

CHINA, HONG KONG

> FIPP MEMBERS

PUBLISHERS

- » Bauer Media Hong Kong
- » Condé Nast Publications
- » Edipresse Asia
- » Egmont – Kids Media
- » Haymarket Media Group
- » Hearst Magazines Hong Kong
- » Hubert Burda Media Hong Kong
- » In Express – Sisters Group (IESG)
- » Ringier Trade Media
- » South China Media
- » TIME Asia (Hong Kong)
- » Total Media
- » Applix
- » Sappi Paper Hong Kong

> AT-A-GLANCE

Capital: **Hong Kong**

Population: **7,112,688** (July 2014 est.)

Median age: **43.2 years**

GDP: **US\$272.1 billion** (2013 est.)

Consumer prices: **4.4%** (2013 est.)

Currency: **Hong Kong dollar (HKD)**

Official language: **Cantonese (89.5%), English (3.5%)**

Literacy rate: **93.5%**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

DIGITAL DATA

Internet penetration: **5,751,357**

% of population: **81**

SOURCE: INTERNET LIFE STATS (JULY 2014 est.)

Mobile penetration: **16,403,000** (2012)

% of population: **231**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

PRINT TAX

Standard rate: **0%**

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

Digital purchases: **0%**

SOURCE: DISTRIPRESS

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

Small but rich. With a 2.6% share from GDP, China, Hong Kong has historically been one of the largest countries in the world in terms of percentage of media investment. This is almost three times the percentage of such affluent markets as the US, the UK or Germany.

It represents an amount of about US\$7.8 billion, which is larger than Spain and more than half the size of the French market, which is expected to have a total media investment capital of US\$14.7 billion in 2014.

In terms of media investment growth, it's the same story. With the exception of 2009, Hong Kong has been growing at double digit-rate almost every year since 2000. It is expected to slow in 2014 and 2015, but still a solid growth of +9.4% and +7.4% respectively, compared with an average of +1.2% and +2% in Europe and +3.3% and +4% in the US.

Consequently, with a population of only seven million inhabitants, Hong Kong has been holding the record of the country with the largest amount of media spend per capita before the US market since 2006¹.

In terms of magazine media advertising expenditures, the story is not as impressive, but still strong. Hong Kong magazines' share of total media investment has been above 10% since 2000, which is slightly lower than the US but more than the average of Europe and by far the highest in the entire Asia Pacific region.

Leaving percentage comparison aside, total magazine expenditures are far from ridiculous for a small market in which you can travel from north to south in less than a day. Until 2005, Hong Kong was the third largest market in Asia-Pacific after Japan and Australia, but before Mainland China. The impressive growth of magazine expenditures in China has changed the ranking, but Hong Kong is still expected to regain its third position in the region in 2014, ahead of the shrinking Australian and South Korean markets.

A total magazine advertising investment of US\$813 million is expected to be invested in Hong Kong in 2014 reducing to US\$755 million in 2015, which represents a year-on-year decrease of -5.1% and -7.1% respectively. This is

concerning but not as serious as the collapse of the Australian market (decreases of 18.1% and 22.2% expected in 2014 and 2015).

Hong Kong's impressive performance in holding its market share and investment in magazine media has been largely due to the slow and rather modest penetration of the internet. In a small market with a largely fragmented population, internet advertising spending is expected to pass the one billion US dollar mark for the first time only in 2014 or less than 15% of all media share.

The dominant magazine publisher in the market remains SCMP, which has expanded its market share with its extended joint-venture with Hearst Magazines International. In 2014, it launched *The Peak* in a licence agreement with Singapore's SPH Magazines. Other international magazine media companies in Hong Kong are Haymarket Media, Bauer Media along with Edipresse and Burda, competing on the affluent segment of the local market with *Tatler* and *Prestige*.

