

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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**FIELD SERVED**

EDN CHINA serves establishments of Computers Systems & Network Systems, Software Design & Simulation, Communication Systems & Equipment, Broadcasting & TV Equipment, Test & Measurement Equipment, Consumer Electronics & Home Appliance, Automotive Electronic Equipment, Aviation & Space Electronic Equipment, Commercial & Financial Electronic Equipment, Security & Alarming System, Medical Electronic Equipment, Industrial Control Systems & Equipment, Ics Design & Semiconductor Products, Research Institute & Academe, and others allied to the field, as shown in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals involved in design & development engineering, design & development management.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	526
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	272
Digital _____	-
All Other _____	507
<b>TOTAL</b>	<b>1,305</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	2,283	2,283	32,000	8,000	40,000
February _____	1,276	1,276	30,000	10,000	40,000
March _____	478	478	30,000	10,000	40,000
April _____	1,984	1,984	30,000	10,000	40,000
May _____	1,875	1,875	30,000	10,000	40,000
June _____	1,827	1,827	30,000	10,000	40,000
<b>TOTAL</b>	<b>9,723</b>	<b>9,723</b>			

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

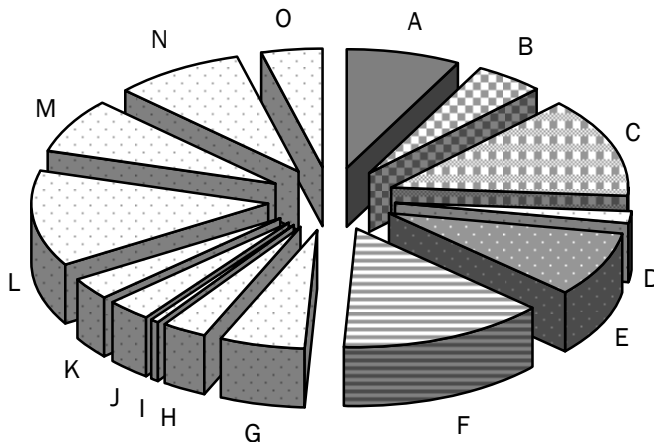
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Design & Development Engineering	*Design & Development Management
Computers & Computer Systems _____	3,172	7.9	2,452	720	2,187	985
Software Design & Simulation _____	1,863	4.6	1,301	562	1,459	404
Communication System & Equipment _____	5,358	13.4	3,985	1,373	4,015	1,343
Broadcasting & TV Equipment _____	701	1.8	537	164	457	244
Test & Measurement Equipment _____	3,554	8.9	2,664	890	2,693	861
Consumer Electronics & Home Appliance _____	5,623	14.1	4,200	1,423	3,957	1,666
Automotive Electronic Equipment _____	2,407	6.0	1,835	572	1,725	682
Aviation & Space Electronic Equipment _____	1,158	2.9	906	252	902	256
Commercial & Financial Electronic Equipment _____	293	0.7	236	57	148	145
Security & Alarming System _____	1,203	3.0	948	255	833	370
Medical Electronic Equipment _____	1,220	3.1	926	294	920	300
Industrial Control, Systems & Equipment _____	5,223	13.1	3,917	1,306	3,951	1,272
Ics Design & Semiconductor Products _____	2,933	7.3	2,321	612	2,180	753
Research Institute & Academe _____	3,651	9.1	2,524	1,127	3,073	578
Others Allied to the Field _____	1,641	4.1	1,248	393	1,003	638
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>30,000</b>	<b>10,000</b>	<b>29,503</b>	<b>10,497</b>
<b>PERCENT</b>	<b>100.0</b>		<b>75.0</b>	<b>25.0</b>	<b>73.8</b>	<b>26.2</b>

\*Design & Development Management also includes the following titles: Engineering/Project Management, Corporate Management, Purchasing/Marketing.

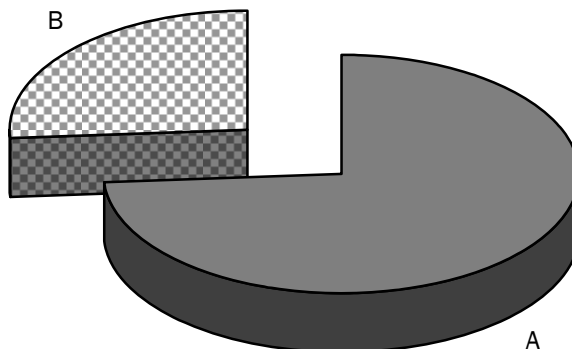
**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Computers & Computer Systems _____	3,172	7.9
B Software Design & Simulation _____	1,863	4.6
C Communication System & Equipment _____	5,358	13.4
D Broadcasting & TV Equipment _____	701	1.8
E Test & Measurement Equipment _____	3,554	8.9
F Consumer Electronics & Home Appliance _____	5,623	14.1
G Automotive Electronic Equipment _____	2,407	6.0
H Aviation & Space Electronic Equipment _____	1,158	2.9
I Commercial & Financial Electronic Equipment _____	293	0.7
J Security & Alarming System _____	1,203	3.0
K Medical Electronic Equipment _____	1,220	3.1
L Industrial Control, Systems & Equipment _____	5,223	13.1
M Ics Design & Semiconductor Products _____	2,933	7.3
N Research Institute & Academe _____	3,651	9.1
O Others Allied to the Field _____	1,641	4.1



