

19 YEARS AUDITED CIRCULATION TREND BY MEDIA SPECIALIST ASSOCIATION (MSA) 1988 - 2007

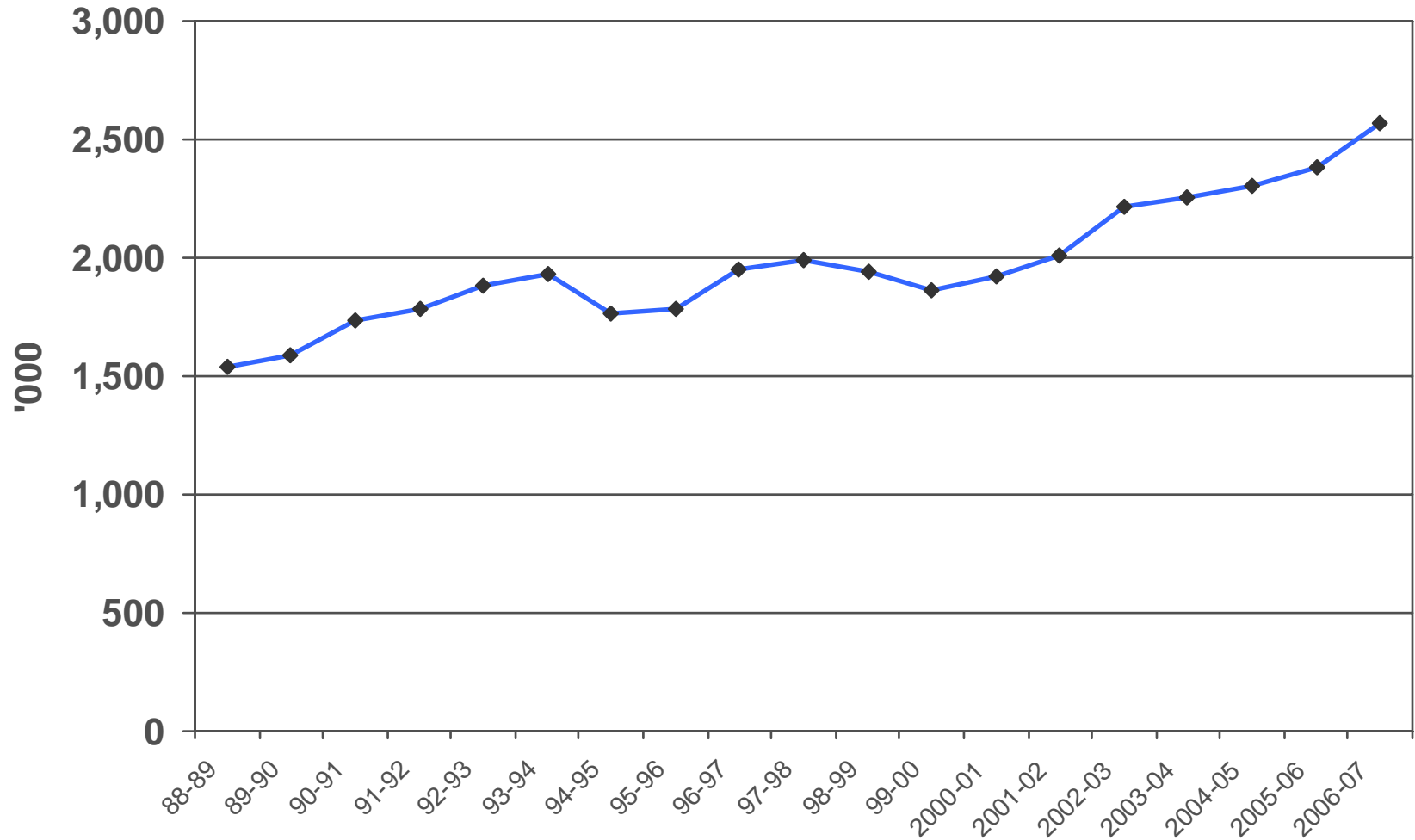
5th December 2007