1. Source: GroupM: "This Year Next Year: Worldwide Media And Marketing Forecasts" – July 2014 - London

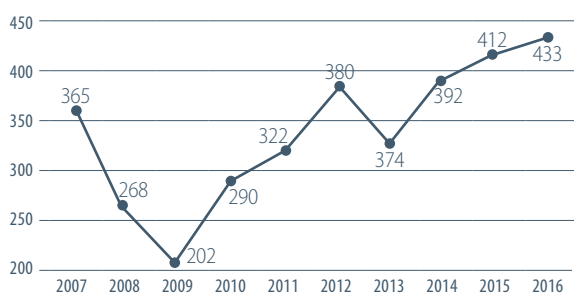
CHINA, HONG KONG

> ADSPEND: ZENITHOPTIMEDIA

ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

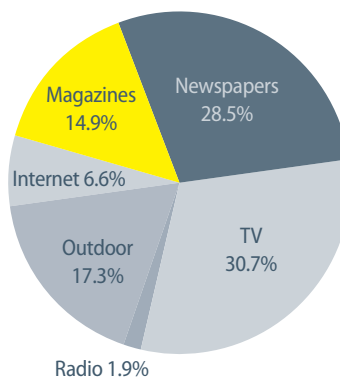
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	365	268	202	290	322	380	374	392	412	433
Newspapers	495	425	390	510	583	662	714	743	765	788
Television	591	512	401	642	728	802	768	796	820	844
Radio	44	67	64	64	66	69	49	50	51	52
Cinema	1	1	0	1	0	0	0	0	0	0
Outdoor	133	133	176	247	334	407	433	459	495	535
Internet	13	13	17	24	41	58	165	211	263	329
Total	1,642	1,418	1,250	1,778	2,075	2,380	2,503	2,650	2,807	2,981

MAGAZINE ADSPEND (USD MILLIONS)

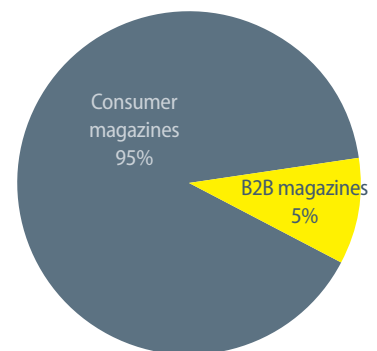


Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

ADSPEND SHARE (2013)



ADSPEND SHARE (2013)



> HIGHLIGHTS

TOP PUBLISHING COMPANIES: BY REVENUE

1	New Media Group	6	One Media Group
2	Next Media	7	Image Factory
3	South China Media	8	SCMP Hearst
4	Sing Tao News Corporation	9	Metro Publishing
5	Hong Kong Economic Times	10	TVB Group

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

TOP ADVERTISERS

1	Chanel	6	LVMH Group - Christian Dior
2	Estée Lauder	7	P&G - SK-II/SKII
3	L'Oreal - Lancome	8	Hong Kong Economic Times
4	South China Media	9	Samsung
5	L'Oréal - L'Oréal Paris	10	Sing Tao News Corporation

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

TOP ADVERTISER CATEGORIES

1	Cosmetics & skincare	6	Retail
2	Fashion, accessories & eyewear	7	Computers & internet
3	Jewellery, watches & luxury products	8	Restaurants
4	Beauty, slimming & fitness	9	Toiletries & household
5	Mass media	10	Banking & investment

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

CHINA, HONG KONG

> HIGHLIGHTS

CONSUMER MAGAZINE PUBLISHING REVENUE †

> Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	353	434	487	525	552	568	577	580
Digital advertising	5	8	29	39	47	55	64	73
Total consumer magazine advertising	359	443	516	565	599	623	641	653

> Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	464	399	433	420	437	446	453	461
Digital circulation	††	††	2	3	8	14	22	30
Total consumer magazine circulation	464	400	434	423	445	459	476	491
TOTAL	822	842	950	988	1,044	1,083	1,116	1,144

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

CHINA, HONG KONG: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
AUTOMOTIVE/MOTOR RACING/MOTORCYCLE								
Audi Magazine (China)	Trends Media Group	Quarterly	1,400,000	No	-	-	-	publicitas.com/en/global
Auto Express	Next Media	Weekly	55,624	Yes	-	-	-	nextmedia.com
Bentley magazine (China edition)	Deluxewords	-	10,000	No	-	-	-	deluxewords.com
Auto-Life	Oriental Press Group	Annually	-	-	-	-	-	deluxewords.com
Car World	Oriental Press Group	Weekly	-	-	-	-	-	home.on.cc
CarPlus	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk
Jessicar	South China Media	-	-	-	-	-	-	scmedia.com.hk
TopGear Hong Kong	One Media Group	Monthly	-	-	-	-	-	corp.omghk.com
Legacy	WhiteWave Media Group	-	-	-	-	-	-	ww-mg.com
Motor Culture Asia	Ethan White Productions	6 per year	-	-	-	-	-	mcasiaonline.com

