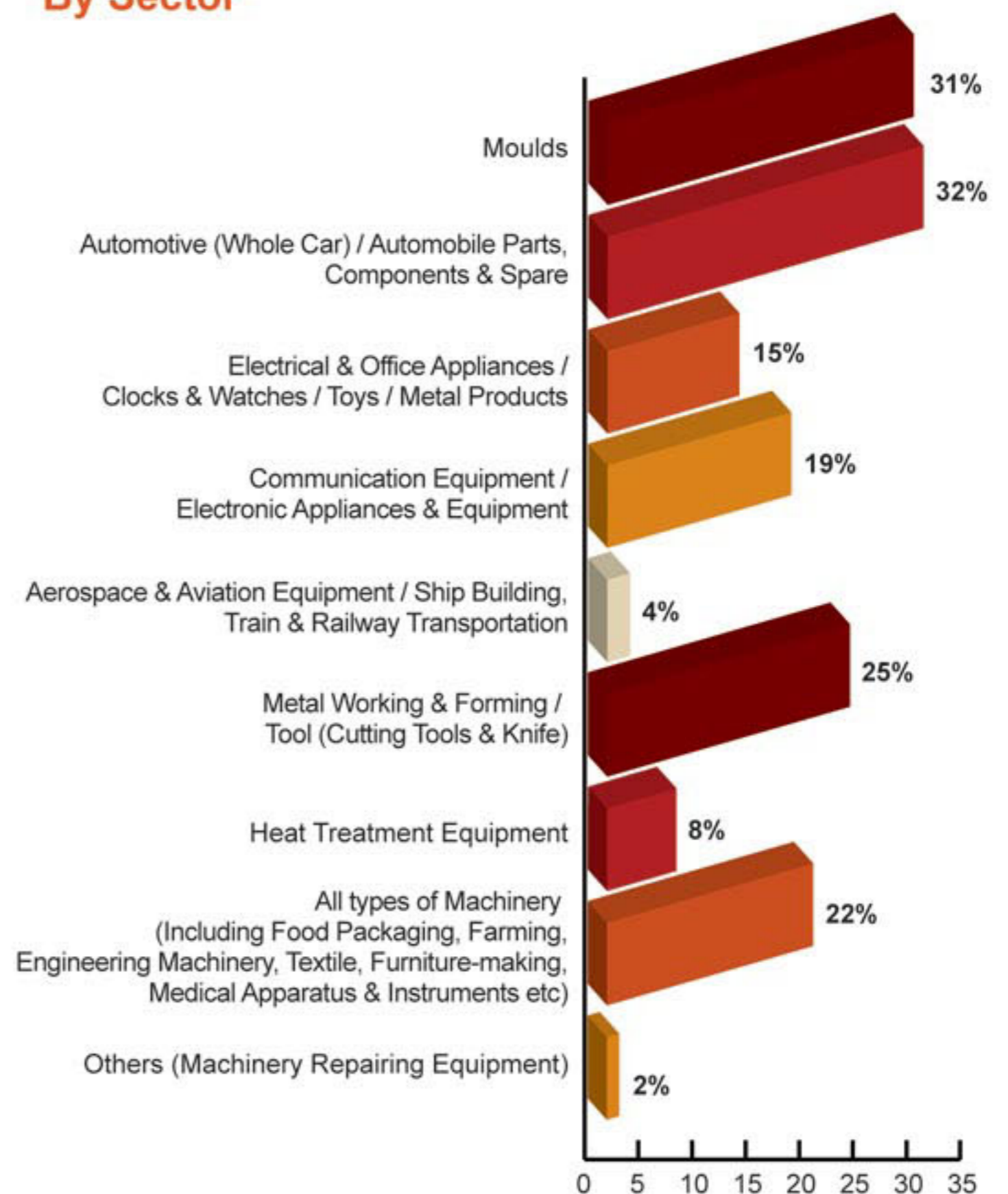
(Excluding inquiries directly made to advertisers)