Eastin Hotel



MediaSpecialistsAssociation

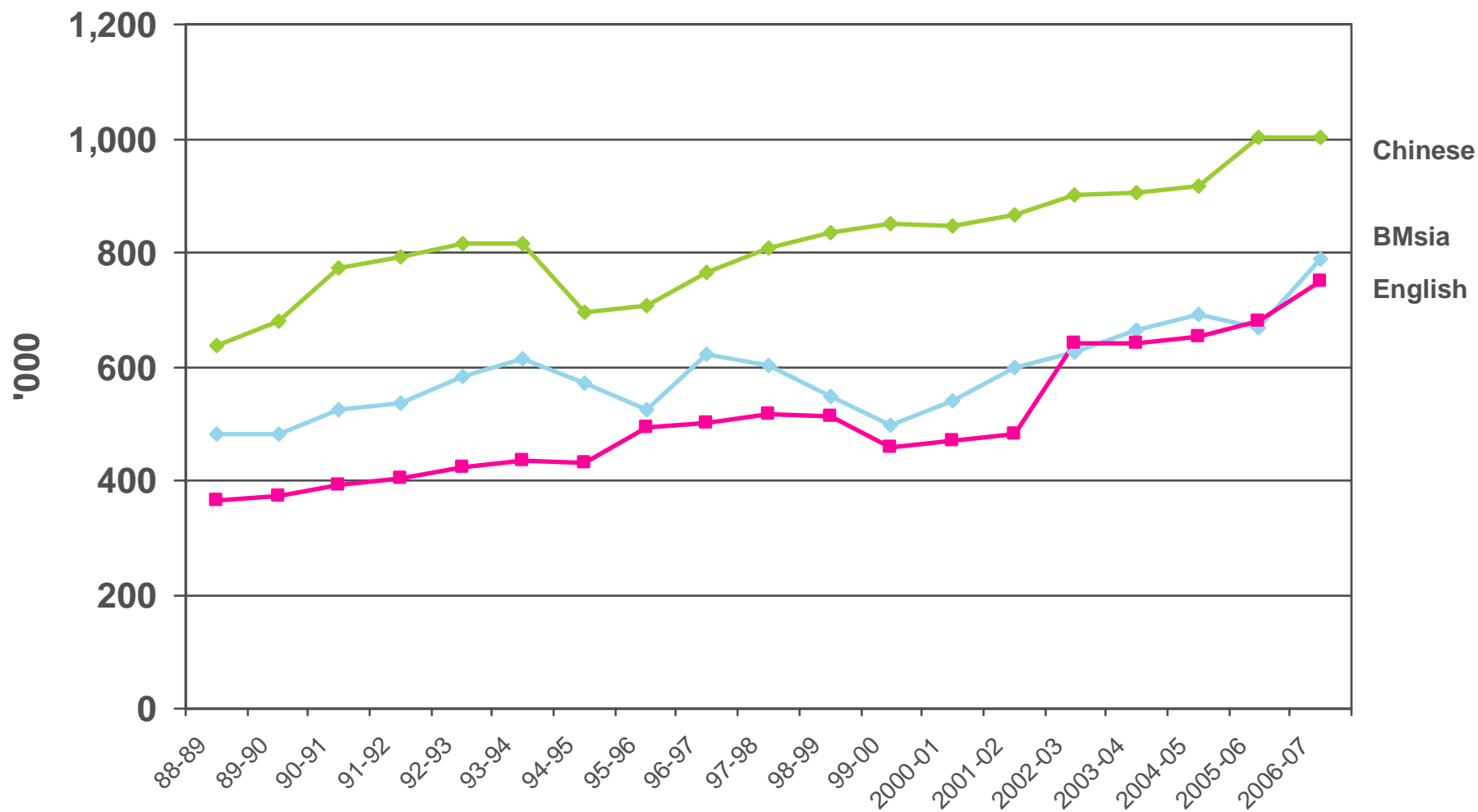
Total Newspaper Circulation 1988 – 2007 (Peninsular Malaysia)



