

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None
Established: 1992
Issues Per Year: 12

FIELD SERVED

EDN ASIA serves establishments that manufacture, design or develop electronic products, equipment and systems, or that incorporate electronic equipment in their end products. Also included are establishments incorporating electronic equipment in their manufacturing, research and development activities, and others allied to the field, as shown in Paragraph 3a.



DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals involved in product design and development, project design and engineering management, corporate management, technical control & industry management, manufacturing and production management, QC management, technical support & maintenance, academic & technical research, procurement, foreign trade, marketing sales, distribution, market research & servicing and other functions.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	376
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	42
Digital	-
All Other	260
TOTAL	678

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,500	100.0	12,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,500	100.0	12,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January	27	27	10,360	2,140	12,500
February	20	20	10,358	2,142	12,500
March	14	14	10,298	2,202	12,500
April	193	193	10,154	2,346	12,500
May	88	88	10,117	2,383	12,500
June	644	644	10,111	2,389	12,500
TOTAL	986	986			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION	
					DESIGN & DEVELOPMENT ENGINEERING (Note 1)	ENGINEERING MANAGEMENT (Note 2)
Computers, Systems, Software or Peripherals _____	2,770	22.2	2,231	539	2,628	142
Communication Systems _____	1,607	12.9	1,291	316	1,515	92
Consumer Electronics _____	2,906	23.2	2,348	558	2,747	159
ICs & Semiconductors _____	2,658	21.3	2,145	513	2,386	272
Controls, Test or Medical Electronics _____	751	6.0	629	122	718	33
Components / Subassemblies _____	899	7.2	775	124	839	60
Power Supply _____	243	1.9	182	61	238	5
Automotive Electronics _____	245	2.0	197	48	233	12
Avionics, Marine, Space, & Military Electronics; Government or Military Agencies _____	67	0.5	54	13	62	5
Academic & Independent R&D laboratories _____	137	1.1	114	23	136	1
Others Allied to the Field _____	217	1.7	151	66	197	20
TOTAL QUALIFIED CIRCULATION	12,500	100.0	10,117	2,383	11,699	801
PERCENT	100.0		80.9	19.1	93.6	6.4

Note 1: Design and Development Engineering also includes the following titles: chief engineer, principal engineer, project engineer, lead engineer, senior engineer, systems engineer, software engineer, design engineer.

Note 2: Engineering Management also includes the following titles: VP Engineering, technical director, research director, section head, software manager, group leader, department head and other engineering management.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	6,906	3,013	2,333	9,874	2,378	12,252	98.0
II. Request from recipient's company: _____	142	91	15	243	5	248	2.0
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,048	3,104	2,348	10,117	2,383	12,500	100.0
PERCENT	56.4	24.8	18.8	80.9	19.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	10,098	2,372	12,470	99.8
Individuals by name only _____	19	11	30	0.2
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,117	2,383	12,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

Taiwan	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Taiwan	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ChangHua County _____	84	31	115		New Taipei City _____	2,963	603	3,566	
ChiaYi City _____	23	7	30		PengHu County _____	2	-	2	
HsinChu City _____	1,429	363	1,792		PingTung City _____	29	7	36	
HsinChu County _____	489	94	583		TaiChung City _____	703	152	855	
Ilan County _____	31	6	37		TanNan City _____	1,570	369	1,939	
KaoHsiung City _____	563	140	703		TaoYuan County _____	452	116	568	
KeeLung City _____	42	7	49		TaoYuan County _____	1,489	414	1,903	
MiaoLi County _____	122	26	148		YunLin County _____	31	3	34	
NanTou County _____	95	45	140		TOTAL QUALIFIED CIRCULATION	10,117	2,383	12,500	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified	32,000	32,000	32,000	32,000	32,000	12,500
Qualified Non-Paid Total	32,000	32,000	32,000	32,000	32,000	12,500
Print Version Only	32,000	32,000	29,351	27,038	25,034	10,233
Digital Version Only	-	-	2,649	4,962	6,966	2,267
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January-June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipients' qualification as reported above. Copies are distributed via regional post office or courier companies for the print version. Recipients that request the digital version are notified by email when the version is delivered.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

CHANGE IN COMPANY NAME:

Effective with the May 2011 issue, Canon Communication Asia Pte Ltd changed its name to EDN Asia Advertising Pte Ltd

CHANGE OF EDITION FOR AUDIT:

Effective with the January 2011 issue, EDN Asia only reports Taiwan edition for BPA audit.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,233	100.0	10,233	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,233	100.0	10,233	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,267	100.0	2,267	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,267	100.0	2,267	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Patti Mo, Circulation Director

Brandon Smith, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

August 12, 2011

Country

Taiwan

City

Taipei

Received by BPA Worldwide

August 12, 2011

Type

PD

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