No. of inquiry items: 6,523

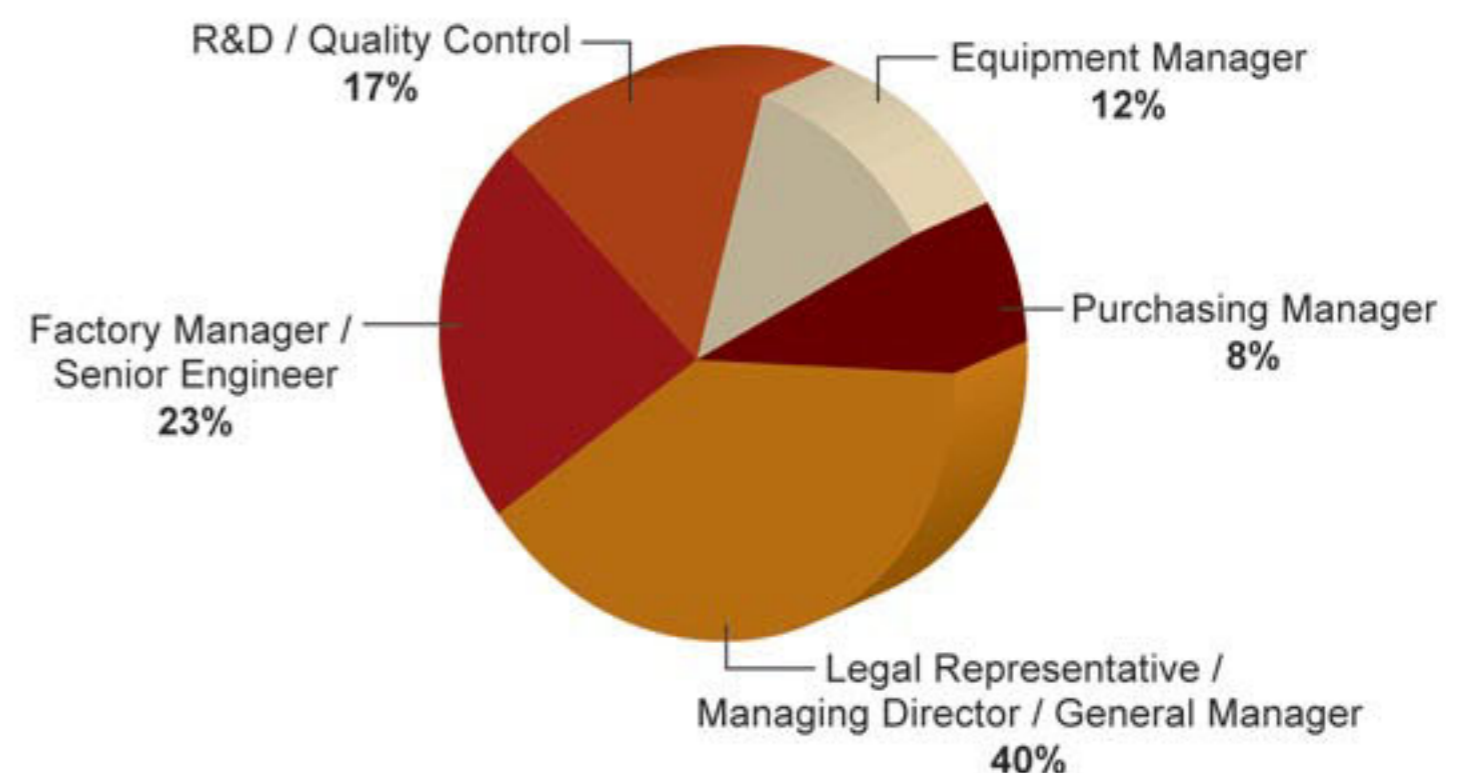


Note: The sum of the percentages exceeds 100% as readers may make multi-choices.

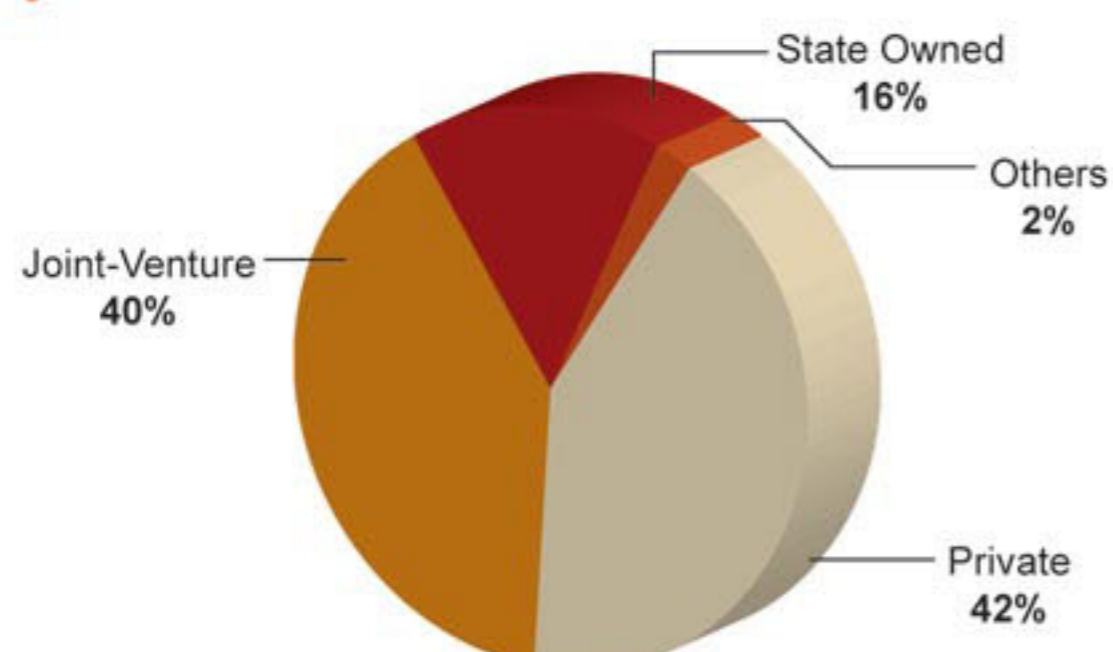
By Sector



By Job Function



By Business Nature



By Geographical

