

CHINA

> FIPP MEMBERS

NATIONAL ASSOCIATION

China Periodicals Association (CPA)

PUBLISHERS

- » Bauer (Sichuan) Culture Service
- » Beijing Jigong Vogel Media Advertising
- » Children's Fun Publishing C
- » Condé Nast China
- » Gruner + Jahr (Beijing) Advertising
- » Hearst Fujingaho
- » Hearst Magazines China
- » IDG China

- » Mondadori SEEC (Beijing) Advertising
- » MPC (Beijing)
- » Rayli Magazine House
- » Rizzoli Beijing
- » SEEC Media Group
- » SEEC Publishing Group
- » Trends Media Group
- » Trends Omni Media

SUPPLIERS

- » BPA Worldwide

> AT-A-GLANCE

Capital: **Beijing**

Population: **1,355,692,576** (July 2014 est.)

Median age: **36.7 years**

GDP: **US\$9.33 trillion** (2013 est.)

Consumer prices: **2.6%** (2013 est.)

Currency: **Renminbi yuan** (RMB)

Official language: **Chinese, Mandarin**

Literacy rate: **95.1%**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

DIGITAL DATA

Internet penetration: **641,601,070**

% of population: **47**

SOURCE: INTERNET LIVE STATS (JULY 2014 est.)

Mobile penetration: **1,100,000,000** (2012)

% of population: **81**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

PRINT TAX

Magazine, newspaper, book and digital purchases: **0%**

Tax on advertising: **8.65%**

SOURCE: CPA

> SPECIAL REPORT: BY DIDIER GUÉRIN, PRESIDENT & CEO, MEDIA CONVERGENCE ASIA-PACIFIC

China's economy is changing and so is the local media industry. The years of double-digit economic growth appear to be gone. The media industry is experiencing further fragmentation and Chinese consumers are becoming more sophisticated.

Whereas the government expected the economy would grow by 7.5% in 2014, advertising expenditures were projected to grow by 9.8% in 2014 and 11% in 2015, according to GroupM¹. Separately, ZenithOptimedia predicts a similar expansion of the industry by 11.2% in 2014 and 11.3% in 2015². However, both media research companies agree that the magazine media industry will no longer experience growth in their share of advertising spending.

The decrease is projected between -4% and 6.9% in 2014 and about 6% in 2015. However, all magazines are not equal. While up-scales women publications (mostly fashion) – with strong international brands – still benefit from the quality of their editorial environment to attract luxury products, general interest and business magazines are challenged.

Several factors are the cause of this erosion of advertising revenues:

1. The internet takes away a lot of readers and advertising budgets. This situation is not much different from other countries, except that China now has the largest internet population in the world: 632 million internet users at the end of June 2014 (83% of them are going online via mobile). China also has the largest smartphone market in the world which, according to data firm IDC, is expected to reach nearly one-third of the 1.8 billion smartphones to be shipped in 2018

2. The impact of the government crackdown on corruption, initiated by the new administration when it came to power at the end of 2012, resulted in a serious reduction of purchase of luxury products. Whereas the policy was aimed at stopping the long established gift-giving habits of jewellery, watches and high-end spirits to government officials, it also made Chinese consumers realise that conspicuous consumption was no longer acceptable. According to Bain & Co, luxury sales grew by only 4% in 2013 compared to 19% the year before. Luxury watch sales dropped by 13% in 2013.

These factors obviously impact the media magazine industry. Several companies have diversified their offering by creating a related website or a digitised edition. A few companies have invested some substantial resources and are starting to see the results. For example, Hearst Magazines now has a total of 23 million unique visitors across all its magazines in China, with its leading brand ELLE.com.cn, which has experienced a 30% growth in traffic in 2014 compared to the previous year. Even the Trends Group, which was slow to adapt to the digital dimension, is now investing substantial capital and resources to become a multi-platform publisher.

Even the government media administration, the new centralized SAPPRFT - State Administration of Press, Publication, Radio, Film and Television – is trying to push in that direction by encouraging cooperation between publishing companies and universities to train people and produce more relevant research.

Although these efforts are encouraging, they are not reaching sufficiently meaningful audiences with enough unique visitors or large inventory of impressions, which can efficiently compete with the large local social media or e-commerce retail platforms, like WeChat or Alibaba.

