

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: 68%

Readers' record with mobile phone no.: 62%

eCPRJ Newsletter is sent to

67,982 web subscribers / issue

eCPRJ is hosted at

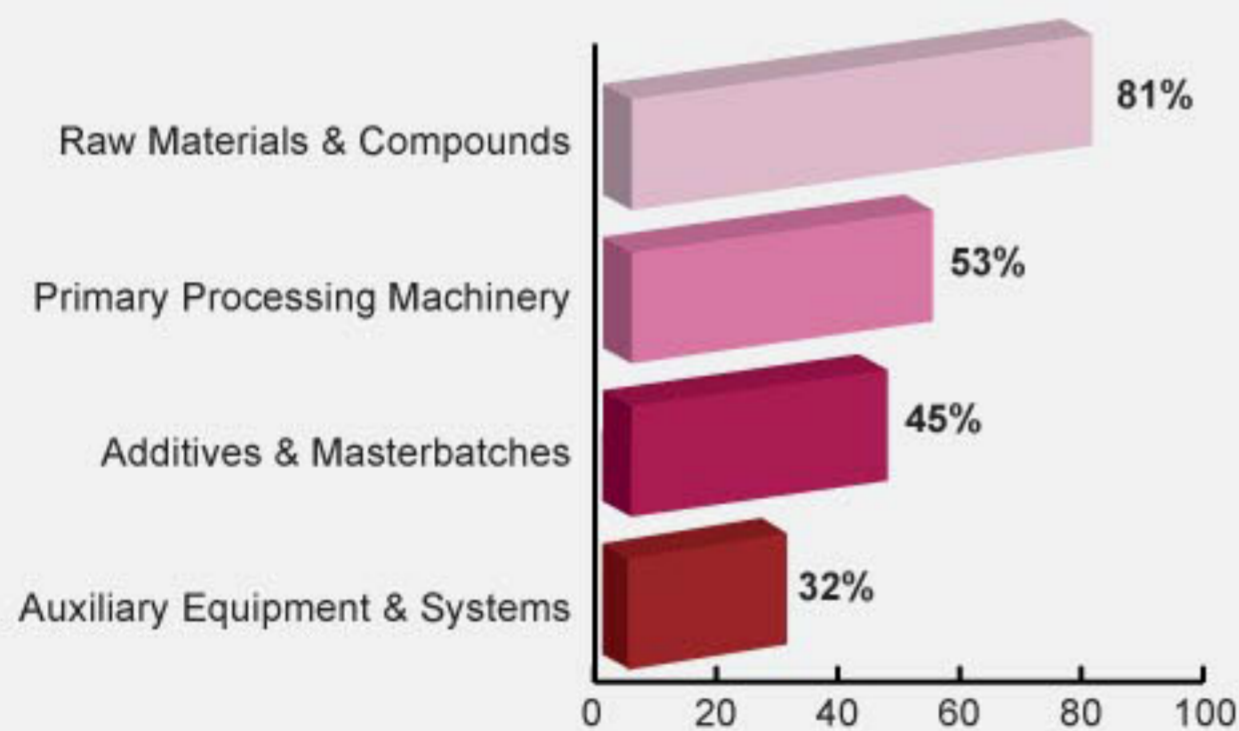
<http://plastics.2456.com>

No. of new reader data in the 1st half of 2008: 54,594