BUSINESS/FINANCIAL/NEWS

Caijing Magazine	SEEC Media Group	37 per year	371,412	Yes	-	-	-	seec-media.com.hk
Asian News Maker	Asian News Maker Publishing	Monthly	200,000	No	-	-	-	yzxwrr.cn
East Week	Sing Tao News	Weekly	115,000	No	-	-	-	singtaonewscorp.com
Time Asia	Time Singapore	Weekly	102,400	No	-	-	-	timeandfortune.com
Economic Digest	New Media Group	Weekly	88,000	No	-	-	-	nmg.com.hk
Yazhou Zhoukan	Media Chinese International	Weekly	71,512	No	-	-	-	mediachinesegroup.com
Bloomberg Businessweek (Chinese Edition)	Modern Media	Weekly	60,000	No	-	-	-	modernmedia.com.cn
Bloomberg Markets HK/SG	Bloomberg	Monthly	27,352	No	-	-	-	bloomberg.com
Bloomberg Pursuits HK/SG	Bloomberg	Quarterly	27,352	No	-	-	-	bloomberg.com
China Executive Education Guide	Sing Tao News	Annually	20,000	No	-	-	-	singtaonewscorp.com

CHINA, HONG KONG: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
CHILDREN'S/COMICS/TEENAGE								
CosmoGirl! Hong Kong	Step Max	Daily	46,000	No	-	-	-	advertising.scmpmagazines.com
Red Apple	Bayard Presse Asia	Monthly	8,000	No	-	-	-	bayard.com.hk
White Antilope	Bayard Presse Asia	Monthly	4,500	No	-	-	-	bayard.com.hk
Little Red Apple	Bayard Presse Asia	Monthly	3,500	No	-	-	-	bayard.com.hk
Little Toy Car	Bayard Presse Asia	Monthly	2,000	No	-	-	-	bayard.com.hk
My Little Paper	Step Max	Weekly	-	-	-	-	-	-
Whiz-kids Express Weekly	South China Media	Weekly	-	-	-	-	-	scmedia.com.hk

FAMILY/PARENTING

Sunday Kiss	New Media Group	Weekly	113,137	Yes	-	-	-	nmg.com.hk
Playtimes	PPP Company	11 per year	25,000	No	-	-	-	ppp.com.hk
Baby Magazine	Pop Art Group	Monthly	-	-	-	-	-	popart.com.hk
Whiz-kids Express Weekly	South China Media	Weekly	-	-	-	-	-	scmedia.com.hk
Jessica Baby	South China Media	-	-	-	-	-	-	scmedia.com.hk

FOOD/DRINK

Eat & Travel Weekly	Next Media	Weekly	135,000	No	-	-	-	nextmedia.com
Regional Best Restaurants	Edipresse Singapore	Annually	25,000	No	-	-	-	edipresseasia.com
100 Top Tables	South China Morning Post	Annually	-	-	-	-	-	scmpgroup.com
Foodie Magazine	Foodie Group	Monthly	-	-	-	-	-	afoodieworld.com
Good Eating	South China Morning Post	Quarterly	-	-	-	-	-	scmpgroup.com
Gastronome	Trefoil Media Group	6 per year	-	-	-	-	-	trefoilmedia.com

GENERAL INTEREST

LifeStyle Journal	Shun Po	Fortnightly	83,000	No	-	-	-	hkej.com
The Peninsula Magazine	The Antithesis	Quarterly	75,000	No	-	-	-	theantithesis.net
Baccarat	WhiteWave Media Group	8 per year	40,000	No	-	-	-	ww-mg.com
Prestige Hong Kong	Hubert Burda Media Hong Kong	Monthly	33,500	No	-	-	-	prestige-asia.com
Kee Magazine	The Antithesis	5 per year	28,000	No	-	-	-	theantithesis.net
View	InterContinental Hong Kong	2 per year	25,000	No	-	-	-	theantithesis.net
Culture Magazine	Asia Brand	Monthly	15,000	No	-	-	-	asiabrand.biz
Money	South China Morning Post	Quarterly	-	-	-	-	-	scmpgroup.com
Quintessentially Asia magazine	Deluxewords	Quarterly	-	-	-	-	-	deluxewords.com
Style	South China Morning Post	Monthly	-	-	-	-	-	scmpgroup.com

