



CommonWealth magazine— Most Influential media in Chinese Language

Launched in June 1981 as Taiwan's first professional business news journal, CommonWealth magazine had a resounding response at that uneasy time, when economic success was starting to sprout in Taiwan with a setback of politics.



CommonWealth magazine serves as a bridge of communication between leading figures and the broader professional class. In turbulent times, it prides itself on keeping a clear head, a warm heart, a sense of balance, and an eye on the far-off horizon. Therefore, for a quarter century, CommonWealth magazine has given Taiwan's entrepreneurs and decision-makers the insights they need to keep ahead and won their trusts. It has also allowed Taiwan to be known by Chinese-language world.

In 2006, the Society of Publishers in Asia presented CommonWealth magazine with the SOPA Award for Editorial Excellence, the most prestigious news award in Asia, in more categories than any other Chinese-language publication - for Best Magazine, Best Reporting on the Environment, Best Business Reporting, and Best Public Service Journalism.

During these decades, CommonWealth magazine has turned into a multi-media, offering cross-platform services, such as video programs, website of both Chinese and English version. Through us, the world got closer to our homeland - Taiwan.

"CommonWealth magazine upholds the mission of an intellectual," said Georgette Wang, a journalism professor in Chengchi University. CommonWealth magazine is in pursuit of "A Better Society in Taiwan." Such foundational objective will never be lost even in most rapidly changing times.



Best Guide for Decision-Maker

Taiwan is under great change these years. Culturing strategic competence is what makes us keep up with the trend. CommonWealth magazine has long been devoted to introducing ideas in depth and in the leads, pointing out a path for all decision-makers.

8 Sections in CommonWealth, 8 keys to grasp the Trend

1. 【Global】

How to operate multinational businesses in an era of globalization? CommonWealth Bi-weekly define the model of global operation and provide its readers the most advanced perspective that will connect them with the world.



5. 【Across the Straits】

A rapidly growing Mainland China will have great influence on Taiwan. CommonWealth Bi-weekly provides first-hand, objective and in-depth report from a global point of view to unveil the China that readers don't yet know.



2. 【Competitive Edge】

With the advent of knowledge economy, CommonWealth Bi-weekly provides in-depth coverage analyzing Taiwan's competitiveness to offer a direction for the future.



6. 【Living】

Growing economy brought unprecedented new challenges to the world. Through interviews with experts, CommonWealth Bi-weekly provides reflections on current thoughts and explores new values.



3. 【Management】

Globalization and development of technology has made things unpredictable. CommonWealth Bi-weekly not only provides its readers marketing know-how but also keeps them updated with significant changes in social and consumers' trends in the world.



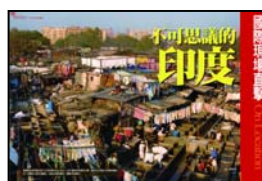
7. 【The Economist】

Since 2008, CommonWealth Bi-weekly has been authorized to put including content from The Economist, bringing world's latest financial events and analysis.



4. 【On Location】

Our most sophisticated team of journalists has been bringing back world events on the scene. CommonWealth Bi-weekly aims to broaden the vision of all readers.



8. 【Off Study】

Striking a balance between work and life will bring about creativity and passion. CommonWealth Bi-weekly hopes to build everyone a secret garden in mind when off duty.



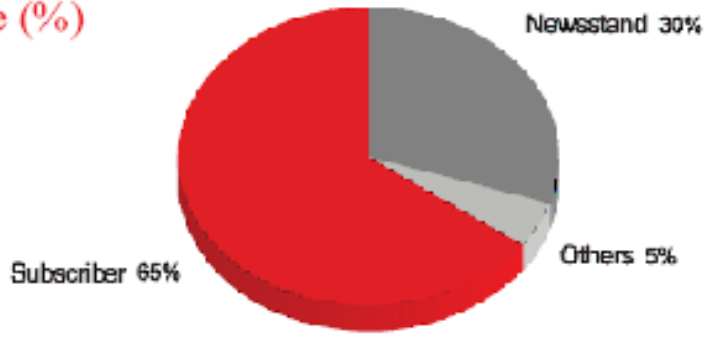


Why Advertise on Commonwealth Bi-weekly?