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

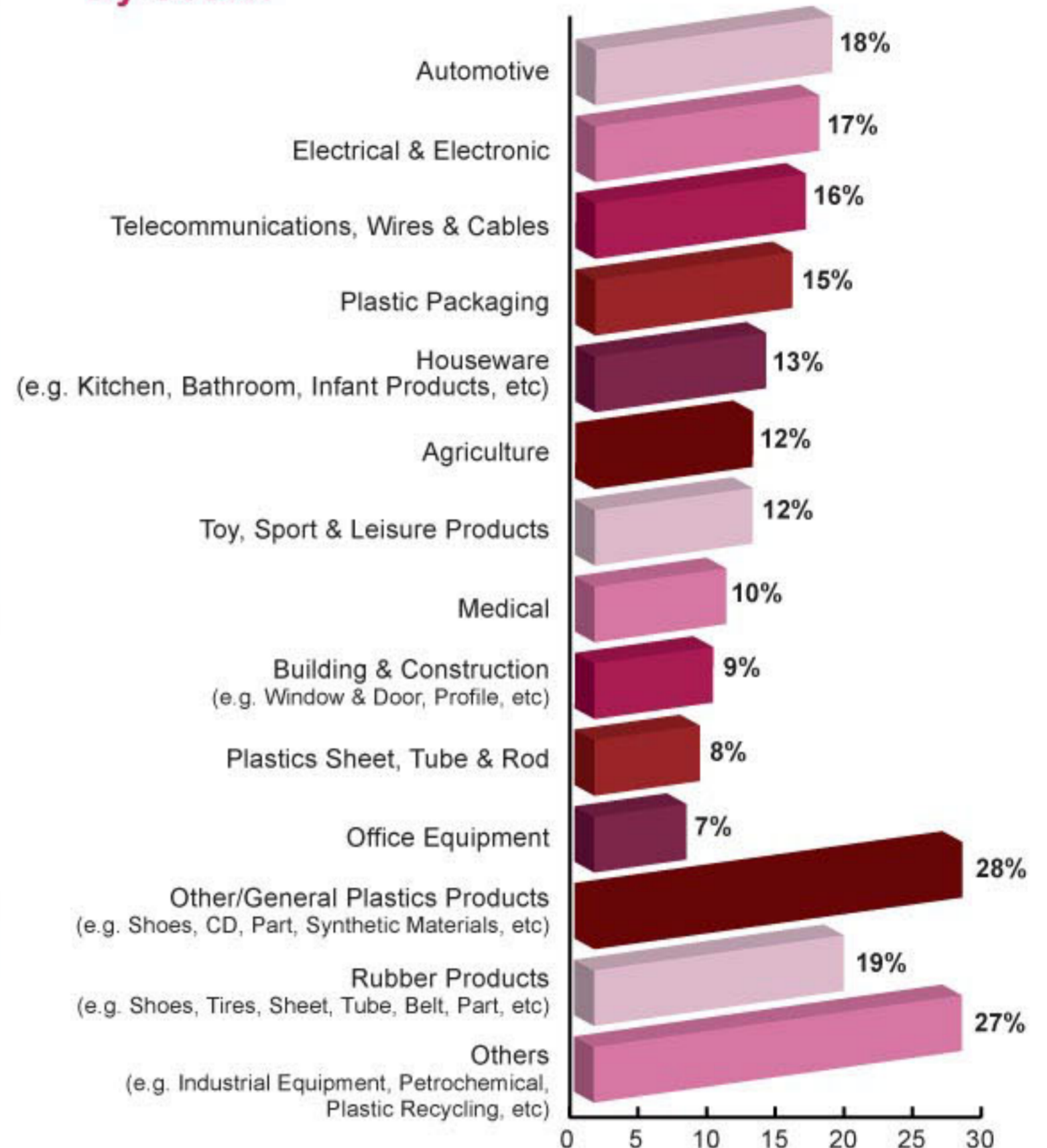
(Excluding inquiries directly made to advertisers)

- No. of readers who made purchase inquiries on materials, machinery and equipment: **6,491**
- No. of inquiry items: **13,279**