◆ Total New spaper Circulation



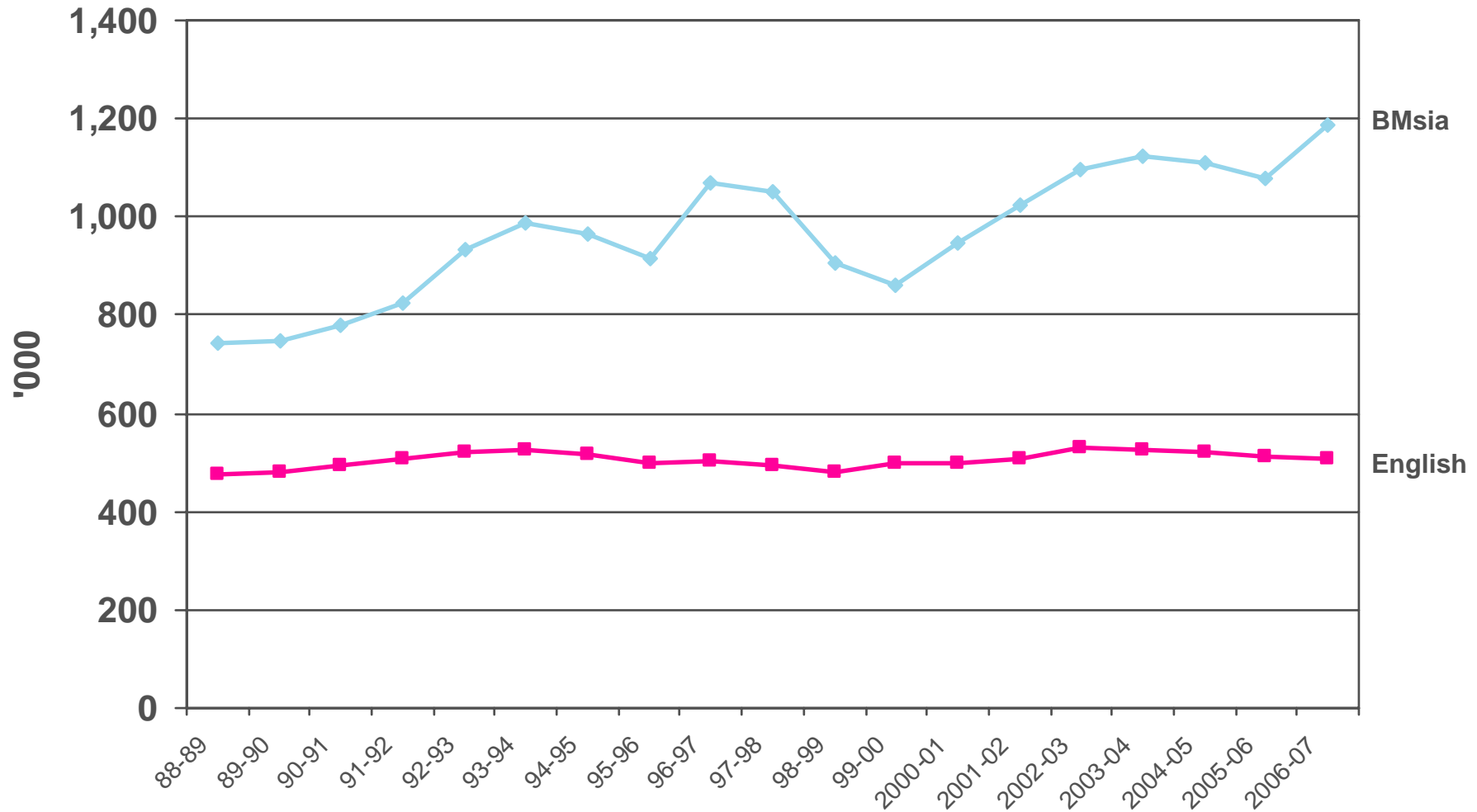
Daily Newspaper Circulation By Language 1988 – 2007 (Peninsular Malaysia)