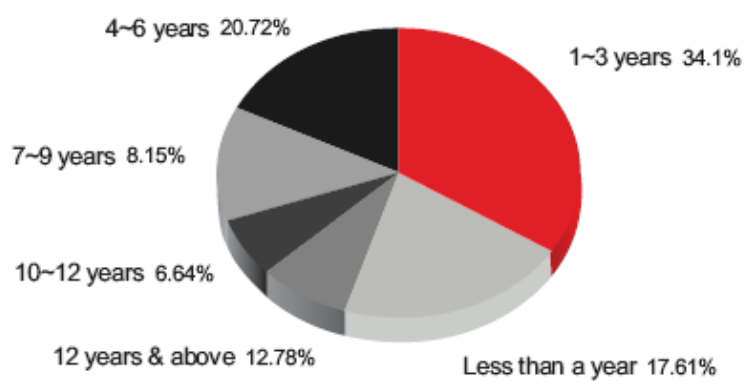
Cost-Efficiency

The nation's largest business bi-weekly magazine
 With a circulation of 110,000 Commonwealth is the highest circulated businesses semi-monthly magazine in Taiwan. In addition to the existing promotion campaigns, we specialize in customizing programs for the unique need of clients. Commonwealth Bi-weekly has a readership profile of newsstand sales versus subscribers 30:65. Most subscribers are loyal readers who highly identify with Commonwealth, giving advertisers a dedicated audience. We can offer advertisers the best return for each dollar spent.

Subscriber percentage (%)



Long-term subscriber percentage (%)



Data Source: 2004 Commonwealth Annual Subscriber Survey



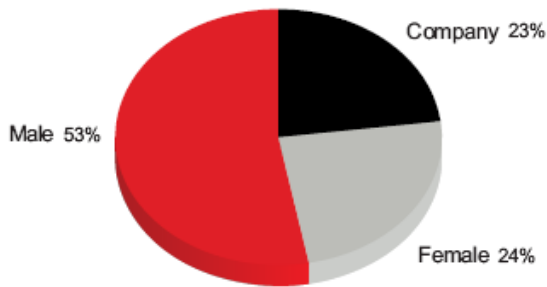
Why Advertise on Commonwealth Bi-weekly?

Effective Targeting

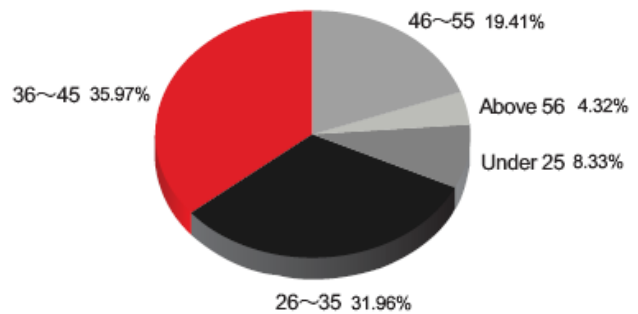
In-depth communications with highly educated and affluent business executives.

Our core subscribers are 26~45 years old, more than 80% of which are managers or professionals. They are the group of most influential decision makers. Within this group, the percentage of female reader is increasing at a vigorous pace every year. Corporate subscribers are also increasing at a steady rate.

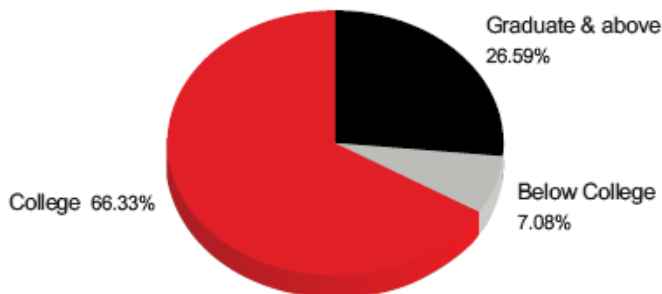
Corporate subscriber percentage (%)



