

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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MICE China focuses on the commercially valuable business consumers in the China's meetings and business events industry. The audience includes four major categories: Corporate end-users (Head/Decision making leveled of procurement/sourcing/marketing/admin dept. from major corporations that have meetings or business events planning & consuming demands); PCO (Professional Conference Organizer); PEO (Professional Exhibition Organizer); Hotels & Venues, Tourism Boards/Bureaus and Airline companies. Along with the rapid development of the China's meetings and business events industry, Arch International Media Ltd. pioneered the publication of a series of print and digital media about the Chinese meetings and business events industry. It provides the Chinese business customers and MICE planners and service providers with professional business information and meetings & business events solutions. Arch International Media Ltd. publishes MICE China magazine (bi-monthly), MICE China e-newsletter (bi-weekly), and www.micechina.com official website.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MICE China MAGAZINE



3 Issues in the period
20,300 average circulation

MICE China EVENTS



5 events in the period
196 average registrants
168 average attendees

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
MICE China MAGAZINE (3 issues in the period)	20,300	-	20,300
MICE China EVENTS (5 events in the period)			
a. Registrants	196	-	196
b. Attendees	168	-	168

FIELD SERVED

MICE China serves industries in the following fields:
 Pharmaceuticals/Medical/Healthcare, Automotive, Banking/Finance/Insurance
 /Accounting, IT, Biotechnology/Chemicals/Petroleum, Electronics, Energy/Power,
 Engineering/Architectural/Construction, Tobacco & Spirits, Legal Services, Car Rental,
 Real Estate, Manufacturing, Merchandising/Trading, Automobile Manufacturers, Mining
 /Refinery, Technology Companies, Telecommunications, Government/Education/Training;
 Professional Conference organizers (PCO), Destination Management companies
 (DMC), Association Management Companies (AMC), Incentive Houses, Event companies,
 Public Relation Companies, Meetings consulting companies; Industry Associations, Trade
 Promotion Committees, and Professional Exhibition Organizers (PEO); Hotels,
 Convention/Conference/Exhibition Center, Tourism Bureau, Airlines, and other allied to
 the fields.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are President, Vice President, Chairman, Secretary-General/Vice Secretary-General, Chief Executive Officer (CEO), Managing Director, General Manager, Deputy General Manager, Assistant to General Manager, Department Head, Operation Director, Procurement/Purchasing Director/Manager/Officer, Marketing Director/Manager, Administrative Manager/Officer, Government Officers and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,300	100.0	20,300	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,300	100.0	20,300	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July/August	20,300
September/October	20,300
November/December	20,300

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

This issue is equal to the average of the other 2 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	President, Vice President, Chairman, Secretary-General/Vice Secretary-General, Chief Executive Officer (CEO), Managing Director, General Manager, Deputy General Manager, Assistant to General Manager, Department Head, Operation Director, Procurement/Purchasing Director/Manager/Officer, Marketing Director/Manager, Administrative Manager/Officer, Government Officers and other titled and non-titled personnel
Pharmaceuticals / Medical / Healthcare, Automotive, Banking, / Finance / Insurance / Accounting, IT, Biotechnology / Chemicals / Petroleum, Electronics, Energy / Power, Engineering / Architectural/ Construction, Tobacco & Spirits, Legal Services, Car Rental, Real Estate, Manufacturing, Merchandising / Trading, Automobile Manufacturer, Mining / Refinery, Technology Companies, Telecommunications, Government / Education / Training; other allied to the fields	9,164	45.2	9,164
Professional Conference organizers (PCO), Destination Management companies (DMC), Association Management Companies (AMC), Incentive Houses, Event companies, Public Relation Companies, Meetings consulting companies	6,725	33.1	6,725
Industry Associations, Trade Promotion Committees, and Professional Exhibition Organizers(PEO)	719	3.5	719
Convention/Conference/Exhibition Center, Tourism Bureau, Airlines, and Hotels	3,692	18.2	3,692
TOTAL QUALIFIED CIRCULATION	20,300	100.0	20,300

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	63	129	164	356	1.8
II. Request from recipient's company:	285	363	164	812	4.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,889	2,464	10,779	19,132	94.2
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	5,889	2,464	10,779	19,132	94.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,237	2,956	11,107	20,300	100.0
PERCENT	30.7	14.6	54.7	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016*
Total Audit Average Qualified:	11,455	12,777	20,300	20,300	20,300	20,300
Qualified Non-Paid:	11,455	12,777	20,300	20,300	20,300	20,300
Qualified Paid:	-	-	-	-	-	-
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 – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Heilongjiang Province	552		Guangdong Province	2,389	
Jilin Province	434		Guangxi Zhuang Autonomous Region	241	
Liaoning Province	435		Hainan Province	541	
Total Northeast	1,421	7.0	Henan Province	638	
Beijing City	3,586		Hubei Province	236	
Tianjin City	546		Hunan Province	223	
Hebei Province	954		Total Central South	4,268	21.0
Inner Mongolia Autonomous Region	236		Chongqing City	400	
Shanxi Province	419		Guizhou Province	185	
Total North China	5,741	28.3	Sichuan Province	934	
Gansu Province	193		Tibet Autonomous Region	37	
Ningxia Hui Autonomous Region	80		Yunnan Province	427	
Qinghai Province	102		Total Southwest	1,983	9.8
Shaanxi Province	454		Total Mainland China	20,300	100.0
Xinjiang Uyghur Autonomous Region	91		Hong Kong SAR	-	
Total Northwest	920	4.5	Macau SAR	-	
Shanghai City	1,596		Taiwan	-	
Anhui Province	189		Total Other Region	-	-
Fujian Province	411		International	-	
Jiangsu Province	1,160				
Jiangxi Province	365				
Shandong Province	1,069				
Zhejiang Province	1,177				
Total East China	5,967	29.4			
			TOTAL QUALIFIED CIRCULATION	20,300	100.0

*See Additional Data

EVENT CHANNEL

MICE CHINA EVENTS

2016	Location	Registrants	Attendees
MICE CHINA EXPO (Shanghai) August 9, 2016	Four Seasons, Shanghai	129	129
MICE CHINA EXPO (Beijing) August 12, 2016	NUO Hotel, Beijing	147	147
The 1st MICE CHINA Sanyan Forum September 1, 2016	GUAN Hotel, Sanya	270	207
MICE CHINA Buyers Convention September 2, 2016	Kaiwei Wanda Hotel, Sanya	240	214
MICE CHINA Ningbo Business Seminars October 28, 2016	Dalei Disen Hotel, Ningbo	195	143
	AVERAGE:	196	168

Invitation list prepared by MICE CHINA, official e-Invitation card will be sent by MICE CHINA or event company to all potential attendees. Phone calls/Emails to follow up and register those who confirmed attendance. Attendees to identify themselves by business card at the registration desk at the venue. Attendees requested to sign on the attendance list and collect the name badge.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 6,360 copies or 33.2% to 7,625 copies or 39.9% to 5,147 copies or 26.9%, including business cards, membership directories, and internet lookups.

GEOGRAPHIC DISTRIBUTION:

Geographic distribution for Event data is not reported at the media owners option.

PUBLISHER'S AFFIDAVIT

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

Daisy Zhang, Senior Editor

David Zhong, 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 brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed February 9, 2017

State China

County Beijing

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Type BD

ID Number M482B0D6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.