HEALTH/FITNESS

Fit Avenue	Oriental Press Group	Weekly	-	-	-	-	-	home.on.cc
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HOME COMPUTING/IT

AV Magazine	Cup Magazine Publishing	Fortnightly	50,000	No	-	-	-	cup.com.hk
AV Bi-Weekly	Chilli Media	Fortnightly	40,000	No	-	-	-	chillimedia.com.hk
Mobile Magazine	Chilli Media	Monthly	30,000	No	-	-	-	chillimedia.com.hk
Digital Guide	Oriental Press Group	Weekly	-	-	-	-	-	home.on.cc
e-zone	Hong Kong Economic Times Holdings	Weekly	-	-	-	-	-	hketgroup.com

CHINA, HONG KONG: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
HOME INTEREST								
LP Luxury Properties	Blu Inc Media (HK)	6 per year	110,000	No	-	-	-	bluincmedia.com
Modern Home	In Express-Sisters Group	Monthly	58,000	No	-	-	-	iesg.com.hk
Elle Decoration	SCMP Hearst Hong Kong	Annually	40,000	No	-	-	-	elle.com.hk
Home Journal	Edipresse Asia	Monthly	39,000	No	-	-	-	edipresseasia.com
Home Journal Buyer's Guide	Edipresse Asia	Annually	39,000	No	-	-	-	edipresseasia.com
Home and Apartment Trends	Trends Publishing Singapore	Quarterly	-	No	-	-	-	trendsideas.com
Before & After	In Express-Sisters Group	Annually	-	-	-	-	-	iesg.com.hk
Home Essentials	South China Morning Post Publishers	Annually	-	-	-	-	-	scmpgroup.com
MyHome Magazine	Addmark Media	Monthly	-	-	-	-	-	feel.hk

MEN'S MONTHLIES/WEEKLIES

Zip Homme	Twin Fame	2 per year	62,800	No	-	-	-	-
Elle Men	SCMP Hearst Hong Kong	Monthly	40,000	No	-	-	-	advertising.scmpmagazines.com
Men's Folio	Heart Media Group	10 per year	36,000	No	-	-	-	heart-media.com
Men's Uno	Chic Group International (HK)	12 per year	36,000	No	-	-	-	mensuno.com.hk
Best of the Best	Total Media	12 per year	-	-	-	-	-	itotalmedia.com
Esquire Hong Kong	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk
Gafencu Men Hong Kong	Total Media	Monthly	-	-	-	-	-	itotalmedia.com
Him	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk
Jmen	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk

SPECIAL INTEREST

AsiaSpa China	Blu Inc Media (HK)	Annually	110,000	No	-	-	-	bluinc.socialite.hk
HK Magazine	Asia City Media Group (HK)	Weekly	80,000	No	-	-	-	asia-city.com
Trading Express	Next Media	Weekly	55,624	Yes	-	-	-	nextmedia.com
Time Out Hong Kong	Rubicon Communications	Fortnightly	40,000	No	-	-	-	timeout.com.hk
China Executive Education Guide	Sing Tao News	Annually	20,000	No	-	-	-	singtaonewscorp.com
Talent Management	Sing Tao News	Quarterly	11,000	No	-	-	-	singtaonewscorp.com
Jessica	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk
My Pet	Pop Art Group	Monthly	-	-	-	-	-	popart.com.hk
National Geographic Magazine	National Geographic Society	Monthly	-	-	-	-	-	novusasia.com
Sun Money	Oriental Press Group	Weekly	-	-	-	-	-	home.on.cc

