

21st Century Business Herald

January 1, 2008



Introduction

A leading business newspaper, 21st Century Business Herald was founded on January 1, 2001. It began as a weekly newspaper but, after continuous expansion, it began publishing 5 issues a week on January 1, 2008.

The publication provides the most current, accurate and complete business news every business day.

Newspaper Layout

Monday 48 pages

Page 1-4	Cover, Commentary, World View
Page 5-8	Politics & Economics
Page 9-16	Capital & Finance
Page 17-20	Industries & Companies
Page 21-24	Company Sites
Page 25-28	Winning Investment Funds
Page 29-32	New Capital
Page 33-36	Olympics
Page 37-40	Observers
Page 41-44	Humanities & History
Page 45-48	Life

Newspaper Layout

Tuesday 24 pages

Page 1-4	Cover, Commentary, World View
Page 5-8	Politics & Economics
Page 9-16	Capital & Finance
Page 17-20	Industries & Companies
Page 21-24	IT

Wednesday 24 pages

Page 1-4	Cover, Commentary, World View
Page 5-8	Politics & Economics
Page 9-16	Capital & Finance
Page 17-20	Industries & Companies
Page 21-24	Automobile

Newspaper Layout

Thursday 24 pages

Page 1-4	Cover, Commentary, World View
Page 5-8	Politics & Economics
Page 9-16	Capital & Finance
Page 17-20	Industries & Companies
Page 21-24	Internet

Friday 24 pages

Page 1-4	Cover, Commentary, World View
Page 5-8	Politics & Economics
Page 9-16	Capital & Finance
Page 17-20	Industries & Companies
Page 21-24	Real Estate

Distribution

Distribution

- By the end of November 2007, our single-issue circulation was 665,800.
- With a pass-on rate of 4 readers to 1 issue, it is estimated that 2,663,200 people read each publication.
- The retail ratio is 43%, and the subscription ratio is 49%.
- 21st Century Business Herald has 9 printing and distribution centers: Beijing, Shanghai, Guangzhou, Chengdu, Wuhan, Xi'an, Shenyang, Nanjing and Hangzhou.

Readership

Reader Profiles

- 21st Century Business Herald's readers are well-educated people who have full decision-making responsibilities, consumer power and high-impact abilities.
- Among these readers
 - ✓ 66.7% are decision makers
 - ✓ 34.7% have more than 120,000 (\$16,900) annual individual income
 - ✓ 40.1% hold senior management positions in enterprises and
 - ✓ 83.4% have 4-year college degrees or higher.

(Reference: XinShenDai Marketing Survey, September 2007)

Reader Profiles

Gender:

75.5% of readers are male; 24.5% are female

Age:

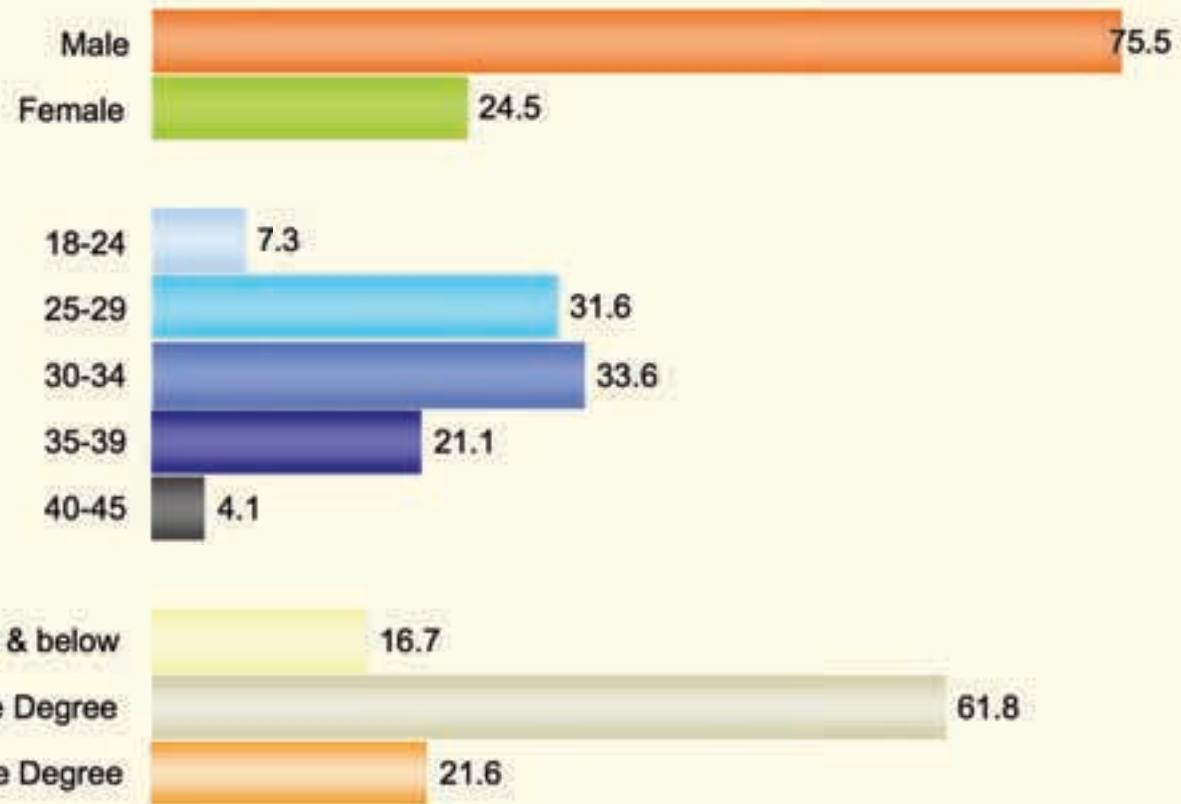
Most of the readers of 21st Century Business Herald are middle-aged. These mature readers are the backbone of society in ability, earning power and spending power.