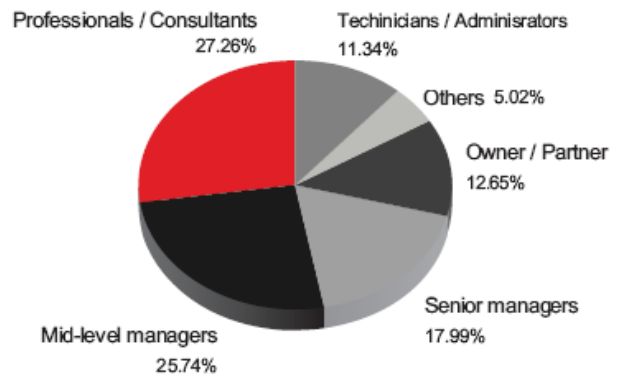
Age percentage of our readers (%)



Readers with college degree & above shares 92.92%



Business Executives and Professionals shares 83.55%





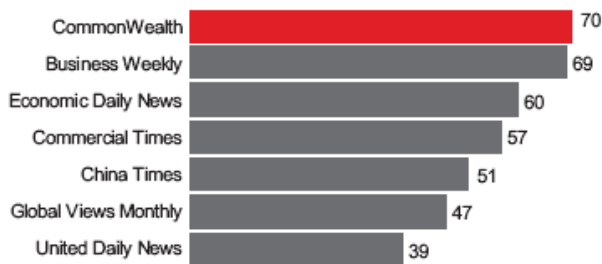
Asian Business Readership Survey

Taiwan's Most Influential Magazine

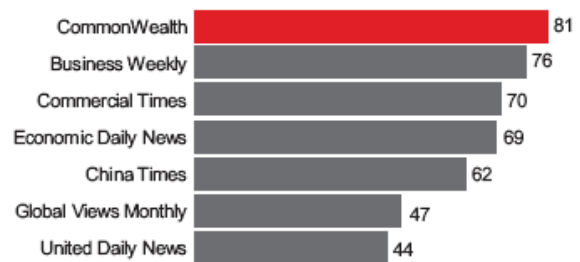
ABRS is a survey that measures the readership and business profile of Asia's most influential business executives. ABRS covers eight countries and an estimated universe of 233,898 executives at 44,544 business establishments. ABRS is sponsored by the international print media, and conducted by Ipsos.

For all titles surveyed by ABRS, CommonWealth has the highest rating in readership and many other areas rated by the most influential decision makers in Taiwan. This again proves CommonWealth to be the most authoritative magazine in Taiwan today.

Average Issue Readership (%)

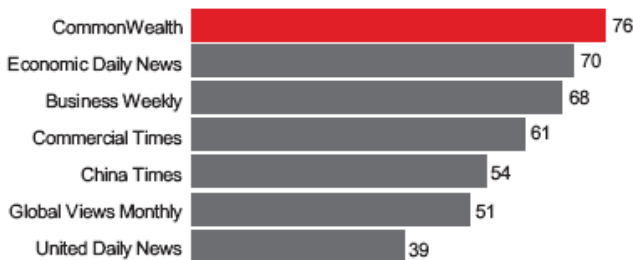


Readership for Corporate Chairman, Executives (%)

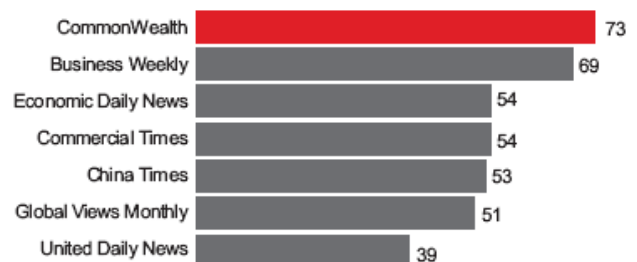


* Total of 9 newspapers, 2 weeklies, 1 semi-monthly, and 4 monthlies are surveyed in Taiwan.

