



出版銷數公證會
Audit Bureau of Circulations

Certificate of Circulation

Print and Digital Editions

Paid Circulation



For the 144 issues distributed from 1 January to 30 June 2015

South China Morning Post

南華早報

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Remarks:

*Available on HKABC website.

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

Certification Statement

South China Morning Post Publishers Limited

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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:



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



South China Morning Post

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Circulation Summary

TOTAL AVERAGE NET CIRCULATION PER ISSUE

Print Edition (See Page 3)

Digital Replica (See Page 4)

Digital Non-Replica With Same Advertising (See Page 4)

Digital Non-Replica With Different Advertising (See Page 4)

	Total	Hong Kong	Other Areas
	101,652	91,422	10,230
Print Edition (See Page 3)	73,841	68,805	5,036
Digital Replica (See Page 4)	9,000	8,378	622
Digital Non-Replica With Same Advertising (See Page 4)	-	-	-
Digital Non-Replica With Different Advertising (See Page 4)	18,811	14,239	4,572

PAID CIRCULATION

Print Edition

	Total	Hong Kong	Other Areas
Print Edition	72,856	67,820	5,036

Digital Edition

- Replica
- Non-Replica with Same Advertising
- Non-Replica with Different Advertising

Replica	9,000	8,378	622
Non-Replica with Same Advertising	-	-	-
Non-Replica with Different Advertising	18,811	14,239	4,572

FREE CIRCULATION

Print Edition

- Controlled Free
- Non-controlled Free
- Regular Bulk Free Distribution
- Issue-specific Bulk Free Distribution

	Total	Hong Kong	Other Areas
Controlled Free	963	963	-
Non-controlled Free	22	22	-
Regular Bulk Free Distribution	-	-	-
Issue-specific Bulk Free Distribution	-	-	-

Digital Edition

Controlled Free, Individually Opted-in

- Replica
- Non-Replica With Same Advertising
- Non-Replica With Different Advertising

Controlled Free, Individually Opted-in	-	-	-
Replica	-	-	-
Non-Replica With Same Advertising	-	-	-
Non-Replica With Different Advertising	-	-	-

EXCLUSIONS

Official & public holidays: 1 Jan, 21 Feb, 3, 4, 6, 7 Apr, 1, 25 May & 20 Jun 2015

Non publishing days: 19 & 20 Feb 2015

HKABC exclusion note held: Nil

No. of issues distributed during the audit period:

Print editions: 144

Digital editions: 144

Hyperlink to SCMP digital editions:

Digital replica: <http://epaper.scmp.com>

Digital non-replica: <http://www.scmp.com>

South China Morning Post

For the 144 issues distributed from 1 January to 30 June 2015

Analysis of Circulation - Print Edition

	TOTAL	HONG KONG	OTHER AREAS
TOTAL AVERAGE NET CIRCULATION PER ISSUE	73,841	68,805	5,036
Total paid circulation	72,856	67,820	5,036
Total free circulation	985	985	-
PAID CIRCULATION			
NEWSSTAND AND SINGLE COPY SALES	TOTAL	23,613	21,701
At Basic Cover Price (BCP)		23,613	21,701
Below BCP but not less than 50% of BCP		-	-
Below 50% of BCP but not less than 20% of BCP		-	-
PAID SINGLE COPY SUBSCRIPTIONS	TOTAL	25,604	25,570
At Basic Annual Rate (BAR)		6,390	6,356
Below BAR but not less than 50% of BAR		19,101	19,101
Below 50% of BAR but not less than 20% of BAR		113	113
<i>State the number of unpaid subscriptions / renewals included in the above</i>		-	-
PAID MULTIPLE COPY SUBSCRIPTIONS	TOTAL	880	681
At Basic Annual Rate (BAR)		681	681
Below BAR but not less than 50% of BAR		199	-
Below 50% of BAR but not less than 20% of BAR		-	199
Below 20% of BAR but not less than 5% of BAR		-	-
<i>State the number of unpaid subscriptions / renewals included in the above</i>		-	-
PAID SPONSORED SINGLE COPY SUBSCRIPTIONS	TOTAL	2,418	2,388
At Basic Annual Rate (BAR)		-	-
Below BAR but not less than 50% of BAR		1,923	1,923
Below 50% of BAR but not less than 20% of BAR		293	293
Below 20% of BAR but not less than 5% of BAR		202	172
REGULAR BULK SALES	TOTAL	20,217	17,356
At Basic Cover Price (BCP)		2	2
Below BCP but not less than 50% of BCP		1,693	1,245
Below 50% of BCP but not less than 20% of BCP		12,821	10,408
Below 20% of BCP but not less than 5% of BCP		5,651	5,651
Below 5% of BCP but not less than 1% of BCP		50	50
ISSUE-SPECIFIC BULK SALES	TOTAL	124	124
At Basic Cover Price (BCP)		-	-
Below BCP but not less than 50% of BCP		124	124
Below 50% of BCP but not less than 20% of BCP		-	-
Below 20% of BCP but not less than 5% of BCP		-	-
Below 5% of BCP but not less than 1% of BCP		-	-
FREE CIRCULATION			
CONTROLLED FREE CIRCULATION	TOTAL	963	963
Individually Requested		-	-
Organization Requested		963	963
Non-Requested - by Name		-	-
Non-Requested - by Job Title/Function		-	-
NON-CONTROLLED FREE CIRCULATION	TOTAL	22	22
Individually Requested		22	22
Organization Requested		-	-
REGULAR BULK FREE DISTRIBUTION	TOTAL	-	-
ISSUE-SPECIFIC FREE DISTRIBUTION	TOTAL	-	-