SPORTS

Asian Golf Monthly	Asia Pacific Golf Group	Monthly	147,180	No	-	-	-	asiapacificgolfgroup.com
Asian Diver Magazine	Asian Geographic Magazine	6 per year	67,000	No	-	-	-	asiangeo.com
HK Golfer	Times International Creation	Monthly	40,200	No	-	-	-	timesic.com
Badges	The Hong Kong Jockey Club	Monthly	22,000	No	-	-	-	publicitas.com/en/global
Sports + Travel Hong Kong	Sports + Travel	6 per year	10,000	No	-	-	-	sportsandtravel.com.hk
Horizons	PPP Company	10 per year	1,400	No	-	-	-	ppp.com.hk
Golf Digest Hong Kong Edition	Titan Media Hong Kong	Monthly	-	-	-	-	-	golfdigest.hk

CHINA, HONG KONG: CONSUMER

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
TRAVEL								
Shubh Yatra (Air India)	MaXposure Media Group (India)	Monthly	225,000	No	-	-	-	asianimedia.com
Eat & Travel Weekly	Next Media	Weekly	135,000	No	-	-	-	nextmedia.com
China Tourism	Hong Kong China Tourism Press	Monthly	92,000	No	-	-	-	hkctp.com.hk
Travel + Leisure	Media Transasia	Monthly	60,000	No	-	-	-	travandleisureasia.com
Action Asia	Blu Inc Media (HK)	6 per year	56,000	No	-	-	-	bluinc.socialite.hk
DestinAsian Magazine	DestinAsian Media Private	6 per year	35,300	Yes	-	-	-	destinasian.com
Travel Guide	Expat Living Publications	Annually	30,000	No	-	-	-	expatliving.sg
Where GuestBook	Asia City Media Group (HK)	Annually	20,000	No	-	-	-	asia-city.com
Sports + Travel Hong Kong	Sports + Travel	6 per year	10,000	No	-	-	-	sportsandtravel.com.hk
Aspire	CinMedia	Monthly	-	-	-	-	-	cinmedia.com

TV GUIDES

TVB Weekly	Television Broadcasts	Weekly	-	-	-	-	-	tvb.com
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WEDDING/BRIDAL

Elle Wedding	SCMP Hearst Hong Kong	2 per year	40,000	No	-	-	-	elle.com.hk
Cosmopolitan Bride	SCMP Hearst Publications	2 per year	30,000	No	-	-	-	advertising.scmpmagazines.com
Bridal	Oriental Press Group	Annually	-	-	-	-	-	home.on.cc
Darizi	Darizi	-	-	-	-	-	-	darizi.cn
Jessica Dream Wedding	South China Media	-	-	-	-	-	-	scmedia.com.hk
Wedding Magazine	Addmark Media	Monthly	-	-	-	-	-	smartshe.com

WOMEN'S MONTHLIES

Zip Magazine	Twin Fame	Monthly	66,830	No	-	-	-	-
Elle HK	SCMP Hearst Hong Kong	Monthly	63,000	No	-	-	-	advertising.scmpmagazines.com
Cosmopolitan Hong Kong	SCMP Hearst Publications	Monthly	60,000	No	-	-	-	advertising.scmpmagazines.com
CosmoGirl! Hong Kong	SCMP Hearst Publications	Monthly	46,000	No	-	-	-	advertising.scmpmagazines.com
Harper's Bazaar Hong Kong	SCMP Hearst Publications	Monthly	32,000	No	-	-	-	advertising.scmpmagazines.com
Jessica	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk
Lisa Hong Kong	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk
Marie Claire Hong Kong	South China Media	Monthly	-	-	-	-	-	scmedia.com.hk

WOMEN'S WEEKLIES

More	New Media Group	Weekly	113,137	Yes	-	-	-	nmg.com.hk
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Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

CHINA, HONG KONG: B2B

> HIGHLIGHTS

B2B MAGAZINE PUBLISHING REVENUE †

> Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	52	64	72	74	74	73	72	71
Digital advertising	2	2	8	10	12	13	14	16
Total B2B magazine advertising	53	66	79	84	85	86	86	87

> Circulation revenue (USD millions)

Print circulation	68	58	62	59	61	62	63	64
Digital circulation	-	-	-	††	1	4	9	16
Total B2B magazine circulation	68	58	62	59	62	65	71	79