US\$500K+ Business Purchase Decisions (%)



IT Related Business Purchase Decisions (%)



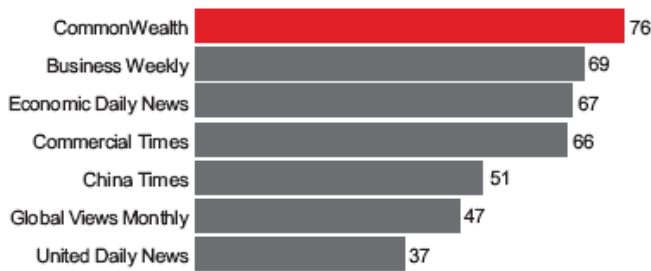


Asian Business Readership Survey

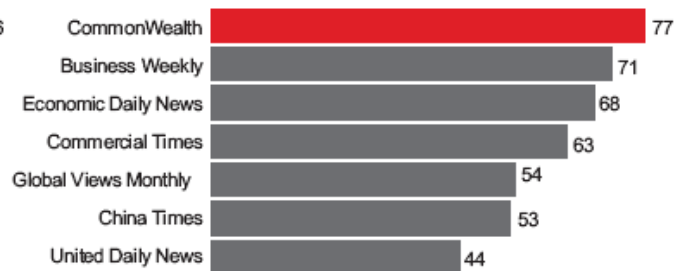
Taiwan's Most Elite Readers

ABRS shows that CommonWealth reaches Taiwan's most elite readers who are the most successful business people and the most influential decision makers. Readers of CommonWealth are highly affluent and also frequent travelers.

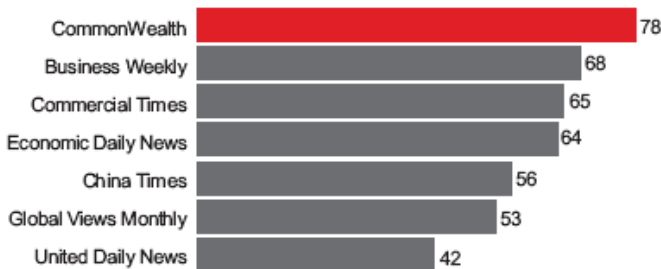
Personal Income US\$100K+ (%)



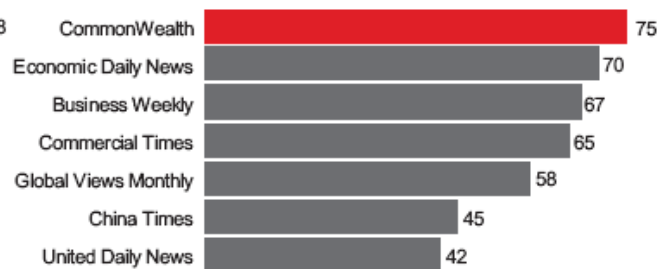
3+ Business Air Trips (%)



Take First or business Class for Business Trips (%)



30+ Night in Hotel Abroad for Business (%)



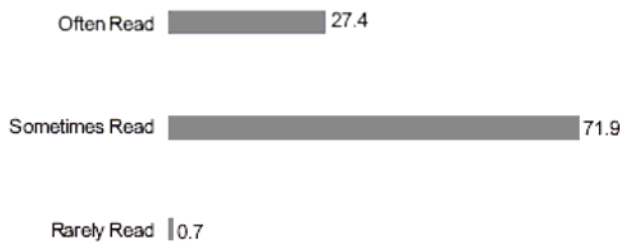


Asian Business Readership Survey

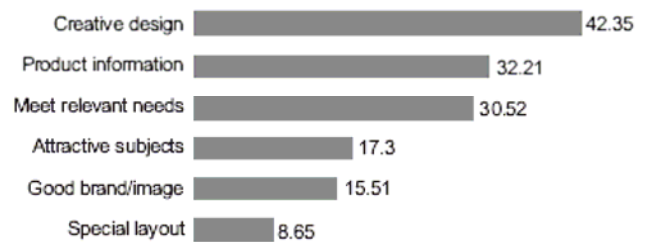
Advertising Affinity

Advertisements on Commonwealth are read by 99% of our readers. This helps increase clients' brand awareness. In comparison with other media, readers of Commonwealth feel less disrupted by advertisements.

