

Certificate of Circulation

Print Edition

Verified Free
Distribution

For the 61 issues distributed between 1 April and 30 June 2012



Average Gross Distribution Per Issue: 200,450 copies



The Standard is published by:

The Standard Newspapers Publishing Limited
10/F Sing Tao News Corporation Building
3 Tung Wong Road, Shau Kei Wan
Hong Kong

Telephone : (852) 2798 2565

Fax : (852) 2751 8634

Website: www.thestandard.com.hk

Publication Frequency: Daily (except Saturdays, Sundays and official public holidays)

Basic Cover Price: N/A

Basic Annual Rate: N/A

HKABC Audit Frequency: Quarterly (effective Jan 2012)

First Audit Certificate: 1 October to 31 December 2009

Contents

2	Analysis of Distribution*
3 - 5	Supporting Data
6	Geographical Analysis

Remarks:

*Available on HKABC website.

For details of other pages, please contact HKABC or publisher.

Certification Statement

THE STANDARD NEWSPAPERS PUBLISHING LIMITED

This certificate was issued on 21 August 2012. All data carried in this certificate is derived from a Return of Distribution audited by K P Law & Company, HKABC assigned auditors, on behalf of the Publisher.

The Publisher has certified that the data has been reported in accordance with HKABC rules, byelaws and procedures.

HKABC has conducted audits to The Standard selected distribution points and the audit results are satisfactory and conform to the requirements established by HKABC.

This certificate is the COPYRIGHT property of the Publisher and HKABC.

HKABC Certificate issued by

Hong Kong Audit Bureau of Circulations Limited

Room B, 18/F, Kingswell Commercial Tower

171-173 Lockhart Road,

Wan Chai, HKSAR

Tel : (852)2882 2555 Fax : (852)2882 4673

Email : mail@hkabc.com.hk

Website: www.hkabc.com.hk

Member of:



Founding Organizations:



The Hong Kong
Advertisers Association
香港廣告客戶協會

香港廣告商會
THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



The Standard

For the 61 issues distributed between 1 April and 30 June 2012

Analysis of Distribution

	TOTAL	HONG KONG	OTHER AREAS
TOTAL AVERAGE GROSS DISTRIBUTION PER ISSUE	200,450	199,492	958
Total free distribution	200,450	199,492	958

FREE CIRCULATION

	TOTAL		
CONTROLLED FREE CIRCULATION	5,968	5,884	84
Individually Requested	-	-	-
Organization Requested	3,896	3,896	-
Non-Requested - by Name	1,812	1,812	-
Non-Requested - by Job Title/Function	260	176	84
NON-CONTROLLED FREE CIRCULATION	1,917	1,903	14
Individually Requested	1,903	1,903	-
Organization Requested	14	-	14
REGULAR BULK FREE DISTRIBUTION	192,530	191,670	860
ISSUE-SPECIFIC FREE DISTRIBUTION	35	35	-

EXCLUSIONS

Official & public holidays : 4, 6, 9 April & 1 May 2012

Non publishing days : Saturdays & Sundays

HKABC exclusion note held : N/A