Surprisingly, despite the gigantic reach of consumers by these platforms, the development of programmatic – or robotic – advertising in China is still far behind the growing level already reached in the US, Europe or Australia.

Meantime luxury brands have responded to the shift in conspicuous consumption by integrating themselves with a cultural dimension. For example, Christian Dior now provides its personal shoppers in Beijing and Shanghai with events and tickets to concerts and arts exhibits.

These changes in advertising spending, technology development and high-end brand consumption create confusion and anxiety about the future of the magazine media industry in China. There is no question some important changes will be needed by the majority of magazine publishers to adapt to the new reality. However, as Bernard Arnault, chairman of LVMH, told to the late Steve Jobs a few years ago: "I don't know if we will still use Apple products in 25 years, but I am sure we will still be drinking Dom Perignon."

1. GroupM China: "This Year Next Year: China Media Forecasts" - Shanghai - Autumn 2014

2. ZenithOptimedia: "Advertising Expenditures Forecasts" - London - September 2014

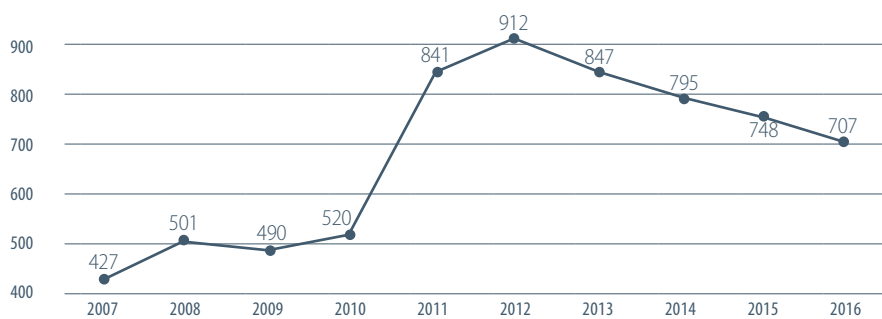
CHINA

> ADSPEND: ZENITHOPTIMEDIA

ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

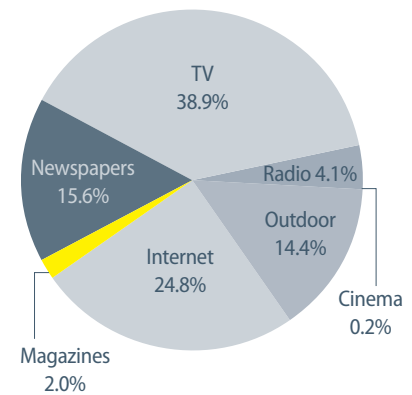
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	427	501	490	520	841	912	847	795	748	707
Newspapers	5,200	5,531	5,979	6,158	7,577	7,045	6,454	5,692	5,208	4,797
Television	6,859	8,094	8,654	10,973	14,493	15,451	16,099	16,421	16,684	16,918
Radio	1,014	1,103	1,160	1,246	1,468	1,626	1,686	1,845	1,981	2,120
Cinema	32	38	43	47	55	71	97	123	152	183
Outdoor	3,161	2,899	3,102	4,416	4,461	5,226	5,958	6,703	7,286	7,862
Internet	1,972	2,744	3,348	5,185	4,789	7,031	10,272	14,422	19,138	24,554
Total	18,666	20,910	22,777	28,545	33,685	37,362	41,414	46,001	51,198	57,140

MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

ADSPEND SHARE (2013)



CHINA: CONSUMER

> HIGHLIGHTS

TOP MAGAZINE OWNERS: BY TOTAL REVENUE

1	Elle	6	Harper's Bazaar
2	Cosmopolitan	7	Marie Claire
3	Modern Weekly	8	RAY-LI Her Style
4	Vogue	9	Self
5	RAY-LI Fashion	10	The Bund

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

TOP ADVERTISERS

1	LVMH	6	Chanel
2	L'Oréal	7	FAW Volkswagen Motor Co.
3	Estée Lauder	8	Shanghai Volkswagen Motor Co.
4	Swatch Group	9	General Motors
5	Procter & Gamble	10	Amway