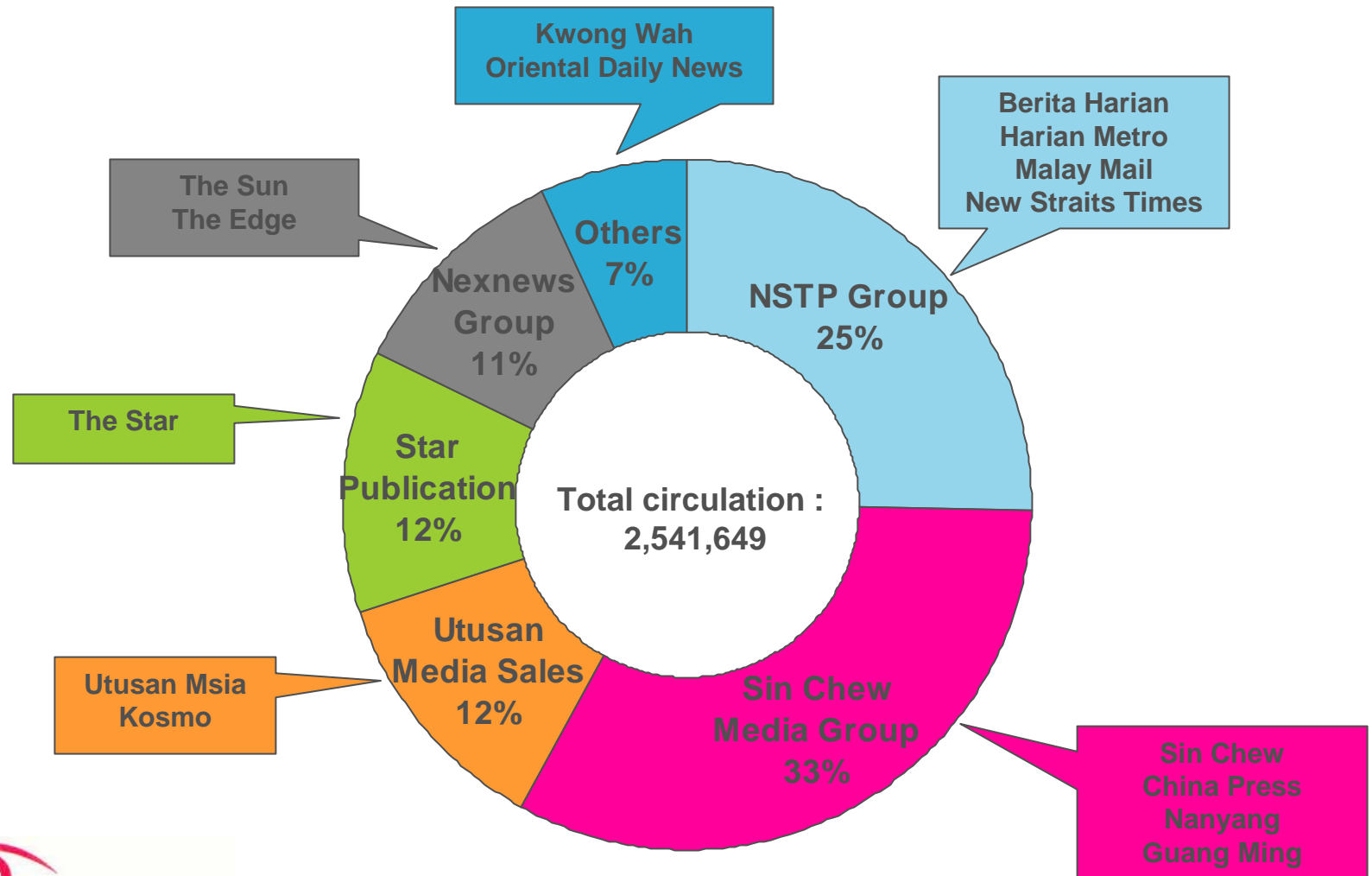
Note : Kwong Wah 06-07 average net sales not available. Average net sales reflected based on 05-06.
 BM dailies circulation increased due to new addition - Kosmo.
 The Sun circulation increased to 265,000 copies wef. Oct'06.



