



出版銷數公證會
Audit Bureau of Circulations

Certificate of Circulation

Print and Digital Editions

Paid Circulation



For the 26 issues distributed from 1 January to 30 June 2015

Sunday Morning Post

南華早報

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Fax: (852) 2680 8445
Website: www.scmp.com

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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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THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



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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
	80,779	70,492	10,287
Print Edition (See Page 3)	52,978	47,873	5,105
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)	18,801	14,241	4,560

PAID CIRCULATION

Print Edition

	Hong Kong	Other Areas
Print Edition	47,804	5,105

Digital Edition

- Replica

- Non-Replica with Same Advertising

- Non-Replica with Different Advertising

	Hong Kong	Other Areas
- Replica	8,378	622
- Non-Replica with Same Advertising	-	-
- Non-Replica with Different Advertising	14,241	4,560

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	-	-	-
- Non-controlled Free	69	69	-
- 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

	Total	Hong Kong	Other Areas
- Replica	-	-	-
- Non-Replica With Same Advertising	-	-	-
- Non-Replica With Different Advertising	-	-	-

EXCLUSIONS

Official & public holidays: N/A

Non publishing days: N/A

HKABC exclusion note held: N/A

No. of issues distributed during the audit period:

Print editions: 26

Digital editions: 26

Hyperlink to SCMP digital editions:

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

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

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Analysis of Circulation - Print Edition

	TOTAL	HONG KONG	OTHER AREAS
TOTAL AVERAGE NET CIRCULATION PER ISSUE	52,978	47,873	5,105
Total paid circulation	52,909	47,804	5,105
Total free circulation	69	69	-

PAID CIRCULATION

NEWSSTAND AND SINGLE COPY SALES

	TOTAL	HONG KONG	OTHER AREAS
At Basic Cover Price (BCP)	21,672	19,715	1,957
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	HONG KONG	OTHER AREAS
At Basic Annual Rate (BAR)	7,777	7,727	50
Below BAR but not less than 50% of BAR	6,443	6,393	50
Below 50% of BAR but not less than 20% of BAR	1,288	1,288	-
Below 20% of BAR but not less than 5% of BAR	46	46	-

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

PAID MULTIPLE COPY SUBSCRIPTIONS

	TOTAL	HONG KONG	OTHER AREAS
At Basic Annual Rate (BAR)	565	494	71
Below BAR but not less than 50% of BAR	494	494	-
Below 50% of BAR but not less than 20% of BAR	71	-	71
Below 20% of BAR but not less than 5% of BAR	-	-	-

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

PAID SPONSORED SINGLE COPY SUBSCRIPTIONS

	TOTAL	HONG KONG	OTHER AREAS
At Basic Annual Rate (BAR)	389	359	30
Below BAR but not less than 50% of BAR	-	-	-
Below 50% of BAR but not less than 20% of BAR	-	-	-
Below 20% of BAR but not less than 5% of BAR	291	291	-
Below 5% of BAR but not less than 1% of BAR	98	68	30

REGULAR BULK SALES

	TOTAL	HONG KONG	OTHER AREAS
At Basic Cover Price (BCP)	22,224	19,227	2,997
Below BCP but not less than 50% of BCP	10	10	-
Below 50% of BCP but not less than 20% of BCP	2,437	1,746	691
Below 20% of BCP but not less than 5% of BCP	13,832	11,526	2,306
Below 5% of BCP but not less than 1% of BCP	5,895	5,895	-
Below 1% of BCP	50	50	-

ISSUE-SPECIFIC BULK SALES

	TOTAL	HONG KONG	OTHER AREAS
At Basic Cover Price (BCP)	282	282	-
Below BCP but not less than 50% of BCP	-	-	-
Below 50% of BCP but not less than 20% of BCP	13	13	-
Below 20% of BCP but not less than 5% of BCP	269	269	-
Below 5% of BCP but not less than 1% of BCP	-	-	-
Below 1% of BCP	-	-	-

FREE CIRCULATION

CONTROLLED FREE CIRCULATION

	TOTAL	HONG KONG	OTHER AREAS
Individually Requested	-	-	-
Organization Requested	-	-	-
Non-Requested - by Name	-	-	-
Non-Requested - by Job Title/Function	-	-	-

NON-CONTROLLED FREE CIRCULATION

	TOTAL	HONG KONG	OTHER AREAS
Individually Requested	69	69	-
Organization Requested	69	69	-
Non-Requested	-	-	-

REGULAR BULK FREE DISTRIBUTION

	TOTAL	HONG KONG	OTHER AREAS
	-	-	-

ISSUE-SPECIFIC FREE DISTRIBUTION

	TOTAL	HONG KONG	OTHER AREAS
	-	-	-

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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	18,801	8,378	14,241	622	4,560
9,000	18,801	8,378	14,241	622	4,560
-	-	-	-	-	-
-	-	-	-	-	-

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%

-	15,437	-	12,123	-	3,314
-	3,685	-	2,801	-	884
-	8,792	-	6,676	-	2,116
-	2,960	-	2,646	-	314
-	-	-	-	-	-

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

-	-	-	-	-	-
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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

-	-	-	-	-	-
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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	2,038	8,378	903	622	1,135
9,000	2,038	8,378	903	622	1,135
-	-	-	-	-	-
-	-	-	-	-	-
-	187	-	187	-	-
9,000	1,851	8,378	716	622	1,135

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)

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