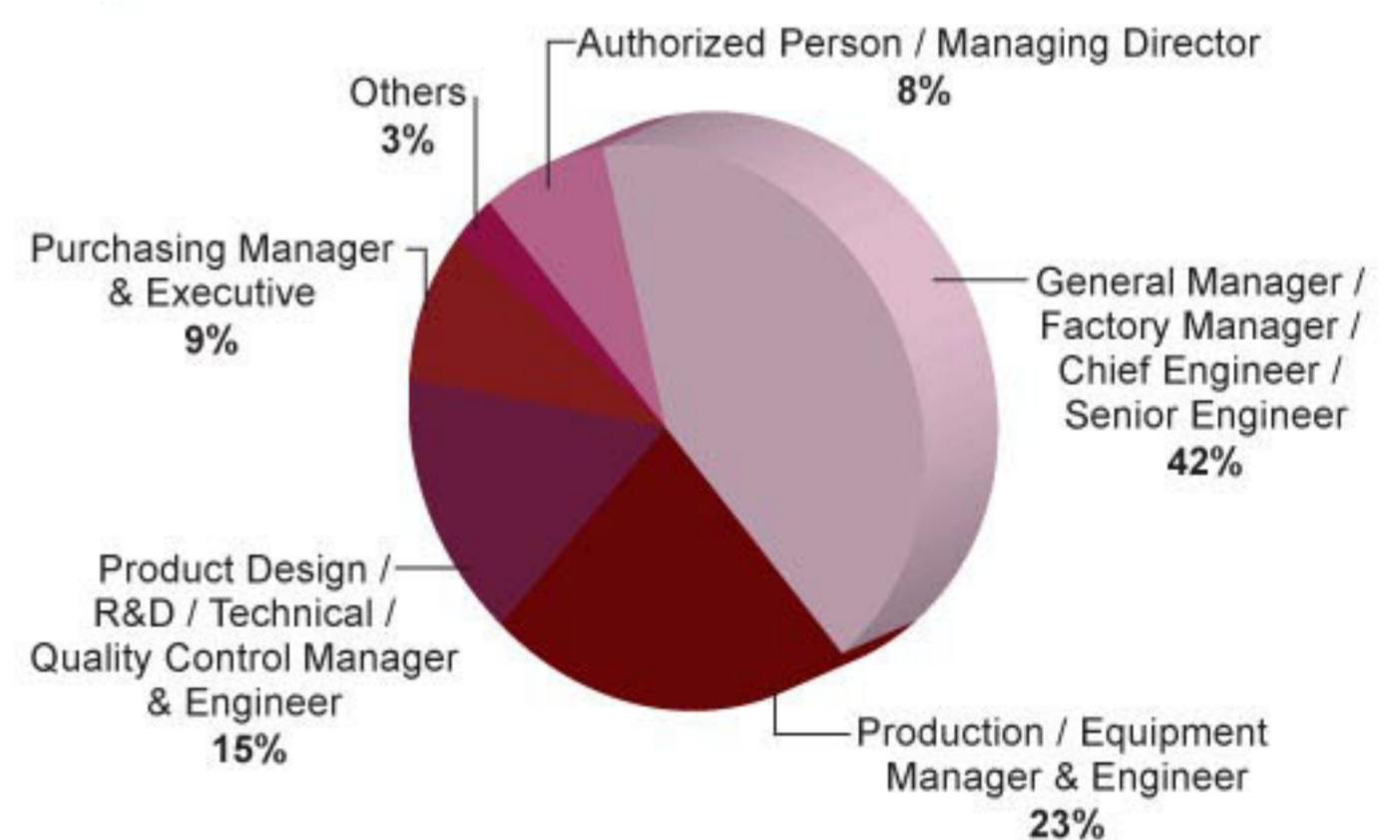
Note: The sum of the percentages exceeds 100% as readers may make multi-choices.

By Sector

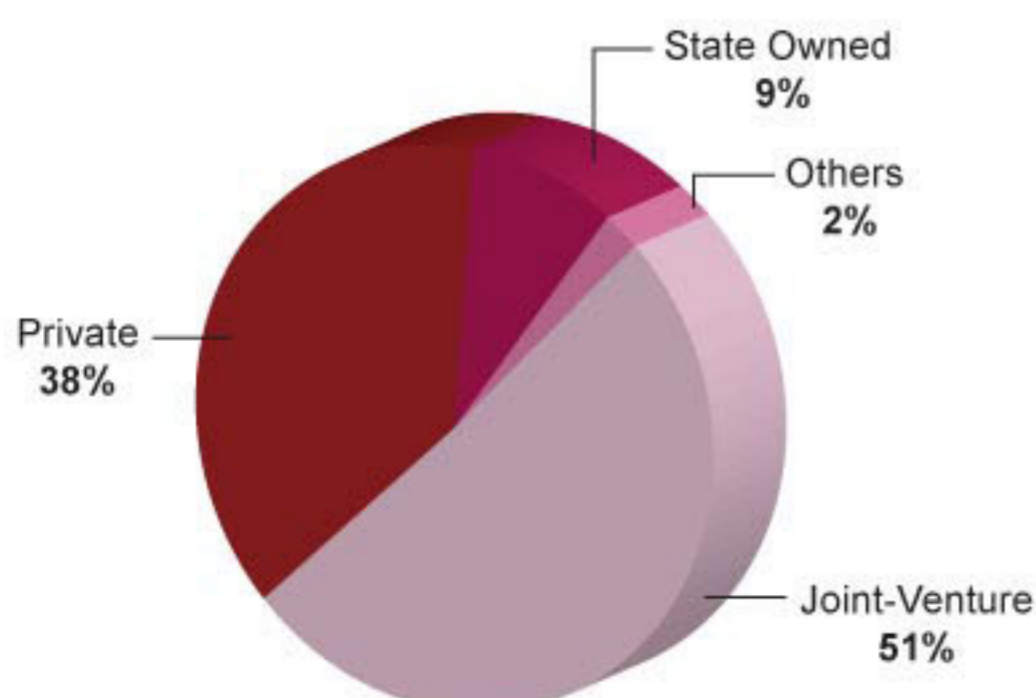


Note: The sum of the percentages exceeds 100% as some enterprises involve in more than one category.

By Job Function



By Business Nature



By Geographical