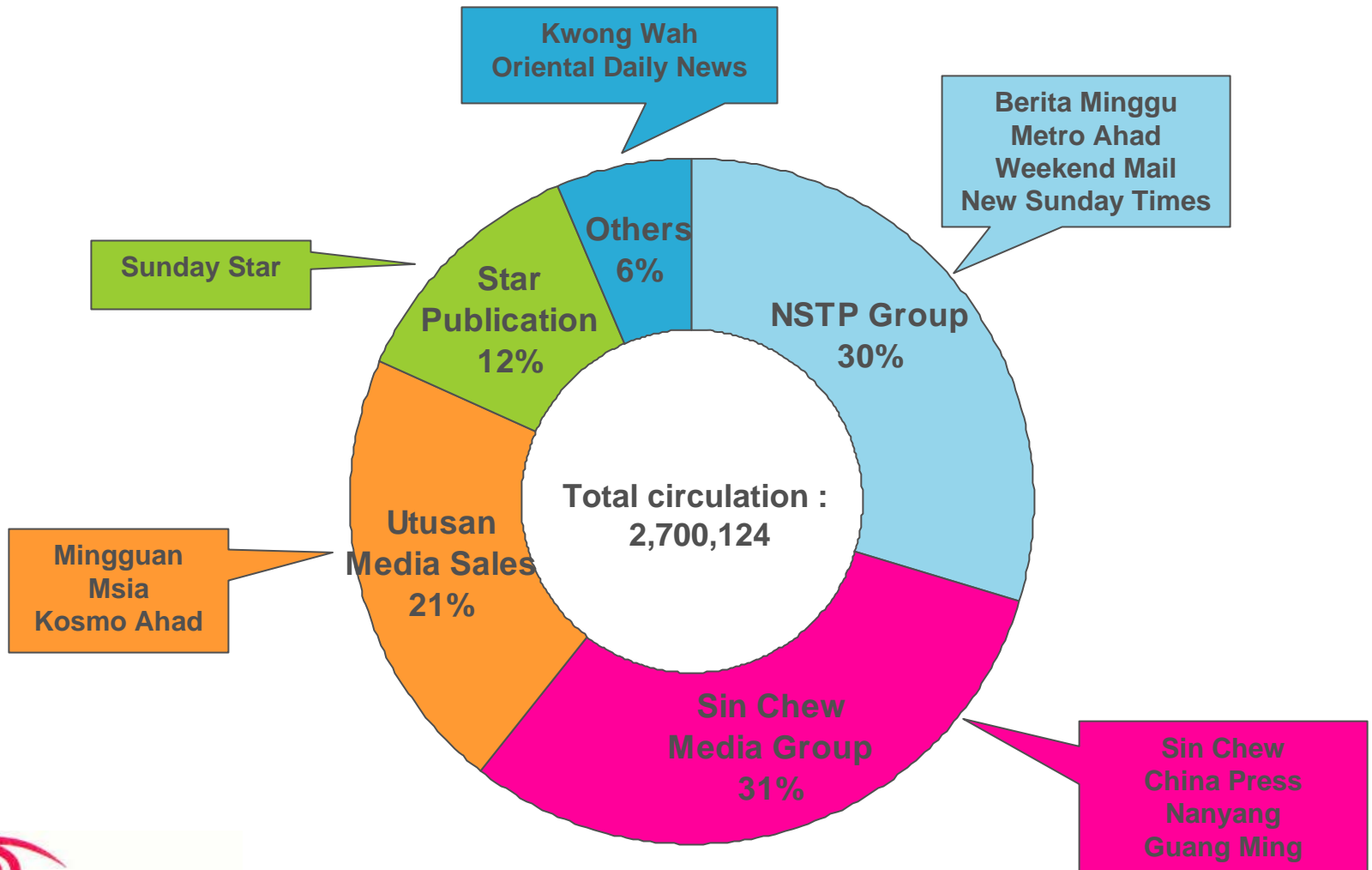
Sunday Newspaper Circulation By Language 1988 – 2007 (Peninsular Malaysia)



Daily Newspaper Circulation Grouping By Company (Pen. Malaysia) - July 2006 – June 2007

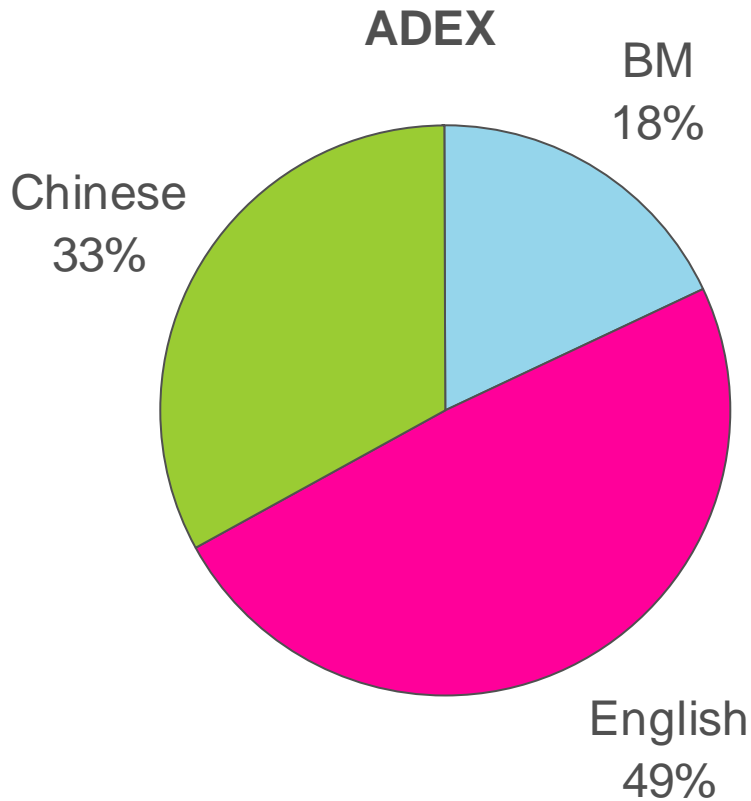


Sunday Newspaper Circulation Grouping By Company (Pen. Malaysia) - July 2006 – June 2007