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Analysis of Circulation - Digital Edition

Channels:

Replica: <http://epaper.scmp.com>

Non replica with different advertising: <http://www.scmp.com>

TOTAL AVERAGE NET CIRCULATION PER ISSUE

Total paid with opted-in digital copies

Total paid without opted-in digital copies (see page 5)

Total free opted-in digital copies (individually requested)

TOTAL		HONG KONG		OTHER AREAS	
Replica	Non Replica with Different Advertising	Replica	Non Replica with Different Advertising	Replica	Non Replica with Different Advertising
9,000	18,811	8,378	14,239	622	4,572
9,000	18,811	8,378	14,239	622	4,572
-	-	-	-	-	-

PAID CIRCULATION

NEWSSTAND AND SINGLE COPY SALES

TOTAL

At Basic Cover Price (BCP)

Below BCP but not less than 50%

Less than 50% of BCP but not less than 20%

Less than 20% of BCP but not less than 10%

-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-

PAID SINGLE COPY SUBSCRIPTIONS

TOTAL

At Basic Annual Rate (BAR)

Below BAR but not less than 50%

Less than 50% of BAR but not less than 20%

Less than 20% of BAR but not less than 10%

-	15,450	-	12,131	-	3,319
-	3,687	-	2,801	-	886
-	8,800	-	6,681	-	2,119
-	2,963	-	2,649	-	314
-	-	-	-	-	-

State the number of unpaid subscriptions / renewals included in the above

-	-	-	-	-	-
---	---	---	---	---	---

PAID MULTIPLE COPY SUBSCRIPTIONS

TOTAL

At Basic Annual Rate (BAR)

Below BAR but not less than 50%

Less than 50% of BAR but not less than 20%

Less than 20% of BAR but not less than 5%

-	1,326	-	1,215	-	111
-	1,312	-	1,203	-	109
-	14	-	12	-	2
-	-	-	-	-	-
-	-	-	-	-	-

State the number of unpaid subscriptions / renewals included in the above

-	-	-	-	-	-
---	---	---	---	---	---

PAID SPONSORED SINGLE COPY SUBSCRIPTIONS

TOTAL

OPT-IN

At Basic Annual Rate (BAR)

Below BAR but not less than 50%

Less than 50% of BAR but not less than 20%

Less than 20% of BAR but not less than 5%

9,000	2,035	8,378	893	622	1,142
9,000	2,035	8,378	893	622	1,142
-	-	-	-	-	-
-	-	-	-	-	-
-	186	-	186	-	-
9,000	1,849	8,378	707	622	1,142

NON OPT-IN

At Basic Annual Rate (BAR)

Below BAR but not less than 50%

Less than 50% of BAR but not less than 20%

Less than 20% of BAR but not less than 5%

-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-

FREE CIRCULATION

CONTROLLED FREE CIRCULATION

TOTAL

Individually Requested (Opted-in)

-	-	-	-	-	-
-	-	-	-	-	-