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

TOP ADVERTISER CATEGORIES

1	Toiletries	6	Computer & office products
2	Personal items	7	Leisure
3	Automobiles	8	Post & communication
4	Clothing	9	Household
5	Business & services	10	Alcohol

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

CHINA: CONSUMER

> HIGHLIGHTS

MAGAZINE PUBLISHING REVENUE †

> Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	493	552	753	807	873	924	979	1,028
Digital advertising	-	6	17	46	57	70	86	105
Total Consumer magazine advertising	493	558	769	853	931	994	1,065	1,132

> Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	3,496	3,115	3,366	3,494	3,675	3,837	3,998	4,159
Digital circulation	††	2	12	26	51	98	153	212
Total Consumer magazine circulation	3,497	3,117	3,378	3,520	3,726	3,934	4,152	4,371
TOTAL	3,990	3,674	4,147	4,373	4,656	4,929	5,217	5,503

Source: PwC Global entertainment and media outlook 2014-2018, www.pwc.com/outlook; Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
AUTOMOTIVE/MOTOR RACING/MOTORCYCLE								
TopGear	One Media Group	Monthly	566,400	No	-	-	-	corp.omghk.com
Orient Auto	CARSCMS	Monthly	438,000	No	-	-	-	oauto.com
Car	Trends Media Group	Monthly	433,000	No	-	-	-	trendsgroup.com.cn
Car Owners	Prominion Publishing	Monthly	408,000	No	-	-	-	uncars.com.cn
Autonews	Shenzhen Press Group	Monthly	345,000	No	-	-	-	szbyfx.com
Autoworld	Autoworld Publishing	Monthly	328,000	No	-	-	-	-
Auto Fan	Auto Fan Publishing	Fortnightly	300,000	No	-	-	-	autofan.com.cn
Auto Motor Sport	Auto Motor Sport Publishing	Monthly	300,000	No	-	-	-	-
Motor Trend	China Automotive News Publishing	Monthly	272,000	No	-	-	-	cnautonews.com
Quatroruote	General Administration of Sport of China	Monthly	239,000	No	-	-	-	sport.gov.cn

BUSINESS/FINANCIAL/NEWS

Caijing Magazine	SEEC Media Group	37 per year	371,412	Yes	-	-	-	seecmedia.net
CEOCIO	CCW Media	Fortnightly	196,000	No	-	-	-	cfan.com.cn
China Entrepreneur	China Entrepreneur Publishing	Fortnightly	175,000	Yes	-	-	-	iceo.com.cn
LiCai	LiCai Publishing	Monthly	100,000	No	-	-	-	licaizz.cn
Business	Business Media	Monthly	-	-	-	-	-	media.sj998.com
Caixin - China Economics & Finance	Caixin Media	Monthly	-	-	-	-	-	english.caixin.com
Capital	Capital Publishing	Monthly	-	-	-	-	-	topcapital.com.cn
CFO World	CFO World Publishing	Monthly	-	-	-	-	-	topcfo.net
China Credit Card	Financial Computer of China Publishing	Monthly	-	-	-	-	-	fcc.com.cn
China Financial Herald	China Financial Herald Publishing	Monthly	-	-	-	-	-	yicai.com

CHINA: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
CHILDREN'S/COMICS/TEENAGE								
BQ Weekly	Beijing Media	Weekly	520,000	No	-	-	-	bjmedia.com.cn
Hong Qingting	Time Publishing and Media	Monthly	-	-	-	-	-	press-mart.com/index.shtml
Shaoer Meishu	Tianjin People's Fine Arts Publishing House	Monthly	-	-	-	-	-	tjrm.cn
Vista Feng Hui	Beijing Haifeng Media Culture	Monthly	-	-	-	-	-	vistastory.com
Youth Digest	China Youth Publishing Group	Fortnightly	-	-	-	-	-	cyp.com.cn