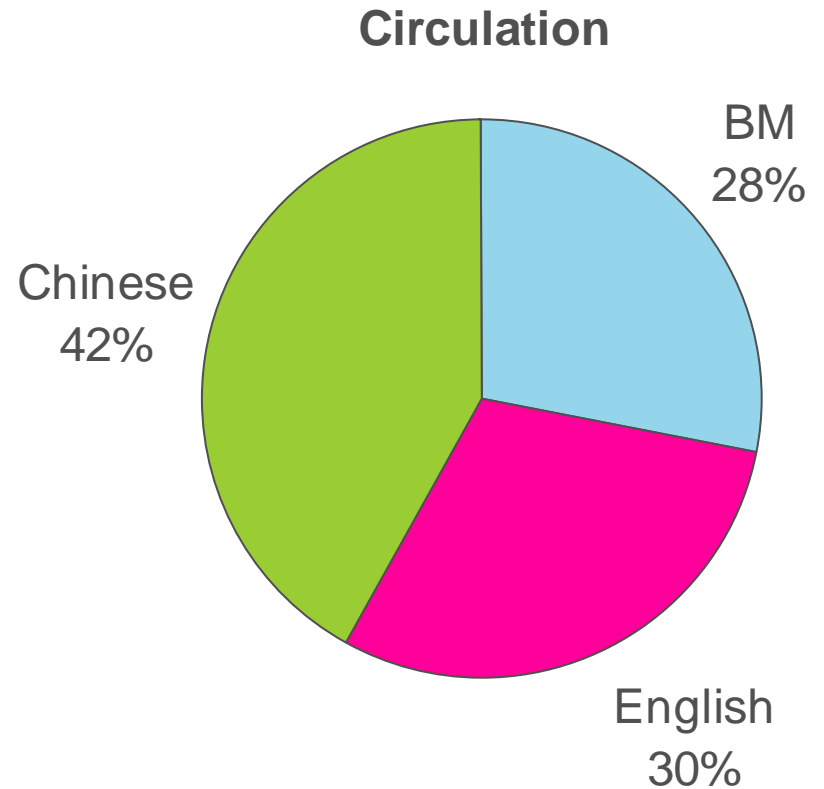


ADEX Vs Daily Newspaper Circulation

July 2006 – June 2007



Total ADEX: RM 2.527 billion

