

Average issue readership

10 markets total (Hong Kong/Singapore/Kuala Lumpur/Bangkok/Taipei/Jakarta/Manila/India/Seoul/Sydney/Melbourne)

Target: Total sample

Projected universe: 9,746,500 individuals in the PAX universe

Sample size: 18,618

	Weighted Reach %
Asia Inc.	0.2
Asiamoney	0.8
Business Traveller	1.5
CFO Asia	0.3
Far Eastern Economic Review	0.9
Financial Times **	1.4
Forbes	0.9
Fortune	1.5
International Herald Tribune	0.2
National Geographic Magazine	5.9
Reader's Digest Chinese	2.7
Reader's Digest English	6.8
Total Reader's Digest *	11.1
The Economist	1.8
The Wall Street Journal Asia	0.7
Time	4.4
Newsweek	2.8
USA Today	0.2
Yazhou Zhoukan	1.1

Source: PAX Q1 '08 to Q4 '08

* Includes Reader's Digest English, Reader's Digest Chinese, Reader's Digest Thai/ Sansara, Reader's Digest Korean and Reader's Digest Bahasa edition.

** In India, there are 3 publications which are not possible to measure separately:

1. Financial Times (London operated)
2. Financial Times (No arrangement with Financial Times London)
3. Business Standard (In association with Financial Times)

The Financial Times readership is likely to include readers from all 3 of these publications.

Average issue readership

10 markets total (Hong Kong/Singapore/Kuala Lumpur/Bangkok/Taipei/Jakarta/Manila/India/Seoul/Sydney/Melbourne)

Target: Classification - all top management

Projected universe: 518,000 individuals in the PAX universe

Sample size: 6,063

	Weighted Reach %
Asia Inc.	0.7
Asiamoney	2.3
Business Traveller	4.4
CFO Asia	1.9
Far Eastern Economic Review	2.6
Financial Times **	3.0
Forbes	2.7
Fortune	3.5
International Herald Tribune	0.6
National Geographic Magazine	7.8
Reader's Digest Chinese	3.2
Reader's Digest English	8.8
Total Reader's Digest *	13.5
The Economist	5.1
The Wall Street Journal Asia	2.2
Time	7.7
Newsweek	6.3
USA Today	0.4
Yazhou Zhoukan	2.2

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