FAMILY/PARENTING

Parenting Science	Beijing Publishing Group	Monthly	499,000	No	-	-	-	bph.com.cn
Zhu Ni Xing Fu - Zui Jia Zhang	Zhu Ni Xing Fu Publishing	Monthly	210,000	No	-	-	-	ww.znxf.com
Beijingkids	True Run Media	-	-	-	-	-	-	truerun.com/corporate/
Children's Pictorial	Tianjin People's Fine Arts Publishing House	Monthly	-	-	-	-	-	tjrm.cn
Jingkids	True Run Media	-	-	-	-	-	-	truerun.com/corporate/
Mochou - Jiajiao Yu Chengzhang	Jiangsu Mochou Publishing	Monthly	-	-	-	-	-	mochou.cn
Shaoer Meishu	Tianjin People's Fine Arts Publishing House	Monthly	-	-	-	-	-	tjrm.cn
Wawa Leyuan	Time Publishing and Media	Monthly	-	-	-	-	-	press-mart.com/index.shtml

FOOD/DRINK

Wine	Wine Publishing	Monthly	146,000	No	-	-	-	wine-mag.com
City Weekend Beijing	Ringier Publishing Group	Fortnightly	60,000	No	-	-	-	ringier.com/cn
City Weekend Shanghai	Ringier Publishing Group	Fortnightly	60,000	No	-	-	-	ringier.com/cn
Beijing & Shanghai Best Restaurants	Edipresse Asia Limited	Annually	38,000	No	-	-	-	edipresseasia.com
Beijing Essential	Total Media Limited	Monthly	-	-	-	-	-	itotalmedia.com
La Revue du Vin de France	SEEC Media Group	Monthly	-	-	-	-	-	seecmedia.net
Map Magazine (Nanjing Edition)	Map Magazine	-	-	-	-	-	-	myq.com.cn
PU-ERH	Pu-Erh Publishing	Monthly	-	-	-	-	-	puerk.cn
Shanghai Essential	Total Media	Monthly	-	-	-	-	-	itotalmedia.com
Wine in China	Wine in China Publishing	Monthly	-	-	-	-	-	wineinchina.com.cn

GENERAL INTEREST

Duzhe	Duzhe Publishing & Media	Fortnightly	4,500,000	No	-	-	-	duzhe.com
National Geographic (Chinese)	Trends Media Group	Monthly	812,000	No	-	-	-	ngmchina.com.cn
Popular Science	One Media Group	Monthly	455,100	No	-	-	-	corp.omghk.com
Juvenile Science Pictorial	Beijing Publishing Group	Monthly	-	-	-	-	-	bph.com.cn

CHINA: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
HEALTH/FITNESS								
The Family Doctor	The Family Doctor Publishing	Fortnightly	1,800,000	No	-	-	-	jtys.cn
Joyful Life	Shenzhen Youyeah Health Technology	6 per year	50,000	No	-	-	-	youhealth.cn
Baojian Yu Shenghuo	Anhui Science & Technology Publishing House	Monthly	-	-	-	-	-	ahstp.net
Chinese-foreign Women's Health	Wuhan University Publishing	Fortnightly	-	-	-	-	-	zwnxjk.dooland.com
Home Medicine	Home Medicine Publishing	Fortnightly	-	-	-	-	-	jtty.com
Outside	Titan Communication	Monthly	-	-	-	-	-	titan24.com
Security Today	People's Daily Publishing	Monthly	-	-	-	-	-	people.com.cn
Well-Being	Jian Kang Bao She	Monthly	-	-	-	-	-	jkb.com.cn
Women's Health	Titan Communication	Monthly	-	-	-	-	-	titan24.com

HOME COMPUTING/IT

Computer Fan	CCW Media	Fortnightly	450,000	No	-	-	-	-
IT Times Weekly	IT Times Weekly Publishing	2 per week	240,000	No	-	-	-	ittime.com.cn
PCWorld	CCW Media	Monthly	145,000	No	-	-	-	cfan.com.cn
Network World	CCW Media	-	-	-	-	-	-	cfan.com.cn
New Finance World	CCW Media	Monthly	-	-	-	-	-	cfan.com.cn

HOME INTEREST

Better Homes and Gardens	SEEC Media Group	Monthly	518,000	No	-	-	-	seecmedia.net
Dwell Asia	New Media Investments	6 per year	110,000	No	-	-	-	surfaceasiamag.com
Rayli Home	Rayli Media	Monthly	-	-	-	-	-	rayli.com.cn/magazine