**3a. Breakout of Classification by Job Function**

Job Function	TOTAL QUALIFIED	PERCENT OF TOTAL
A Design & Development Engineering	29,503	73.8
B Design & Development Management	10,497	26.2



**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 year	3 year				
<b>I. TOTAL - Direct Request:</b>	<b>36,030</b>	<b>3,970</b>	<b>-</b>	<b>30,000</b>	<b>10,000</b>	<b>40,000</b>	<b>100.0</b>
a. Written	7,496	307	-	5,852	1,951	7,803	19.5
b. Telecommunication	-	2	-	2	-	2	-
c. Electronic	28,534	3,661	-	24,146	8,049	32,195	80.5
<b>II. TOTAL - Request from recipient's company:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,030</b>	<b>3,970</b>	<b>-</b>	<b>30,000</b>	<b>10,000</b>	<b>40,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.1</b>	<b>9.9</b>	<b>-</b>	<b>75.0</b>	<b>25.0</b>	<b>100.0</b>	

**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	30,000	10,000	40,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>10,000</b>	<b>40,000</b>	<b>100.0</b>

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

Province	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Heilongjiang Province	361	183	544	
Jilin Province	281	120	401	
Liaoning Province	658	236	894	
<b>Total Northeast</b>	<b>1,300</b>	<b>539</b>	<b>1,839</b>	<b>4.6</b>
Beijing City	3,776	1,136	4,912	
Tianjin City	557	183	740	
Hebei Province	596	221	817	
Inner Mongolia Autonomous Region	35	28	63	
Shanxi Province	206	97	303	
<b>Total North China</b>	<b>5,170</b>	<b>1,665</b>	<b>6,835</b>	<b>17.1</b>
Gansu Province	117	45	162	
Ningxia Hui Autonomous Region	14	13	27	
Qinghai Province	5	3	8	
Shaanxi Province	1,098	475	1,573	
Xinjiang Uyghur Autonomous Region	40	15	55	
<b>Total Northwest</b>	<b>1,274</b>	<b>551</b>	<b>1,825</b>	<b>4.6</b>
Shanghai City	3,787	976	4,763	
Anhui Province	533	173	706	
Fujian Province	692	248	940	
Jiangsu Province	3,131	949	4,080	
Jiangxi Province	181	111	292	
Shandong Province	1,289	483	1,772	
Zhejiang Province	1,775	569	2,344	
<b>Total East China</b>	<b>11,388</b>	<b>3,509</b>	<b>14,897</b>	<b>37.2</b>
Guangdong Province	6,608	2,002	8,610	
Guangxi Zhuang Autonomous Region	251	155	406	
Hainan Province	21	9	30	
Henan Province	697	250	947	
Hubei Province	1,043	475	1,518	
Hunan Province	447	186	633	
<b>Total Central South</b>	<b>9,067</b>	<b>3,077</b>	<b>12,144</b>	<b>30.4</b>
Chongqing City	336	143	479	
Guizhou Province	66	29	95	
Sichuan Province	1,294	449	1,743	
Tibet Autonomous Region	4	1	5	
Yunnan Province	101	37	138	
<b>Total Southwest</b>	<b>1,801</b>	<b>659</b>	<b>2,460</b>	<b>6.1</b>
<b>Total Mainland China</b>	<b>30,000</b>	<b>10,000</b>	<b>40,000</b>	<b>100.0</b>
Hong Kong SAR	-	-	-	-
Macau SAR	-	-	-	-
Taiwan	-	-	-	-
<b>Total Other Region</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
International	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>10,000</b>	<b>40,000</b>	<b>100.0</b>

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 _____	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Non-Paid Total _____	40,000	40,000	40,000	40,000	40,000	40,000
Print Version Only _____	40,000	40,000	38,377	35,255	32,000	30,333
Digital Version Only _____	-	-	1,623	4,745	8,000	9,667
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.

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 _____	30,333	100.0	30,333	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,333</b>	<b>100.0</b>	<b>30,333</b>	<b>100.0</b>	-	-

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 _____	9,667	100.0	9,667	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,667</b>	<b>100.0</b>	<b>9,667</b>	<b>100.0</b>	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 11, 2011
Ellian Hou, Circulation Manager	Country	China
Meng Yu, Circulation Manager	City	Beijing
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 11, 2011
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	E134P0J1