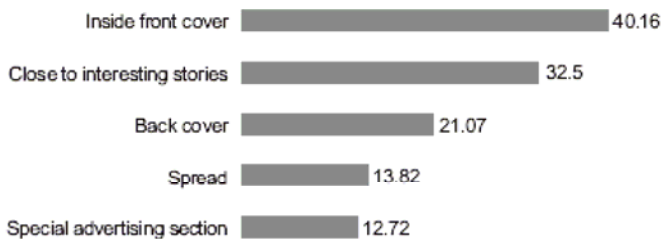
Attention to Commonwealth's Advertisings (%)



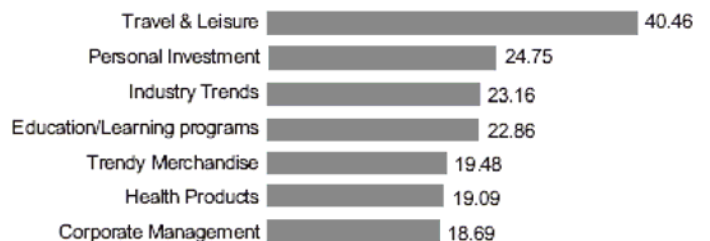
Reasons for readers to read advertisements (%)



Attractive advertisement space to readers (%)



Readers' suggestion for advertng subjects (%)





Production Information

*Paper

CommonWealth uses UPM Cote 48g/m² paper.

*Film Requirement

Screened lithographic film positive, right reading with emulsion side down is required. Film for each color should be completed in one piece.

*Screens for Halftones

Recommended screens are 175 for four-color advertisements.

*Printing and Binding

CommonWealth is printed by Heat Set Offset and bound by blue-binding method.

*Layout Services

1. CommonWealth provides simple layout services. We charge \$750USD for full page, \$950USD for double page spread. All materials need to be received at least 10 days before publication date.
2. Design services are charged separately.



Production Information

Digital Files Specifications

- All digital files' resolution must be 300dpi or higher.
- Trims size for full page is 23cm*28cm. Please leave 0.3cm bleed all around.
- All files must be CMYK color mode.
- Please name the file in alphanumeric characters to prevent problems when copying files.
- PDF files are preferred. If other applications are used, please read the following instructions carefully.

QuarkXpress

1. Please provide fonts used in the file and choose Postscript option.
2. Please do not choose Bold fonts for Chinese types. It would result in double shadows when printed.
3. Please check "color separation" option in the color setting. Otherwise it will be treated as a special color when printed.
4. Please set the file size to 21*28cm. Do not need to set crop marks in a larger size file.

Photoshop

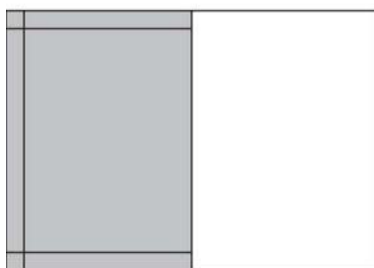
1. Please save file as EPS or TIFF: other formats cannot be printed.
2. Other than special effects, please use QuarkXpress to do the layout in order to prevent blurry text.

Illustrator

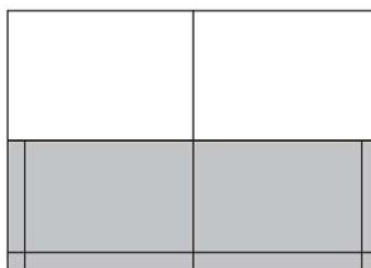
1. Please create outlines for all texts in the file.
2. Please save the file as EPS version9.0, and link necessary images.
3. Do not place PSD files due to possible pixelation. If it is necessary, please embed the PSD file inside.
4. Please do not place extra objects outside the art board to prevent confusion.
5. Please include a copy of the original file (before created outlines) in the same disc.