MEN'S MONTHLIES/WEEKLIES

Esquire - Big Black Book	Trends Media Group	Quarterly	896,800	No	-	-	-	publicitas.com/en/global
Zip Homme	Twin Fame	2 per year	62,800	No	-	-	-	-
Men's Uno	Chic Group International	Monthly	36,000	No	-	-	-	mensuno.com.hk
Best of the Best	Total Media	Monthly	-	-	-	-	-	itotalmedia.com
Famous	The Beijing News Media	Fortnightly	-	-	-	-	-	famous.bjnews.com.cn
Gafencu Men China	Total Media	Monthly	-	-	-	-	-	itotalmedia.com
GQ	Condé Nast Publications	Monthly	-	-	-	-	-	condenast.com
Leon	Rayli Media	Monthly	-	-	-	-	-	rayli.com.cn/magazine
Mochou - Tianxia Nanren	Jiangsu Mochou Publishing	Monthly	-	-	-	-	-	mochou.cn

SPECIAL INTEREST

Chinese Heritage	Beijing Panorama National Geography Advertising	Monthly	334,500	-	-	-	-	dili360.com
Bo Wu	Beijing Panorama National Geography Advertising	Monthly	277,800	-	-	-	-	dili360.com
Modern Elegance	Modern Elegance Publishing	Monthly	250,000	-	-	-	-	-
Nandu Metro	Nanfang Media Group	Weekly	60,000	-	-	-	-	nfmedia.com
Overseas English	Anhui Science & Technology Publishing House	Fortnightly	50,000	-	-	-	-	ahstp.net
Everyday Everywhere	Time Publishing and Media	Monthly	-	-	-	-	-	press-mart.com/index.shtml
My Vacation	Fashion Life Publishing	Monthly	-	-	-	-	-	myliving.cn
October	Beijing Publishing Group	6 per year	-	-	-	-	-	bph.com.cn
Qing Pingguo	Time Publishing and Media	Monthly	-	-	-	-	-	press-mart.com/index.shtml
Tianya	Tianya Publishing	6 per year	-	-	-	-	-	-

CHINA: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
SPORTS								
GE	China Finance	Monthly	350,000	No	-	-	-	xinhua08.com
Tennis Master	Tennis Master Publishing	Monthly	286,000	No	-	-	-	-
Sports Illustrated	SEEC Media Group	Fortnightly	265,980	No	-	-	-	seecmedia.net
Asian Diver Magazine	Asian Geographic Magazine	6 per year	67,000	No	-	-	-	asiangeo.com
All Sports	Titan Communication	Monthly	-	-	-	-	-	titan24.com
Football Weekly	Titan Communication	Weekly	-	-	-	-	-	titan24.com
Golf Digest	Titan Communication	Monthly	-	-	-	-	-	titan24.com
Golf Travel	Beijing Rose Spring Culture Communication	Monthly	-	-	-	-	-	-

TRAVEL

National Geographic Traveler	Trends Media Group	Monthly	930,567	No	-	-	-	trendsgroup.com.cn
Voyage	SEEC Media Group	Monthly	865,000	No	-	-	-	seecmedia.net
Elite Traveller	Elite Traveller Publishing	Monthly	780,000	No	-	-	-	etraveller.cn
Travel & Leisure	Travel & Leisure Publishing	Monthly	630,000	No	-	-	-	travelleisure.com.cn
Top Travel	Lifestyle Media Group	Monthly	480,000	No	-	-	-	lifestyle.com.cn
Travel+	Travel+ Publishing	Monthly	475,000	No	-	-	-	travelplus.cn/index.html
Nandu Airport Magazine	Nanfang Media Group	Monthly	450,000	No	-	-	-	nfmedia.com
World Traveler	World Traveler Publishing	Monthly	420,000	No	-	-	-	hangjia2012.com
Cultural Geography	Cultural Geography Publishing	Monthly	380,000	No	-	-	-	redoo.com
World Traveller	World Traveller Media	Monthly	357,000	No	-	-	-	tclub.cn

WEDDING/BRIDAL

Wedding	Bauer Media Group China	Quarterly	1,685,805	No	-	-	-	smartshe.com
Companion	Xinjiang Women Publishing	Monthly	-	-	-	-	-	cnbanlv.com
Darizi	Darizi	-	-	-	-	-	-	darizi.cn
Modern Bride	Modern Bride Publishing	Monthly	-	-	-	-	-	brides.com.cn
Wedding 21	GL.Pictorial Publishing	Monthly	-	-	-	-	-	ganlanhuabao.com