TOTAL	122	124	141	144	147	151	158	166
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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
ADVERTISING/COMMUNICATIONS/MARKETING								
AdAsia Digital Magazine	AdAsia Media	-	90,000	No	-	-	-	adasiaonline.com
Marketing Events Magazine	Lighthouse Independent Media	Quarterly	19,532	No	-	-	-	lighthouse-media.com
Campaign Asia Pacific	Haymarket Media Asia	Monthly	-	-	-	-	-	haymarket.com
Marketing Hong Kong Magazine	Lighthouse Independent Media	-	-	-	-	-	-	lighthouse-media.com

AUTOMOTIVE INDUSTRIES

Automotive Manufacturing and Design for China	Ringier Trade Media	8 per year	27,500	No	-	-	-	industrysourcing.com
Automotive Engineering International Chinese Edition	Ringier Trade Media	6 per year	17,760	No	-	-	-	industrysourcing.com
China Automotive Review	China Business Update	Monthly	10,000	No	-	-	-	cbuauto.com.cn

BANKING/FINANCIAL/INSURANCE/LEGAL

Accounting & Business	ACCA APAC	Monthly	148,106	No	-	-	-	accaglobal.com
Economic Digest	New Media Group	Weekly	88,000	No	-	-	-	nmg.com.hk
FinanceAsia	Haymarket Media Asia	10 per year	21,854	Yes	-	-	-	nmg.com.hk
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
Asia Insurance Review	Ins Communications	Weekly	7,800	No	-	-	-	asiainsurancereview.com
Capital Money	South China Media	-	-	-	-	-	-	scmedia.com.hk
Capital Weekly	South China Media	Weekly	-	-	-	-	-	scmedia.com.hk
Sun Money	Oriental Press Group	Weekly	-	-	-	-	-	home.on.cc
Wealthy Weekly	Wealthy Weekly Publishing	2 per year	-	-	-	-	-	fullren.com

CHINA, HONG KONG: B2B

> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
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
Building Journal	China Trend Building Press	Monthly	13,580	No	-	-	-	building.hk
FuturArc	BCI Asia Construction Information	6 per year	10,000	No	-	-	-	futurarc.com
RFP Eco Build	Facility Media	Monthly	10,000	No	-	-	-	facilitymedia.com
Lighting Audio Visual Asia	Trade Link Media	3 per year	-	-	-	-	-	tradelinkmedia.biz
PRC Magazine	ROF Media	-	-	-	-	-	-	rofmedia.com
Southeast Asia Building	Trade Link Media	6 per year	-	-	-	-	-	tradelinkmedia.biz
Southeast Asia Construction	Trade Link Media	6 per year	-	-	-	-	-	tradelinkmedia.biz

CATERING/HOTEL/TOURISM

International Food and Beverage Ingredients News for China	Ringier Trade Media	6 per year	28,170	No	-	-	-	industrysourcing.com
Restaurateur	Ringier Trade Media	8 per year	25,285	No	-	-	-	industrysourcing.com
Asian Tourism Guide	TTG Asia Media	Annually	20,500	No	-	-	-	ttgasiamedia.com
Asian Hotel & Catering Times	Thomson Press Hong Kong	Monthly	20,000	No	-	-	-	thomsonpress.com.hk
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
HOTEL Asia Pacific	Context Design & Publishing	6 per year	9,830	No	-	-	-	hotelasiapacific.com
Food & Beverage Asia, Chinese Edition	Pablo Publishing	Quarterly	9,000	No	-	-	-	pabloasia.com
Food & Beverage Asia, English Edition	Pablo Publishing	6 per year	9,000	No	-	-	-	pabloasia.com

CHEMICAL/PETROLEUM/GAS

World Pumps China	Ringier Trade Media	8 per year	22,850	No	-	-	-	industrysourcing.com
China Chemical Reporter	China National Chemical Information Centre	Fortnightly	20,190	-	-	-	-	ccr.com.cn
EnergyAsia Report	The Strategist	Monthly	-	-	-	-	-	energyasia.com
Fuels & Lubes International	F&L Asia	Quarterly	-	-	-	-	-	fuelsandlubes.com
Hydrocarbon Asia	AP Energy Business Publications	Quarterly	-	-	-	-	-	safan.com
PetroMin	AP Energy Business Publications	6 per year	-	-	-	-	-	safan.com
PetroMin Pipeliner	AP Energy Business Publications	Quarterly	-	-	-	-	-	safan.com