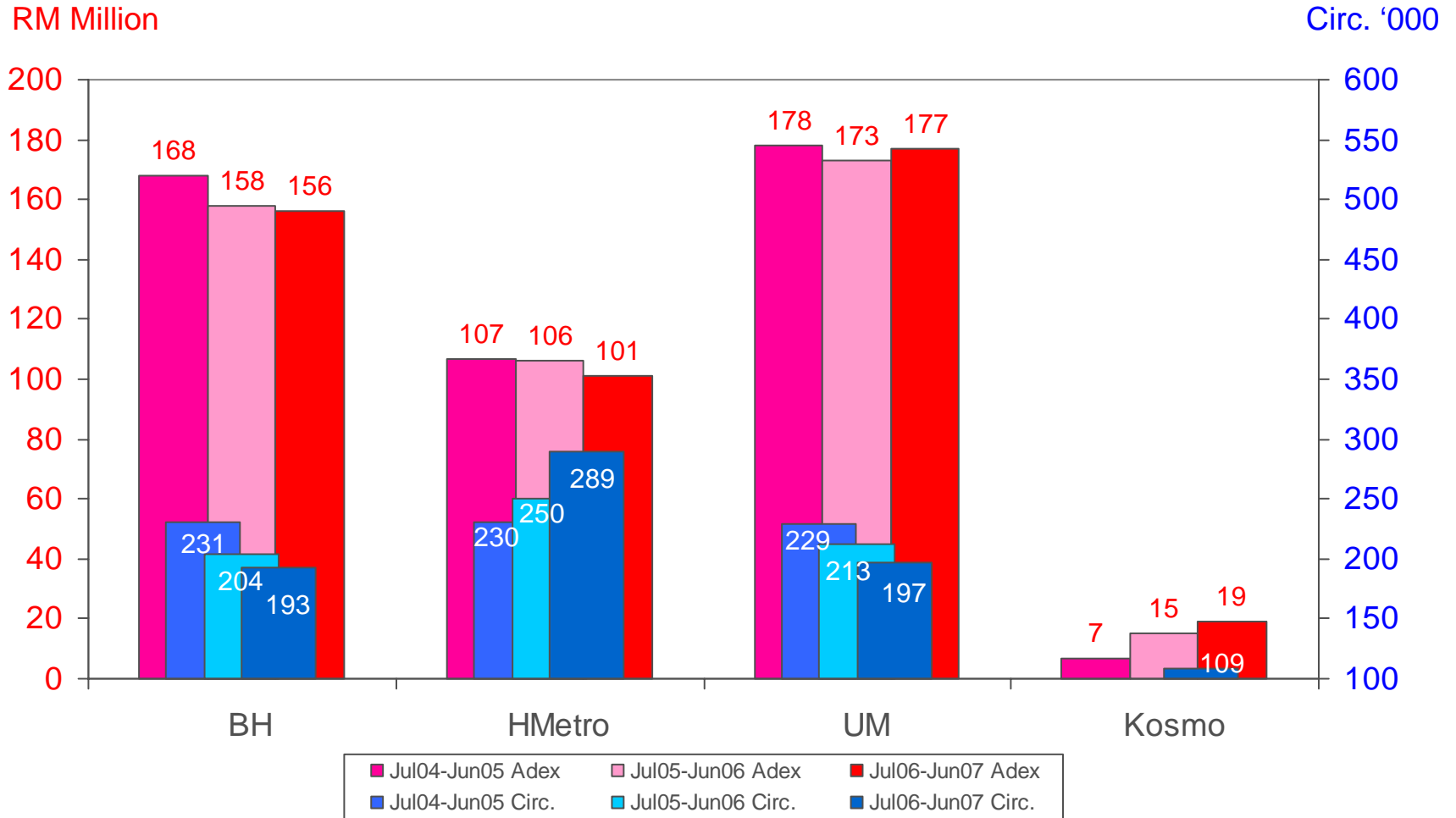


Total Circulation: 2.969 million



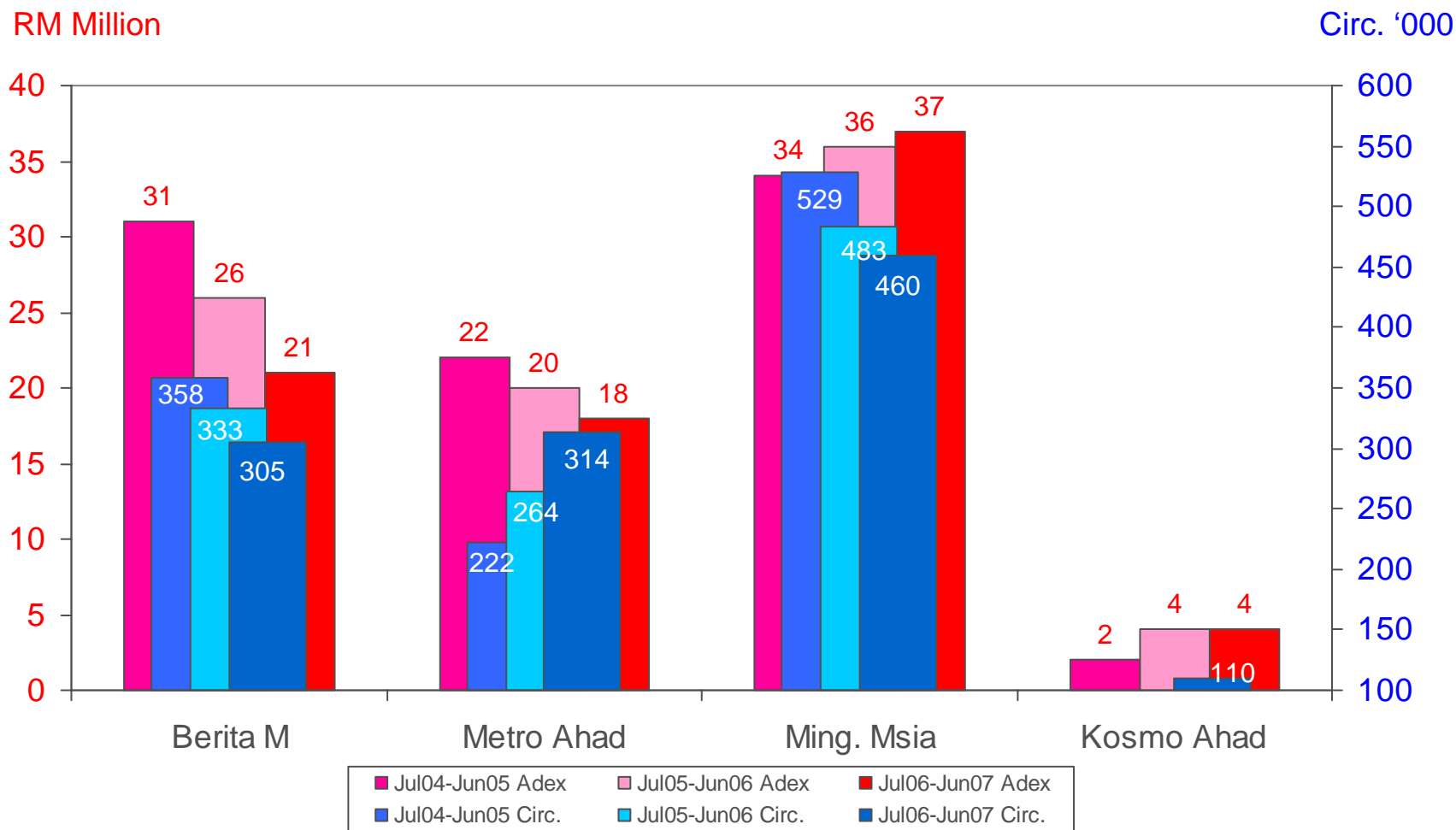