WOMEN'S MONTHLIES

FAMILY	Business Media	Monthly	800,000	No	-	-	-	media.sj998.com
CéCi	Beijing Media	Monthly	780,000	No	-	-	-	bjmedia.com.cn
Zhu Ni Xing Fu - Zhi Xin	Zhu Ni Xing Fu Publishing	Monthly	400,000	No	-	-	-	zxf.com
LifeStyle	Beijing LifeStyle Advertising	Monthly	120,000	No	-	-	-	lifestylecn.com
Zip magazine	Twin Fame	Monthly	66,830	No	-	-	-	-
Life Style	Shanxi Life Style Publishing	Monthly	30,000	No	-	-	-	sxlifestyle.com
Women's World	Women's World Publishing	Monthly	20,000	No	-	-	-	-
37° Women	Yantai Daily Media Group	Monthly	-	-	-	-	-	37women.com
Lianai Hunyin Jiating	Lianai Hunyin Jiating Publishing	Monthly	-	-	-	-	-	-
Mochou - Zhihui Nvxing	Jiangsu Mochou Publishing	Monthly	-	-	-	-	-	mochou.cn

WOMEN'S WEEKLIES

Grazia	SEEC Media Group	Weekly	1,628,380	No	-	-	-	seecmedia.net
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Source: RetrieverAsia.com/ Retriever Media Informatie

CHINA: B2B

> HIGHLIGHTS

MAGAZINE PUBLISHING REVENUE †

> Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	73	81	111	127	140	150	155	154
Digital advertising	-	3	9	24	33	44	56	70
Total B2B magazine advertising	73	84	120	152	174	194	211	224

> Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	341	296	312	316	326	336	348	362
Digital circulation	-	-	1	3	9	21	41	68
Total B2B magazine circulation	341	296	314	319	335	356	388	430
TOTAL	413	380	433	471	509	550	600	653

Source: PwC Global entertainment and media outlook 2014-2018, www.pwc.com/outlook; Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
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ADVERTISING/COMMUNICATIONS/MARKETING

Marketing Events Magazine	Lighthouse Independent Media	Quarterly	19,532	No	-	-	-	lighthouse-media.com
China Top Brand	China Top Brand Publishing	Monthly	-	-	-	-	-	chinatopbrands.org

AUTOMOTIVE INDUSTRIES

Autonews	Shenzhen Press Group	Monthly	345,000	No	-	-	-	szbyfx.com
Shangyong Qiche Xinwen	China Automotive News Publishing	weekly (Monday)	70,000	No	-	-	-	cnautonews.com
China Automotive Review	China Business Update	Monthly	10,000	No	-	-	-	cbuauto.com.cn
Autonews - Option & 4WD	Shenzhen Press Group	Monthly	-	-	-	-	-	szbyfx.com
China Auto Pictorial	SEEC Media Group Limited	Monthly	-	-	-	-	-	seecmedia.net

BANKING/FINANCIAL/INSURANCE/LEGAL

Chinasoe	Chinasoe Publishing	Monthly	210,000	No	-	-	-	-
Accounting & Business	ACCA APAC	Monthly	148,106	No	-	-	-	accaglobal.com
FinanceAsia	Haymarket Media Asia	10 per year	21,854	Yes	-	-	-	haymarket.com
Asiamoney Magazine (GlobalCapital)	Euromoney Institutional Investor	10 per year	12,761	No	-	-	-	asiamoney.com
AsianInvestor	Haymarket Media Asia	10 per year	11,004	Yes	-	-	-	haymarket.com
CFO World	CFO World Publishing	Monthly	-	-	-	-	-	topcfo.net
China Financial Herald	China Financial Herald Publishing	Monthly	-	-	-	-	-	yicai.com
Modern Bankers	Modern Bankers Publishing	Monthly	-	-	-	-	-	modernbankers.com
Money Journal	Money Journal Publishing	Monthly	-	-	-	-	-	moneydao.com
The Chinese Banker	The Banker Publishing	Monthly	-	-	-	-	-	-