COMPUTING/SOFTWARE/TELECOMMUNICATIONS

Telecom Asia	Questex Asia	Quarterly	-	No	-	-	-	questexevents.net
Telecom Products	Global Sources	Monthly	-	-	-	-	-	globalsources.com
Networks Asia	Questex Asia	6 per year	-	No	-	-	-	questexevents.net
People's Posts and Telecommunications News	People's Posts and Telecommunications News Agency	4 per week	-	-	-	-	-	cnii.net.cn

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> TOP TITLES

	PUBLISHER	FREQUENCY	CIRCULATION	AUDITED	AVERAGE READERSHIP	COVER PRICE	E-READER APPS	WEBSITE
FASHION/BEAUTY								
China Textile & Apparel	Adsale Publishing	6 per year	31,200	No	-	-	-	adsale.com.hk
International Footwear News	Ringier Trade Media	6 per year	19,580	No	-	-	-	industrysourcing.com
Journal for Asia on Textile & Apparel	Adsale Publishing	6 per year	15,725	No	-	-	-	adsale.com.hk
Happi China	Ringier Trade Media	10 per year	14,970	No	-	-	-	industrysourcing.com
Nonwovens Industry China	Ringier Trade Media	Quarterly	5,890	No	-	-	-	industrysourcing.com

FILM/RADIO/TV/VIDEO

Systems Integration Asia	Spinworkz	6 per year	11,752	No	-	-	-	spinworkz.com
Television Asia Plus	Contineo Media	9 per year	5,780	No	-	-	-	contineo.com
Lighting Audio Visual Asia	Trade Link Media	3 per year		No	-	-	-	tradelinkmedia.biz

HEALTHCARE/MEDICAL/PHARMACEUTICAL

Dental Asia, Chinese Edition	Pablo Publishing	6 per year	34,128	No	-	-	-	dentalasia.net
Medical Products Asia	Ringier Trade Media	6 per year	16,580	No	-	-	-	industrysourcing.com
Medical Manufacturing and Design for China	Ringier Trade Media	6 per year	14,050	No	-	-	-	industrysourcing.com
Asian Hospital & Healthcare Management	Ochre Media	2 per year	10,500	No	-	-	-	ochre-media.com/
Pharma Focus Asia	Ochre Media	2 per year	10,500	No	-	-	-	ochre-media.com/

MANUFACTURING/PROCESSING

China Industrial Reporter	Ringier Trade Media	Monthly	37,680	No	-	-	-	industrysourcing.com
Industrial Robotics for China	Ringier Trade Media	2 per year	36,770	No	-	-	-	industrysourcing.com
China Food Manufacturing Journal	Ringier Trade Media	Monthly	35,900	No	-	-	-	industrysourcing.com
International Metalworking News for China	Ringier Trade Media	Monthly	35,820	No	-	-	-	industrysourcing.com
International Mold and Die Making News for China	Ringier Trade Media	6 per year	22,190	No	-	-	-	industrysourcing.com
Aerospace Manufacturing and Design China	Ringier Trade Media	Quarterly	17,150	No	-	-	-	industrysourcing.com
International Metalworking News for Asia	Ringier Trade Media	6 per year	15,295	No	-	-	-	industrysourcing.com
Renewable Energy Focus China	Ringier Trade Media	Quarterly	15,275	No	-	-	-	industrysourcing.com
Medical Manufacturing and Design for China	Ringier Trade Media	6 per year	14,050	No	-	-	-	industrysourcing.com
Perspective +	Perspective	Annually	10,000	No	-	-	-	perspectiveglobal.com

PUBLIC SECTOR/GOVERNMENT

Defence Review Asia	Asian Press Group	8 per year	9,265	Yes	-	-	-	defencereviewasia.com
FutureGov Asia Pacific	Alphabet Media	Monthly	-	-	-	-	-	alphabet-media.com
FutureGov China	Alphabet Media	-	-	-	-	-	-	alphabet-media.com

RETAIL

Retail Asia	Retail Asia Publishing	Monthly	2,056	No	-	-	-	retailasiaonline.com
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SPORT/LEISURE

Sports and Leisure	Global Sources	Monthly	-	-	-	-	-	globalsources.com
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Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013