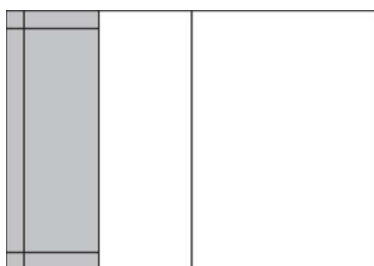
Advertising Material Specification



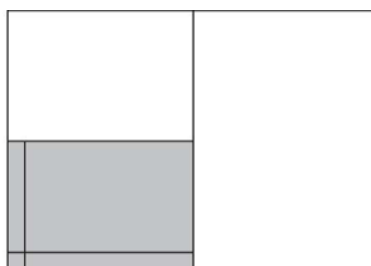
Full page 21cmx28cm



12 Double page Spread 42cmx14cm



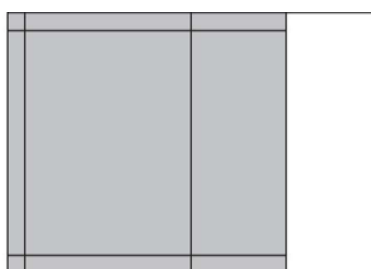
12 (vertical) 10.5cmx28cm



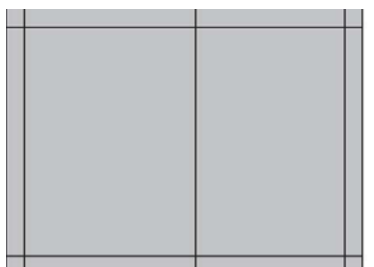
12 Horizontal 21cmx14cm



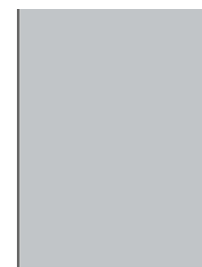
Double page Spread 42cmx28cm



3/4 Spread (Horizontal) 30cmx28cm



Gatefold 38.5 (20.5+18) cmx28cm



21cmx28cm

Trim Size:
21cm~28cm
(Full Page)
42cm~28cm
(Double Page Spread)

Bleed Size:
22cm~29cm
(Full Page)
43cm~29cm
(Double Page Spread)

Text Area:
20cm~27cm
(Full Page)
41cm~27cm
(Double Page Spread)

BLEED CREATIVE REQUIREMENTS

All types and other important images must be included within the appropriate non-bleed size. In addition, double-page spread creative which is not reserved for the centre spread position should not have type and other important images closer than 3mm on either side of the centrefold.



Contract Conditions

1. All advertisements are strictly based on contracts. Clients who do not sign contracts are not entitled to any discounts.
2. In accordance with fair and subjective reporting policy, the advertising department is not authorized to publish any news release or reports.
3. If copy instructions do not reach the publisher by closing date in Taipei, the publisher reserves the right to repeat a previous advertisement of the same size. In case of unavoidable emergencies, advertisers need to pay half of the advertising amount to cancel the space.
4. Neither the advertiser nor its agency may cancel or change an insertion after closing date.
5. Advertisements which in the opinion of the publisher simulate the editorial format of Commonwealth are not acceptable. The word "advertisement" will appear at the top of the advertisements prepared in editorial style of which carry no identification.
6. All advertisements should comply with national legal and regulatory requirements and codes of practice. The publisher is not liable for damages and costs incurred as a result of the publication of the advertisement. The publisher also reserves the right to reject or cancel any improper advertisements which compromise publisher's objective editorial policy.
7. Claims for errors must be made within 30 days from date of invoice. Credits for errors are allowed only for the insertion.

Payment/ Commission

*Payment

Full payment is due within 45 days of date of the invoice. All payments are to be made in U.S.dollars. Payments can be wire transferred to the following bank account.

A/C NO: 702102010102

BENEFICIARY: COMMONWEALTH MAGAZINE

SWIFT CODE: SCSB TWTP 009

BANK'S ADDRESS: 2F., No.139, Sec. 2, Nanjing E. Rd., Jhongshan District, Taipei City 104, Taiwan (R.O.C.)

*Agency Commission

A standard 15% commission will be applied to recognizes foreign agencies on the gross cost after frequency discounts are applied.

*Cash discount

A 3% discount on the net cost is allowed for payments made before the publication date.



Deadline

*Publication Date

CommonWealth is published once in two weeks, on Wednesdays.

