

Average issue readership
 10 markets total (Hong Kong/Singapore/Kuala Lumpur/Bangkok/Taipei/Jakarta/
 Manila/India/Seoul/Sydney/Melbourne)
 Target: Total sample
 Projected universe: 9,864,000 individuals in the PAX universe
 Sample size: 18,986

	Weighted Reach %
Business Traveller	1.4
Financial Times **	1.5
Forbes	1.2
International Herald Tribune	0.4
National Geographic Magazine	5.3
Reader's Digest Chinese	2.5
Reader's Digest English	5.6
Total Reader's Digest *	9.2
The Economist	1.7
The Wall Street Journal Asia	0.7
Time	4.2
Newsweek	2.1
Yazhou Zhoukan	0.9

Source: PAX Q3 '10 to Q2 '11

* 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.

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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: 537,000 individuals in the PAX universe
 Sample size: 6,208

	Weighted Reach %
Business Traveller	2.9
Financial Times **	3.2
Forbes	2.6
International Herald Tribune	0.7
National Geographic Magazine	6.5
Reader's Digest Chinese	2.0
Reader's Digest English	7.3
Total Reader's Digest *	10.5
The Economist	3.5
The Wall Street Journal Asia	1.6
Time	7.5
Newsweek	4.2
Yazhou Zhoukan	1.0

Source: PAX Q3 '10 to Q2 '11

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