BUILDING/ENGINEERING/CONSTRUCTION

Building Products Finder	China Trend Building Press	Annually	36,500	No	-	-	-	building.hk
Construction & Contract News	China Trend Building Press	6 per year	22,968	No	-	-	-	building.hk
RFP Eco Build	Facility Media	Monthly	10,000	No	-	-	-	facilitymedia.com
Lighting Audio Visual Asia	Trade Link Media	3 per year	-	-	-	-	-	tradelinkmedia.biz

CHINA: B2B

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
CATERING/HOTEL/TOURISM								
TTG Asia Print	TTG Travel Trade Publishing	Fortnightly	14,500	No	-	-	-	ttgasiamedia.com
TTG China Print	TTG Travel Trade Publishing	Monthly	14,000	No	-	-	-	ttgasiamedia.com
Travel Weekly China	Contineo Media	11 per year	12,200	No	-	-	-	contineo.com
Food & Beverage Asia (Chinese Edition)	Pablo Publishing	Quarterly	9,000	No	-	-	-	foodbeverageasia.com
Tourism Research	Tourism Research Publishing	Quarterly	-	-	-	-	-	-
CHEMICAL/PETROLEUM/GAS								
China Chemical Reporter	China National Chemical Information Centre	Fortnightly	20,190	No	-	-	-	ccr.com.cn
COMPUTING/SOFTWARE/TELECOMMUNICATIONS								
IT Times Weekly	IT Times Weekly Publishing	Fortnightly	240,000	No	-	-	-	ittime.com.cn
PCWorld	CCW Media	Monthly	145,000	No	-	-	-	cfan.com.cn
China Computerworld	CCW Media	Weekly	-	-	-	-	-	cfan.com.cn
FASHION/BEAUTY								
China Textile & Apparel	Adsale Publishing	6 per year	31,200	No	-	-	-	adsale.com.hk
FILM/RADIO/TV/VIDEO								
Systems Integration Asia	Spinworkz	6 per year	12,752	No	-	-	-	www.spinworkz.com
Television Asia Plus	Contineo Media	9 per year	5,780	No	-	-	-	contineo.com
HEALTHCARE/MEDICAL/PHARMACEUTICAL								
China Health Care & Nutrition	China Health Care & Nutrition Publishing	36 per year	200,000	No	-	-	-	zgbjyy.com
China Medical Herald	China Medical Herald Publishing	36 per year	30,000	No	-	-	-	yycy.qikan.com
Medical Manufacturing and Design for China	Ringier Trade Media	6 per year	14,050	No	-	-	-	industrysourcing.com
Acta Medicinæ Sinica	Acta Medicinæ Sinica Publishing	6 per year	-	-	-	-	-	hxyx2010.com
Asia-Pacific Traditional Medicine	Asia-Pacific Traditional Medicine Publishing	Monthly	-	-	-	-	-	aptm.com.cn/CN/volumn/current.shtml
Asian Scientist Magazine	Asian Scientist Publishing	Quarterly	-	-	-	-	-	asianscientist.com
China Foreign Medical Treatment	China & Foreign Medical Treatment	36 per year	-	-	-	-	-	chinazwyl.com
China Medical Engineering and Equipment	China Medical Engineering and Equipment Publishing	Monthly	-	-	-	-	-	cnyygc.com
China News of Traditional Chinese Medicine	China News of Traditional Chinese Medicine	4 per week	-	-	-	-	-	cntcm.com.cn
China Pharmaceutical News	China Pharmaceutical News Publishing	Daily	-	-	-	-	-	-
MANUFACTURING/PROCESSING								
International Mold and Die Making News for China	Ringier Trade Media	6 per year	22,190	No	-	-	-	industrysourcing.com
Medical Manufacturing and Design for China	Ringier Trade Media	6 per year	14,050	No	-	-	-	industrysourcing.com
EM Asia	Contineo Media	6 per year	12,000	No	-	-	-	contineo.com
PUBLIC SECTOR/GOVERNMENT								
Defence Review Asia	Asian Press Group	8 per year	9,265	Yes	-	-	-	-

Source: RetrieverAsia.com/ Retriever Media Informatie

