

AUDIT BUREAU OF CIRCULATIONS

Circulation Figures

Magazines

	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 30.06.11
	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	01.01.11 to 30.06.11	01.07.10 to 30.06.11				
Advertising & Marketing												
Marketing				12,583	12,565						Controlled	18
ADOI					12,375	12,459				12.00		
Advertising + Marketing Malaysia					7,933	8,339	8,333	8,336		Controlled		
				12,583	32,873	20,798	8,333	8,336				
Business												
<u>Chinese</u>												
Shanghai (e)	8,744	8,746	6,102	5,613	5,461	6,472	6,180			5.00		12.00
Business & Financial			13,655	13,093	13,541					13,931		
<u>English</u>												
Personal Money (e)	11,828	11,204	13,796	14,526	13,800	13,367	13,100			9.00		Controlled
Malaysia SME Business Directory			65,000							65,000		
Malaysia SME - The SME Paper				44,667		50,000				50,000		
Total	20,572	19,950	98,553	77,899	32,802	69,839	19,280	128,931				
Children & Teenagers												
<u>Bahasa</u>												
Kawan	26,342	26,857	29,006	21,822	15,914					3.00		6
Kuntum	67,248	68,130	60,626	52,832	54,212	63,576	73,984			2.50		
<u>Youth</u>												
Remaja	76,711	76,315	73,570	63,479						3.00		10
UJANG						36,903	34,453					
Ge Mei Lia					114,469					115,076		
Total	170,301	171,302	163,202	138,133	184,595	100,479	108,437	115,076				
Food & Beverage												
<u>Bahasa</u>												
Saji	57,567	54,392	50,972	45,671	45,671					38,316		12
Rasa			51,376	56,877	56,955					52,254		
<u>English</u>												
Flavours			9,714	9,896	10,370	8,445				9,671		3
Total	57,567	54,392	112,062	112,444	112,996	8,445		100,241				
General Interest												
<u>Bahasa</u>												
Mastika	236,541	234,720	217,905	209,419	163,711					143,694		3.80
Harmoni		34,955	41,123	44,258	40,727					36,700		
<u>English</u>												
Health Today	21,927	23,072	24,618	24,869	23,596					24,960		Controlled
Total	258,468	292,747	283,646	278,546	228,034					205,354		
Home Décor												
<u>Bahasa</u>												
Anjung Seri	66,546	59,945	48,755	43,350								9.00
	66,546	59,945	48,755	43,350								
Lifestyle												
<u>English</u>												
KL Lifestyle	75,000	74,394	74,795	76,186								Controlled
Malaysia Tatler	11,138	12,487	11,395	10,962	10,920	10,890				12.00		
Malaysia International Gourmet Festival	29,800	29,800	49,600	49,600						-		
Expatriate Lifestyle	18,226	18,336	19,312	19,448						15,029		Controlled
Total	134,164	135,017	155,102	156,231	10,962	10,920	10,890	15,029				
Special Interest												
<u>English</u>												
Infofish International	3,695	3,624	3,937	3,405	3,362					3,247		6
Accountants Today	23,733	24,694	25,331	25,848	24,743					US\$10		
										Controlled		

Asian Timber				6,597	6,596			6,628			Controlled	
Bahasa												
Rapi	35,191	34,611	33,188	30,123	28,845			23,890			4.00	24
Total	62,619	62,929	62,456	65,973	63,546			33,765				
Sports & Motoring												
English												
TopGear Malaysia			12,557	12,252	11,934	11,758	12,814				10.00	
Par Golf (e)	16,000		16,680	16,655	16,536			16,494	15,194	1,300	9.90	12
Total	16,000		29,237	28,907	28,470	11,758	12,814	16,494				
Television & Entertainment												
Bahasa												
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	
English												
Galaxie	15,687	16,215	19,472	15,733	13,882	11,136	10,773				5.00	
Vision Four Viewing Guide	66,057	65,714	65,823	64,183	64,010	63,735	62,028				Controlled	
Hot		20,469			17,360						5.90	
Chinese												
Popclub Magazine	132,500	120,000	120,000	120,000	120,000	120,000	120,011				Controlled	
Total	428,288	401,515	345,365	320,040	317,712	194,871	192,812	94,999				
Men's Lifestyle												
English												
FHM					6,065	6,461	5,810				10.00	
Total					6,065	6,461	5,810					
Women's Fashion & Beauty												
Bahasa												
Wanita	38,844	32,204	31,804	32,532	28,345			23,136			6.80	
Jelita	37,099	34,851	30,040	24,830							7.00	
Mingguan Wanita	131,865	138,978	135,036	137,224	136,660			135,984			3.30	25
Intrend		20,285	20,886	22,134	22,105	20,446	17,875				7.50	
Keluarga	67,328	69,483	70,465	69,268	65,475			58,741			6.00	12
Chinese												
ifeel		13,652	17,092	16,563	16,946	15,154	12,912				6.50	
Apple Magazine	32,817	30,443	30,109	24,049							7.50	
Total	307,953	339,896	335,432	326,600	269,531	35,600	30,787	217,861				
Others												
Bahasa												
PA & MA			35,889	39,103							6.00	
English												
ADSclusive				70,000								
Asian Defence Journal				9,263				9,198				
Total			35,889	118,366				9,198			Controlled	
Grand Total												
	1,522,478	1,537,693	1,669,699	1,679,072	1,287,586	459,171	389,163	945,284				

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1,522,478 1,537,693 1,669,699 1,679,072 1,287,586 459,171 389,163 945,284

Subtotals

1,522,478 1,537,693 1,669,699 1,679,072 1,287,586 459,171 389,163 945,284
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