

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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Cargonews Asia

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FIELD SERVED

CARGONEWS ASIA serves manufacturer, apparel/leather, automobile, chemicals, electronics/electrical equipment, fabricated metals, food, furniture/wood, healthcare/pharmaceuticals/medical, industrial machinery, petroleum refining, primary metals, rubber/plastics, textiles, transportation equipment, other manufacturer, importer/exporter, freight forwarders, courier/express, third-party logistics provider, shipping lines, ship owners, ship managers, ship agents, airlines, railway companies, trucking companies, seaport terminal operators, airport terminal operators, transport organizations, airport, seaport, service companies (banking, insurance, finance), warehousing/equipment, procurement/sourcing, retail chain, and others allied to the field in Australasia, Brunei, China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. Also qualified are paid subscribers allied to the field from around the world. Additional Field Served: Container Port Terminals, Container Terminal Operators.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chairmen, presidents, vice presidents, managing directors, directors, assistant directors, general managers, regional managers, operation managers, manager, sales and marketing managers, government officials, supply chain/logistics director/manager, supply chain/logistics consultant and other title allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	542
Rotated or Occasional _____	50
*Allocated for Trade Shows and Conventions _____	250
Digital _____	-
All Other _____	76
TOTAL	918

*See Paragraph 8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,860	100.0	13,831	99.8	29	0.2
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,860	100.0	13,831	99.8	29	0.2

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January 4 _____	84	37	14,296
January 18 _____	82	17	14,231
February 8 _____	105	84	14,210
March 15 _____	146	27	14,091
March 29 _____	39	70	14,122
April 12 _____	68	27	14,081
April 26 _____	65	4	14,020
May 17 _____	771	26	13,275
June 7 _____	158	14	13,131
June 28 _____	13	24	13,142
TOTAL	1,531	330	

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	39,643	11,565	5,482	2.11	01:06	03:47
February _____	36,853	10,697	5,034	2.12	01:07	03:49
March _____	49,693	14,822	7,688	1.93	01:06	03:41
April _____	40,735	12,234	5,959	2.05	01:06	03:40
May _____	44,417	12,592	6,036	2.09	01:06	03:54
June _____	43,516	12,127	6,010	2.02	01:06	03:55
AVERAGE:	42,476	12,340	6,035	2.05	01:06	03:48

