

**AUDIT BUREAU OF CIRCULATIONS**  
Circulation Figures  
**Magazines**

Return of Average Net Sales/Distribution  
Figures approved as at 26 May 2011

	Period						Average net sales per publishing day at published rates	Average net sales per publishing day at reduced rate	Cover Price RM	No. of publishing days 01.07.10 to 31.12.10
	01.07.05 to 30.06.06	01.07.06 to 30.06.07	01.07.07 to 30.06.08	01.07.08 to 30.06.09	01.07.09 to 30.06.10	01.07.10 to 31.12.10				
<b>Advertising &amp; Marketing</b>										
Marketing				12,583	12,565				Controlled	6
ADOI					12,375	12,459			12.00	
Advertising & Marketing Malaysia					7,933				Controlled	
				12,583	32,873	12,459				
<b>Business</b>										
<u>Chinese</u>										
Shanghai (e)	8,744	8,746	6,102	5,613	5,461	6,472	6,472	-	5.00	6
Business & Financial			13,655	13,093	13,541				12.00	
<u>English</u>										
Personal Money (e)	11,828	11,204	13,796	14,526	13,800			-	9.00	
Islamic Finance Asia				10,261					Controlled	
Malaysia SME Business Directory			65,000						Controlled	
Malaysia SME - The SME Paper				44,667					Controlled	
Total	20,572	19,950	98,553	88,160	32,802	6,472				
<b>Children &amp; Teenagers</b>										
<u>Bahasa</u>										
Kawan (e)	26,342	26,857	29,006	21,822	15,914			-	3.00	5
Kuntum (e)	67,248	68,130	60,626	52,832	54,212	63,576	63,576	-	2.00	
<u>Youth</u>										
Remaja (f)	76,711	76,315	73,570	63,479				-	4.90	
Ge Mei Lia					114,469				3.00	
Total	170,301	171,302	163,202	138,133	184,595	63,576				
<b>Food &amp; Beverage</b>										
<u>Bahasa</u>										
Saji (e)	57,567	54,392	50,972	45,671	45,671			-	5.50	3
Rasa (e)			51,376	56,877	56,955				6.90	
<u>English</u>										
Flavours			9,714	9,896	10,370	8,445	8,445		10.80	
Total	57,567	54,392	112,062	112,444	112,996	8,445				
<b>General Interest</b>										
<u>Bahasa</u>										
Mastika (e)	236,541	234,720	217,905	209,419	163,711			-	3.80	
Harmoni		34,955	41,123	44,258	40,727				4.50	
<u>English</u>										
Health Today (e)	21,927	23,072	24,618	24,869	23,596			-	Controlled	
Total	258,468	292,747	283,646	278,546	228,034					
<b>Home Décor</b>										
<u>Bahasa</u>										
Anjung Seri (e)	66,546	59,945	48,755	43,350			-	-	9.00	
	66,546	59,945	48,755	43,350						

<b>Lifestyle</b>											
<u>English</u>											
KL Lifestyle	75,000	74,394	74,795	76,186			-	-	Controlled		
Malaysia Tatler	11,138	12,487	11,395	10,997	10,962	10,920			12.00		6
Malaysia International Gourmet Festival	29,800	29,800	49,600	49,600			-	-	-		
Expatriate Lifestyle	18,226	18,336	19,312	19,448			-	-	Controlled		
Total	134,164	135,017	155,102	156,231	10,962	10,920					
<b>Special Interest</b>											
<u>English</u>											
Infofish International (e)	3,695	3,624	3,937	3,405	3,362		-	-	US\$10		
Accountants Today (e)	23,733	24,694	25,331	25,848	24,743		-	-	Controlled		
Asian Timber				6,597	6,596				Controlled		
Plastic & Rubber Asia					6,524	4,353			Controlled		4
<u>Bahasa</u>											
Rapi	35,191	34,611	33,188	30,123	28,845				4.00		
Total	62,619	62,929	62,456	65,973	70,070	4,353					
<b>Sports &amp; Motoring</b>											
<u>English</u>											
TopGear Malaysia			12,557	12,252	11,934	11,758	11,462	296	10.00		6
Par Golf (e)	16,000		16,680	16,655	16,536				9.90		
Total	16,000		29,237	28,907	28,470	11,758					
<b>Television &amp; Entertainment</b>											
<u>Bahasa</u>											
URTV (f)	53,860	45,950	35,545	34,023	30,421		-	-	3.50		
Mangga (e)	121,465	101,568	81,585	67,533	56,114		-	-	3.50		
Hai (b)	38,719	31,599	22,940	18,568	15,925		-	-	2.50		
<u>English</u>											
Galaxie (f)	15,687	16,215	19,472	15,733	13,882	11,136	11,136	-	5.00		12
Vision Four Viewing Guide (e)	66,057	65,714	65,823	64,183	64,010	63,735	-	-	Controlled		6
Hot		20,469			17,360				5.90		
<u>Chinese</u>											
Popclub Magazine	132,500	120,000	120,000	120,000	120,000				Controlled		
Total	428,288	401,515	345,365	320,040	317,712	74,871					
<b>Men's Lifestyle</b>											
<u>English</u>											
FHM					6,065	6,461	6,415	46	10.00		6
Total					6,065	6,461					
<b>Women's Fashion &amp; Beauty</b>											
<u>Bahasa</u>											
Wanita (e)	38,844	32,204	31,804	32,532	28,345				6.80		
Jelita (e)	37,099	34,851	30,040	24,830					7.00		
Mingguan Wanita (b)	131,865	138,978	135,036	137,224	136,660				3.30		
Intrend		20,285	20,886	22,134	22,105	20,446	20,410	36	7.50		6
Keluarga	67,328	69,483	70,465	69,268	65,475				6.00		
<u>Chinese</u>											
ifeel		13,652	17,092	16,563	16,946	15,154	13,324	1,830	6.50		6

Apple Magazine (f)	32,817	30,443	30,109	24,049				7.50	
Total	307,953	339,896	335,432	326,600	269,531	35,600			
<b>Others</b>									
Bahasa									
PA & MA			35,889	39,103			-	-	6.00
English									
ADScclusive				70,000					
Asian Defence Journal				9,263					Controlled
Total			35,889	118,366					
<b>Grand Total</b>	<b>1,522,478</b>	<b>1,537,693</b>	<b>1,669,699</b>	<b>1,689,333</b>	<b>1,294,110</b>	<b>234,915</b>			