*Booking Deadline and Material Deadline

Booking Deadline: The Monday before publication week.

Deadline for Digital Files: The Wednesday before publication week.

Deadline for Confirmation of Advertisements: The Friday before publication week.

*Cancellation Date

Advertising space orders can only be cancelled before the booking deadline with a 7 day written notice to CommonWealth. No cancellation will be accepted after the booking deadline.

Conditions for insertions of advertisements

- *The order of advertisement spaces is determined by the time of signed contract received.
- *10% extra per page is charged for advertisements following each other.
- *10% extra is charged for advertisements specified to place at certain positions.
- *Special advertisements (1/2, 1/3, gatefold, copper card) cannot specify advertising positions.
- *1/2 and 1/3 page advertisements cannot exceed 3 insertions in total per issue. (Subject to change if special case arises.)
- *Special copper card advertisements are limited to 4 insertions per issue. (Subject to change if special case arises.)
- *Full pages are limited to 10 insertions; double page spreads are limited to 3 insertions for front half spaces per issue. (Subject to change if special case arises.)
- *Other special advertisements not listed will be charged on case-to-case basis.



CommonWealth Advertising Rates

(Effective Since January 2008 Issue)

Four Color	2 or less*	3-6*	7-11*	12-18*
Discount	0	10%	15%	20%
Full Page	US\$6,000	US\$5,450	US\$5,175	US\$4,900
Double Page Spread	11,000	9,950	9,425	8,900
Back Cover	14,000	12,650	11,975	11,300
Inside Front Cover	10,000	9,050	8,575	8,100
Inside Back Cover	8,500	7,700	7,300	6,900
Special Position				
4CFP Front Half/LHP Guaranteed	7,500	6,800	6,450	6,100
DPS Front Half Guaranteed	13,000	11,750	11,125	10,500
½ Page (Color)	5,000	4,550	4,325	4,100
1/3 Page (Color)	4,000	3,650	3,475	3,300
½ Double Page Spread	11,000	9,950	9,425	8,900
Gatefold with ad inside (80 Pounds)	13,000	11,750	11,125	10,500
Gatefold with ad outside (80 Pounds)	15,500	13,000	13,250	12,500
100 Pounds Copper Card with Ads on two sides	17,500	15,800	14,950	14,100
RH Copper Card	9,000	8,150	7,725	7,300
LH Copper Card	10,500	9,500	9,000	8,500
Double Page + Half Reply Card (14*21cm)	18,500	16,700	15,800	14,900
Full Page + Half Reply Card (14*21cm)	14,000	12,650	11,975	11,300
8 Pages Special Advertising Section	36,500	32,900	31,100	29,300
Loose insert DM (subscriber's version)**	US\$18,500	US\$16,700	US\$16,700	US\$14,900

All above gross rates include a 15% agency Commission.

The publisher reserves the right to adjust the rates to booking already made on 30 days' notice.

* **Number of insertion in one year**

** **Loose insert DM specification:**

- 1) Weight cannot exceed 50 grams, otherwise the advertising rate will be charged differently.
- 2) Size cannot exceed 21*28cm and only can be folded in half not stabled.
- 3) If other than printed material are inserted (e.g.discs), advertising rates will be charged differently.



Four interactive interfaces

•Member custom folder

It allows website members to store favorite news, customize article classification, edit personalized folder pages and share with other users.



•Share function

CommonWealth website provides latest online share tools, such as hot click list, forward, quote and bookmark, to allow users to share contents with their familiar ways.



•Message board

Message board on site contents to get users' timely responses, to interact with online reporters and to encourage more discussion.



•RSS/ Widget

CommonWealth website uses RSS/ Widget to deliver daily news express. Users can receive latest custom issues.





Six characters of Our Website



- 1. Update and present in multi-languages synchronously**
 - Commonwealth website leads to release English website. It provides Traditional Chinese, Simplified Chinese and English versions and update synchronously.



- 2. The Economist daily update, web only**
 - Cooperating with Britain <The Economist> for exclusive Chinese version, Commonwealth website selects three daily news analysis to enlarge users' vision.