*See Paragraph 8

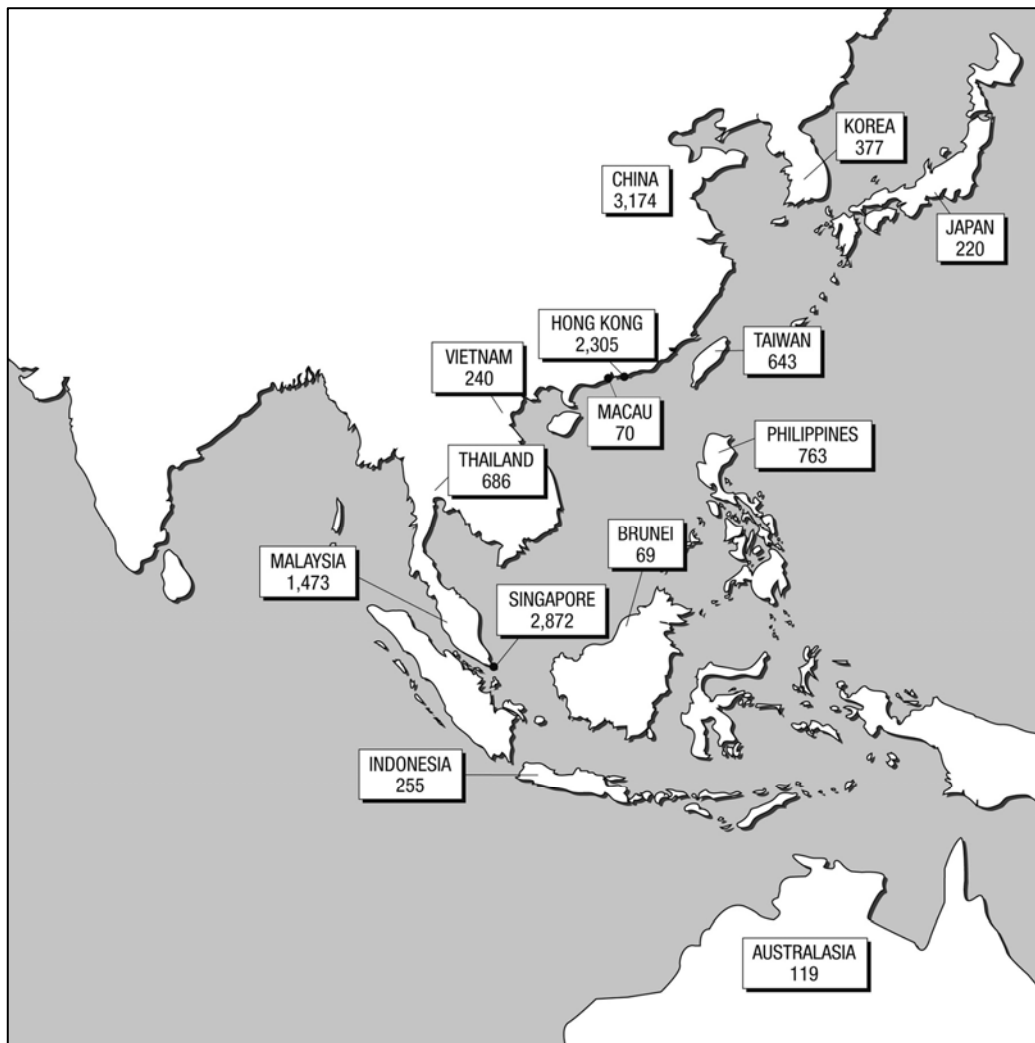
3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	904	2,126	4,715	7,745	58.3
II. Request from recipient's company: _____	1	5	1	7	0.1
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	2,080	1,817	1,626	5,523	41.6
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	1,682	236	292	2,210	16.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	398	1,581	1,334	3,313	25.0
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,985	3,948	6,342	13,275	100.0
PERCENT	22.5	29.7	47.8	100.0	-

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	13,102	98.7
Individuals by name only _____	48	0.4
Titles or functions only _____	120	0.9
Company names only _____	5	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	13,275	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2010

COUNTRY	Total Qualified	Percent
ASIA		
Brunei _____	69	
China _____	3,174	
Hong Kong _____	2,305	
Philippines _____	763	
Japan _____	220	
Korea - South _____	377	
Macau _____	70	
Malaysia _____	1,473	
Indonesia _____	255	
Singapore _____	2,872	
Taiwan _____	643	
Thailand _____	686	
Vietnam _____	240	
Subtotal	13,147	99.0
ASIA-PACIFIC		
Australia _____	119	
Others _____	9	
Subtotal	128	1.0
TOTAL QUALIFIED CIRCULATION	13,275	100.0



7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	12,349	12,553	12,296	12,189	13,304	13,860
Qualified Non-Paid: _	12,292	12,508	12,249	12,189	13,271	13,831
Qualified Paid: _____	57	45	47	-	33	29
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 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA:

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS INCLUDE:		
2010 Issue	TRADE SHOW AND CONVENTIONS	ALLOCATED COPIES
January 18	WWWPC 10th Annual Conference in Malaysia	200
	Air Cargo India - Mumbai	400
February 8	TOC Asia 2010 - Shanghai, China	200
March 15	SITL - France	600
	China Supply Chain - Shanghai, China	100
April 12	7th China Air Cargo Summit 2010 - Beijing, China	200
	Multimodal 2010 - Birmingham, UK	300
May 17	Transport Logistics - Shanghai, China	500
	AFSCA 2010 - Shanghai, China	300
June 7	AFSCA 2010 - Shanghai, China	200
TOTAL		3,000

PARAGRAPH 3b:

Business directories include 7 sources of circulation for quantities of 236 copies or 1.8% to 1,682 copies or 12.7%, including China Business Directories CD ROM
Other sources include 9 sources of circulation for quantities of 398 copies or 3% to 1,581 copies or 11.9%, including Websites, Business Cards, and Exhibition lists.

