

### **Planet-Profit Report, China Dealmaker Ink Publishing Agreement**

Planet-Profit Report is bringing China's influential financial audience to the U.S.

Beginning January of 2012, China Dealmaker, China's most influential financial publication will begin publishing editorial content provided by Denver-based Planet-Profit Report and provide advertising and publicity opportunities for U.S. interests seeking an audience in China.

Planet-Profit Report (PPR) chronicles the evolving energy economy with focus on the Western U.S. Published quarterly in print and weekly as a digital newsletter, content centers on the business, research, and financing of today's energy economy. Water and corporate sustainability are important corollary topics.

China Dealmaker (CD) is co-sponsored by the China Mergers and Acquisitions Association. The magazine is the monthly print voice of finance, mergers and acquisitions and investment in the world's fastest growing economy. China's Global Mergers and Acquisitions Research Association estimates the magazine's total audience surpasses 600,000 readers throughout the mainland and Pacific Rim.

PPR content in CD will focus initially on investment opportunities, finance, and M&A relating to cleantech and renewable energy businesses – profiling U.S. research, firms, projects, and potential business partners to the Chinese investment community.

### **Objectives and Intended Outcomes**

PPR's China initiative will provide visibility and facilitate new contacts and relationships for a variety of US-based business interests.

- For US-based energy entrepreneurs, access to capital remains a barrier to growth. CD's PPR column will showcase firms and their technologies to a capable, interested audience.
- For service providers – in finance and law, for example – that negotiate multi-national deals, PPR China provides a new, inexpensive means to forge new relationships and facilitate transactions that result from the initiative.
- For US brands with a presence in China, PPR's initiative provides a groundbreaking, affordable option to build additional awareness in a **highly contextual way with Chinese business professionals**: energy, technology, transportation, finance, M&A – and other market segments – can benefit by supporting the US Cleantech Report in CD.
- For US-firms seeking partnerships to facilitate market entry into China.
- US readers will benefit from reciprocal coverage of expanding cleantech initiatives, policies, and projects underway in China.





**\*ABOUT The CHINA DEALMAKER**

*The China Dealmaker* (CD) is sponsored by the Organization Committee of China International Financing Forum, the Asian Business School at Tianjin University of Finance, and is co-sponsored by the China Mergers & Acquisitions Association and China Association of Private Equity. The magazine is the voice of the growing, dynamic investment community in China.

Data from CD's media summary:

- Mission

- CD is the premier national magazine in China focusing on M&A, funds, and industry restructuring. The targeted audience is decision makers among investors, industry executives, experts and scholars, and government officials.

- Audience reach

- 60,000 readers subscribe to CD, with a total magazine audience of over 600,000 professionals throughout mainland China and Asian-Pacific region (source: China's Global Mergers and Acquisitions Research Association.)

- Target Audience

- Financial - banking, securities, insurance, funds, trusts, property transactions
- Enterprise – Top 500 Chinese enterprises, and global Fortune 500 headquarters in China
- Government - Department of Commerce, National Development and Reform Commission, People's Bank of China, China Security Regulatory Commission, China Banking Regulatory Commission, and China Insurance Regulatory Commission
- University – Top 20 Chinese Business Schools' EMBA students
- Chamber of Commerce - Chinese major industry suppliers, associations, chambers of commerce stationed in China from around the world
- Overseas - colleagues in the industry

- Reader Profile

- Board chairmen, CEOs, Presidents, GM's 23%
- Board members, VP's, Vice GM's 21%
- Managing partners, Executive partners 17%
- Senior partners, Partners 13%
- Consultants, Researchers 8%
- Experts and scholars 6%
- Others 5%

- Readership by sector

- Investment Banks 25%
- Enterprises 23%
- Legal, acct'ing, assessment firms 17%
- Consulting firms 13%
- Equity Investment finds 8%
- VC funds 6%
- Trusts 5%
- Others 5%

- Reader Feedback

- 83% of the readers have been operating or ready for operation in M&A, investment, and financing
- 81% of the readers believe that our magazine is "the industry's reference books," "one of the industry's most valuable magazines"
- 78% of the readers read the ads
- 70% of the readers concern about the work and life of people (heavyweights) in this field
- 65% of the readers are decision makers for mergers and acquisitions
- 58% of the readers are interested in capital transactions between RMB 5,000,000-100,000,000
- 41% of the readers circulated, quoted magazine content

China Dealmaker's audience is brought to US entities exclusively by Planet-Profit Report, in concert with Poetica, LLC.

For information on how to showcase your technology company, people, or brand in CD, contact Bart Taylor, Publisher and Founder of PPR. [btaylor@planetprofitreport.com](mailto:btaylor@planetprofitreport.com), 303-888-2832.