

AUDIT BUREAU OF CIRCULATIONS

Circulation Figures

Magazines

Approved by Board on 19.04.2012

	Period 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 30.06.11	01.07.11 to 31.12.11	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 01.07.11 to 31.12.11
Advertising & Marketing											
Marketing				12,583	12,565						
ADOI (Jul 10 to Dec 10)					12,375	12,459					
Advertising + Marketing Malaysia					7,933	8,336				Controlled	
Total				12,583	32,873	20,795					
Business											
<u>Chinese</u>											
Shanghai	8,744	8,746	6,102	5,613	5,461	6,326			5.00		
Business & Financial			13,655	13,093	13,541	13,931			12.00		
<u>English</u>											
Personal Money	11,828	11,204	13,796	14,526	13,800	13,234	12,187	12,187	-	9.00	6
The Peak					12,273	14,777				Controlled	
Malaysia SME Business Directory			65,000			65,000				Controlled	
Total	20,572	19,950	98,553	33,232	45,075	113,268	12,187				
Children & Teenagers											
<u>Bahasa</u>											
Kawan	26,342	26,857	29,006	21,822	15,914						
Kuntum	67,248	68,130	60,626	52,832	54,212	68,780			2.50		
<u>Youth</u>											
Remaja	76,711	76,315	73,570	63,479							
UJANG						35,678	36,790	36,790	-	5.90	12
Ge Mei La					114,469	115,076				3.00	
Total	170,301	171,302	163,202	138,133	184,595	219,534	36,790				
Food & Beverages											
<u>Bahasa</u>											
Saji	57,567	54,392	50,972	45,671	45,671	38,316			5.50		
Rasa			51,376	56,877	56,955	58,657			4.00		
<u>English</u>											
Flavours			9,714	9,896	10,370	9,058			10.80		
Total	57,567	54,392	112,062	112,444	112,996	106,031	0				
General Interest											
<u>Bahasa</u>											
Mastika	236,541	234,720	217,905	209,419	163,711	143,694			3.80		
Haromoni		34,955	41,123	44,258	40,727	36,700			4.00		
<u>English</u>											
Helath Today	21,927	23,072	24,618	24,869	23,596	24,960			8.00		
Total	258,468	292,747	283,646	278,546	228,034	205,354					
Home Décor											
Anjung Seri	66,546	59,945	48,755	43,350							
Total	66,546	59,945	48,755	43,350							

Lifestyle												
<u>English</u>												
KL Lifestyle	75,000	74,394	74,795	76,186	77,756	78,098					Controlled	
Malaysia Tatler	11,138	12,487	11,395	10,997	10,962	10,905	10,808	5,546	5,262	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	Not Aval	15,029				12.00		
Total	134,164	135,017	155,102	156,231	88,718	104,032	10,808					
Special Interest												
<u>English</u>												
Infofish International	3,695	3,624	3,937	3,405	3,362	3,247					USD10.00	
Accountants Today	23,733	24,694	25,331	25,848	24,743	23,488					Controlled	
Asian Timber				6,597	6,596	6,628					Controlled	
<u>Bahasa</u>												
Rapi	35,191	34,611	33,188	30,123	28,845	25,591					3.20	
Total	62,619	62,929	62,456	65,973	63,546	58,954						
Sports & Motoring												
<u>English</u>												
TopGear Malaysia			12,557	12,252	11,934	12,286					10.00	
Par Golf	16,000		16,680	16,655	16,536	16,494					9.90	
Total	16,000	0	29,237	28,907	28,470	28,780						
Television & Entertainment												
<u>Bahasa</u>												
URTV	53,860	45,950	35,545	34,023	30,421	29,419					3.50	
Mangga	121,465	101,568	81,585	67,533	56,114	50,925					3.50	
Hai	38,719	31,599	22,940	18,568	15,925	14,655					2.50	
<u>English</u>												
Galaxie	15,687	16,215	19,472	15,733	13,882	10,955					5.00	
Vision Four Viewing Guide	66,057	65,714	65,823	64,183	64,010	62,881					Controlled	
Hot		20,469			17,360	16,188						
Hello						11,680						
<u>Chinese</u>												
Popclub Magazine	132,500	120,000	120,000	120,000	120,000	120,006	119,975				Controlled	2
Total	428,288	401,515	345,365	320,040	317,712	316,709	119,975					
Men's Lifestyle												
<u>English</u>												
FHM					6,065	6,136					10.00	
Total	0	0	0	0	6,065	6,136						
Women's Fashion & Beauty												
<u>Bahasa</u>												
Wanita	38,844	32,204	31,804	32,532	28,345	23,136					6.80	
Jelita	37,099	34,851	30,040	24,830								
Mingguan Wanita	131,865	138,978	135,036	137,224	136,660	133,724					3.30	
Intrend		20,285	20,886	22,134	22,105	19,161					7.50	
Keluarga	67,328	69,483	70,465	69,268	65,475	58,741					6.50	
<u>Chinese</u>												
ifeel		13,652	17,092	16,563	16,946	14,033					6.50	
Apple Magazine	32,817	30,443	30,109	24,049								
Total	307,953	339,896	335,432	326,600	269,531	248,795						

Others											
Bahasa											
PA & MA			35,889	39,103	42,554	47,168				6.50	
English											
Adsclusive				70,000							
Asian Defence Journal				9,263		9,198				Controlled	
Total			35,889	118,366	42,554	56,366					
Grand Total	1,522,478	1,537,693	1,669,699	1,634,405	1,420,169	1,484,754	179,760				