Paragraphs 3c and 7 are reported at the option of the publisher.

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

QUESTIONNAIRE INCLUDED AT THE PUBLISHER'S OPTION:

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Do you wish to receive **Cargonews Asia** free of charge? Yes No

Surname Mr/Ms/Ms: _____
 Given Name: _____
 Job Title: _____
 Company: _____
 Office Address: _____
 Postal Code: _____ Country: _____
 Tel: _____ Fax: _____
 E-mail: _____

Please below what best describes your job title.

C <input type="checkbox"/> Chairman	D <input type="checkbox"/> Director	FM <input type="checkbox"/> Operation Manager	LDM <input type="checkbox"/> Supply Chain/Logistics Director/Manager
P <input type="checkbox"/> President	AD <input type="checkbox"/> Assistant Director	SM <input type="checkbox"/> Sales & Marketing Manager	LC <input type="checkbox"/> Supply Chain/Logistics Consultant
VP <input type="checkbox"/> Vice President	GM <input type="checkbox"/> General Manager	M <input type="checkbox"/> Manager	G <input type="checkbox"/> Others
MD <input type="checkbox"/> Managing Director	RM <input type="checkbox"/> Regional Manager	GO <input type="checkbox"/> Government Official	<small>Please specify</small>

Please below what best describes your business.

AL <input type="checkbox"/> Apparel/Lesher	IM <input type="checkbox"/> Industrial Machinery	AF <input type="checkbox"/> Airfreight Forwarder	TC <input type="checkbox"/> Trucking Company
AM <input type="checkbox"/> Automobile	PR <input type="checkbox"/> Petroleum Refining	SF <input type="checkbox"/> Seafreight Forwarder	SAP <input type="checkbox"/> Seaport/Airport Terminal Operator
C <input type="checkbox"/> Chemicals	PM <input type="checkbox"/> Primary Metals	C2 <input type="checkbox"/> Courier/Express	WE <input type="checkbox"/> Warehousing/Equipment
EE <input type="checkbox"/> Electronics/Electrical Equipment	RP <input type="checkbox"/> Rubber/Plastics	SPL <input type="checkbox"/> Third-Party Logistics Provider	PS <input type="checkbox"/> Procurement/Sourcing
FM <input type="checkbox"/> Fabricated Metals	T <input type="checkbox"/> Textiles	SL <input type="checkbox"/> Shipping Line	RS <input type="checkbox"/> Retail Chain
F <input type="checkbox"/> Food	TE <input type="checkbox"/> Transportation Equipment	SMA <input type="checkbox"/> Ship Manager & Ship Agent	O <input type="checkbox"/> Others
FW <input type="checkbox"/> Furniture/Hood	MME <input type="checkbox"/> Other Manufacturer/Importer/Exporter	A <input type="checkbox"/> Airline	
HPM <input type="checkbox"/> Healthcare/Pharmaceuticals/Medical		RC <input type="checkbox"/> Railway Company	

Do your shipping requirements include refrigerated cargo? Yes No

* Please attach your business card. * Please delete my name from the promotional mailings file (Tick here if so desired.)

I am happy to receive promotional mailings from other companies.

