



news release

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FOR IMMEDIATE RELEASE

CAI JING applies for BPA Worldwide Consumer Magazine Membership

Deck

Shelton, CT 27 January 2010 – *Cai Jing* has applied for consumer magazine membership in BPA Worldwide. The magazine is published by Stock Exchange Executive Council (Beijing, China).

BRAND
REACHSM

BUSINESS

BPA Worldwide will track *Cai Jing's* circulation size, source make-up, pricing and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

CONSUMER

DATABASE

"The strong growth of *Cai Jing* has made it a perfect time to apply for membership with BPA Worldwide," said Publisher Boming Wang. "Our firm commitment to our recipients and advertisers will be enhanced by our future membership in BPA."

EMAIL

EVENTS

INTERACTIVE

NEWSPAPER

"We are pleased that *Cai Jing* has applied for membership in BPA Worldwide," said BPA president and CEO Glenn Hansen. "We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication's effectiveness in serving its market."

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 25 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 500+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.