- 3. Five channels, update daily**
 - "Global Onsite" for Monday, "CommonWealth Hot Issues" for Tuesday, "Foresight School" for Wednesday, "Celebrity Study" for Thursday, and "My LifeStyle" for Friday.



- 4. The most valuable financial & economic multimedia database**
 - Commonwealth multimedia database contains all valuable interview records. The interviewees include global maestro like Peter Drucker and Ohmae Kenichi, and industry leaders like Morris Chang and Stan Shih.



- 5. Multi-platforms to access Commonwealth**
 - Users can access practical and timely information via electronics magazines, mp3 downloads, PPTs, mobile phones, RSS, iGoogle and Web TV.



- 6. Subscribers only! Free 26-year database searching**
 - The database consists of full footprint of 26-year-old Commonwealth, Taiwan economic development and industry growth. Subscribers are allowed to online search the dynamic of global financial and economic.



Wealthy Elite Consumers

Currently, CommonWealth Group websites has **550,000** registered elite readers.

Compared with other websites targeting adolescent, CommonWealth's readers consists of middle/ senior management and professional/ consultant.

Executives	2%
Middle/ Senior management	17%
Professional/ Consultant	17%
Technical	11%
Employee	8%
Others	45%

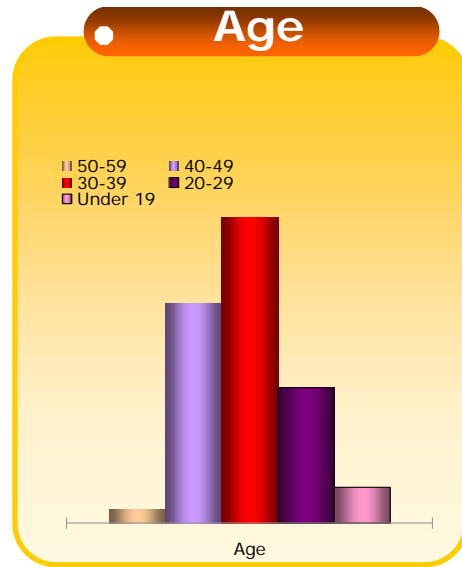


©Over 30 percent are middle and senior management/ professional/ consultant – business decision-makers or major corporate budget-holders and strategists.



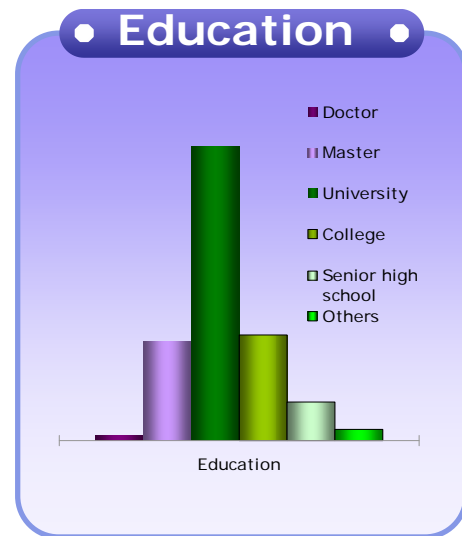
Wealthy Elite Consumers

50-59 ages	2%
40-49 ages	31%
30-39 ages	43%
20-29 ages	19%
Under 19 ages	5%



©Over 70 percent of readers are between the ages of 20 and 39.

Doctor	1%
Master	18%
University	53%
College	19%
Senior high school	7%
Others	2%



©Commonwealth's valuable perspectives and contents appeal to readers.



Target Elite Audience

Stats and traffic of Commonwealth Group websites	
CommonWealth Group websites	CommonWealth
Impression /month	4,000,000
Visitors /month	1,500,000
Consumption of online reading	12 minutes
E-newsletter subscribers	152,000
E-newsletter release date	Every Tuesday
Click rate of e-newsletter	13%
The characteristics of online audience	<ol style="list-style-type: none"> 1.Likes individual issues and practical articles; sensitive to topicality and real-time news 2.High clicks on multimedia video contents 3.Loves financial, chrematistic, industry, character, technical trend and career issues



Showcase

Sponsorship from American Express

Magazine



Online





Thank you