For subscription enquiry, please contact: The Circulation Department, Marshall Cavendish Business Information (HK) Limited, 10/F, Block C, Seaview Estate, 2-8 Watson Road, North Point, Hong Kong. Tel: (852) 2965 7942, Fax: (852) 2571 0780 / 2588 0255, e-mail: circulation@cargonewsasia.com.hk

Signature: _____
Date: _____

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 30, 2010
Ms. Edna Chow, Circulation	Country	Hong Kong
Mr. Greg Knowler, Publisher	City	North Point
(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 30, 2010
IMPORTANT NOTE:	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	C253P0J0

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2010
 This issue is 4.7% or 650 copies below the average of the other 9 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Australasia	Brunei	China	Hong Kong	Indonesia	Japan	Korea	Macau	Malaysia	Philippines	Singapore	Taiwan	Thailand	Vietnam	Others
Manufacturer, Apparel/Leather, Automobile, Chemicals, Electronics/Electrical Equipment, Fabricated Metals, Food, Furniture/Wood, Healthcare/Pharmaceuticals/Medical, Industrial Machinery, Petroleum Refining, Primary Metals, Rubber/Plastics, Textiles, Transportation Equipment	4,398	33.1	9	10	1,590	416	101	47	84	4	419	250	797	356	235	80	-
Importers/Exporters/Others	1,630	12.3	5	19	257	379	44	65	95	-	197	65	355	20	127	2	-
Airfreight, Seafreight, Multimodal Forwarders, Courier/Express	3,757	28.3	67	31	698	841	56	65	122	31	360	221	838	162	167	97	1
Shipping Lines, Ship-owners, Ship Managers, Ship Agents	1,019	7.7	15	2	141	142	20	19	31	4	179	100	223	41	73	29	-
Airlines	613	4.6	12	3	76	172	9	16	29	18	51	34	140	28	23	2	-
Railway & Trucking Companies, Seaport/Airport Terminal Operators	495	3.7	2	4	92	91	4	3	6	5	98	25	128	12	17	6	2
Service Companies	50	0.4	-	-	-	5	6	-	-	-	15	12	5	-	7	-	-
Warehousing/Equipment	174	1.3	1	-	36	34	5	-	-	-	27	4	59	3	5	-	-
Procurement/Sourcing	114	0.9	1	-	3	6	1	-	-	1	8	3	88	-	2	1	-
Retail Chain	26	0.2	-	-	-	6	-	-	-	-	5	2	10	1	2	-	-
Third Party Logistics Provider	593	4.5	5	-	223	93	3	4	4	3	66	28	117	19	15	12	1
Others Allied to the Field	406	3.1	2	-	58	105	5	1	6	4	48	19	109	1	13	11	24
TOTAL QUALIFIED CIRCULATION	13,275	100.0	119	69	3,174	2,290	254	220	377	70	1,473	763	2,869	643	686	240	28
PERCENT	100.0		0.9	0.5	23.9	17.3	1.9	1.7	2.8	0.5	11.1	5.7	21.6	4.8	5.2	1.8	0.2

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Australia	Brunei	China	Hong Kong	Indonesia	Japan	Korea	Macau	Malaysia	Philippines	Singapore	Taiwan	Thailand	Vietnam	Others
Chairman, President, Vice President	1,604	12.1	11	4	90	298	29	115	162	6	61	260	225	243	74	24	2
Managing Director, Director, Assistant Director	3,516	26.5	44	21	352	821	78	25	47	16	440	94	1,086	70	321	101	-
General Manager, Regional Manager, Operation Manager, Manager	6,862	51.7	56	41	2,589	976	116	71	156	44	684	310	1,207	304	221	87	-
Sales & Marketing Manager	519	3.9	4	-	33	94	11	3	3	2	112	47	144	13	42	11	-
Government Official	24	0.2	-	-	1	2	-	-	-	-	10	1	5	2	1	2	-
Logistics Service Provider, Consultant, Supply Chain/Logistics Director/Manager, Supply Chain/Logistics Consultant	232	1.7	3	-	19	39	4	3	1	1	50	8	81	2	16	5	-
Others Titled Personnel	518	3.9	1	3	90	75	17	3	8	1	116	43	124	9	11	10	7
TOTAL QUALIFIED CIRCULATION	13,275	100.0	119	69	3,174	2,305	255	220	377	70	1,473	763	2,872	643	686	240	9