Education:

83.4% of readers have 4-year college degree or higher.

Reader Profiles

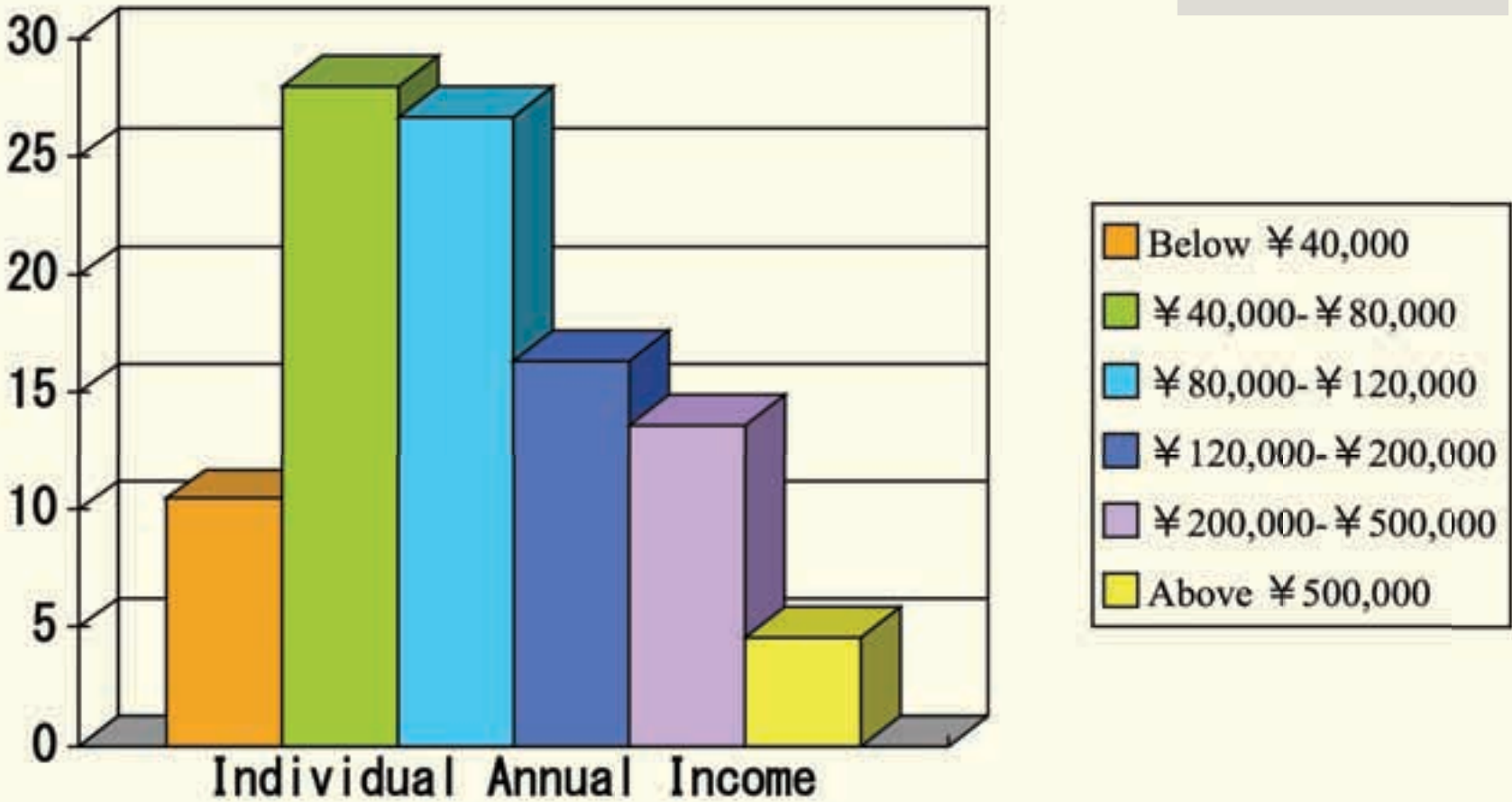
Units %



Reader Profiles

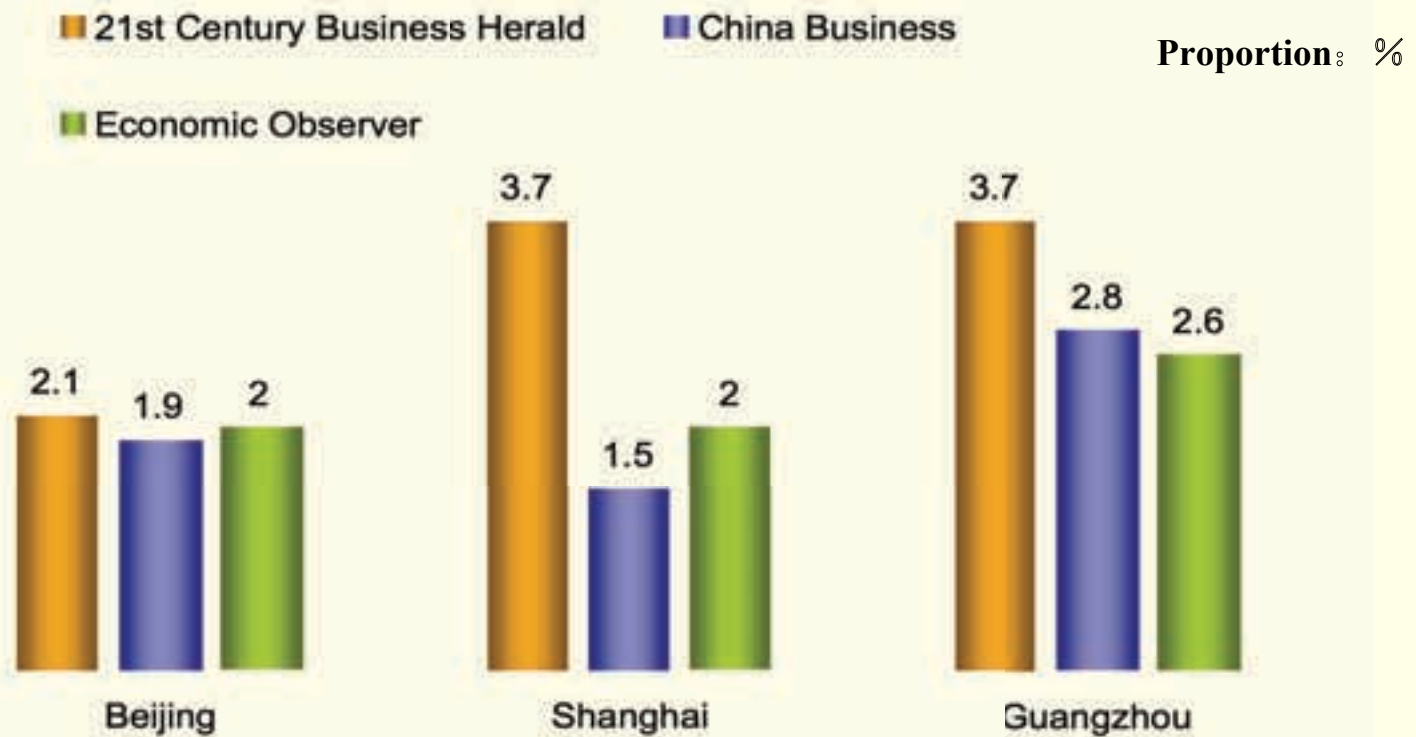
The average annual income of 21st Century Business Herald readers is ¥ 140,000 (\$19,720).

Proportion (%)



Comparisons

How We Stack Up Against Our Competition



E-Newspaper

E-Newspaper

21cbn.com

- www.21cbn.com is a professional, business news web site with a readers club network, e-paper subscription services.
- 21st Century Business Herald reporters and editors focus on newsgathering, editing, and providing the most authoritative business news for all readers.
- 300 journalists work around the clock in pursuit of the latest business news on: macroeconomics, capital markets, listed companies and personal financial issues.
- 100 famous academic leaders and business elites help to analyze domestic and international business developments and profound economic changes.
- We send the latest business news to the mobile systems of business elites, via www.21cbn.com/mobile.

Other Publications

Other Publications

21st Century Business Commentary

It was founded in September 2004 to provide business elites with information, effective business strategies, and enterprise cases studies.

Business Travel

Business Travel is not only a business magazine, it is a travel magazine as well. Business + Travel equals a great lifestyle magazine.

Weekly Finance

It is a brand new weekly newspaper which was founded in July 2007. It helps more than 30-million, middle-class families to meet their financial needs.