Print Adex vs Circulation

- Pen. Malaysia Bahasa Daily Newspaper



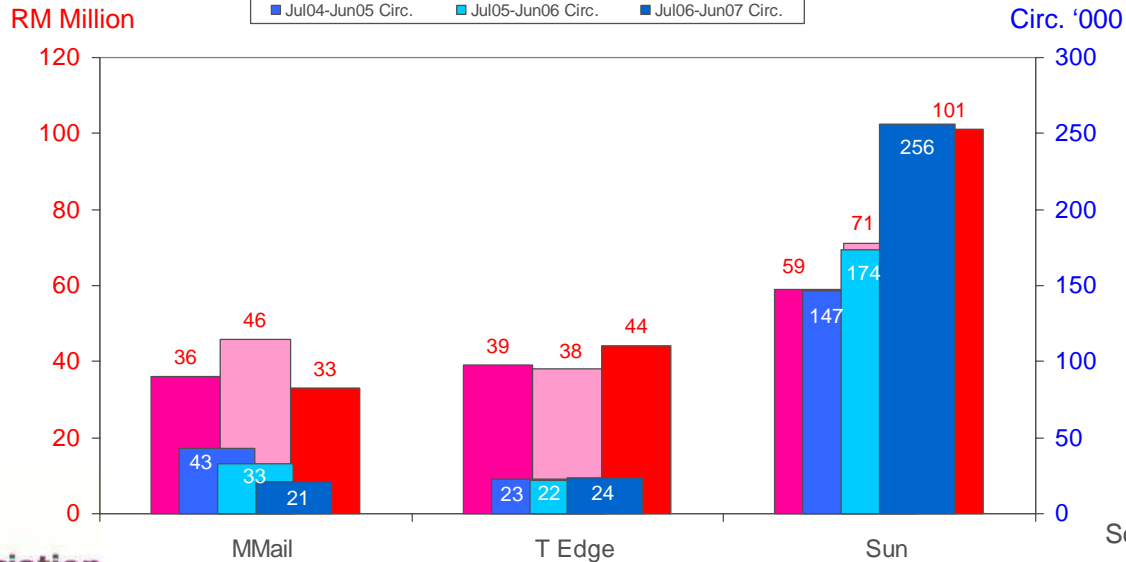
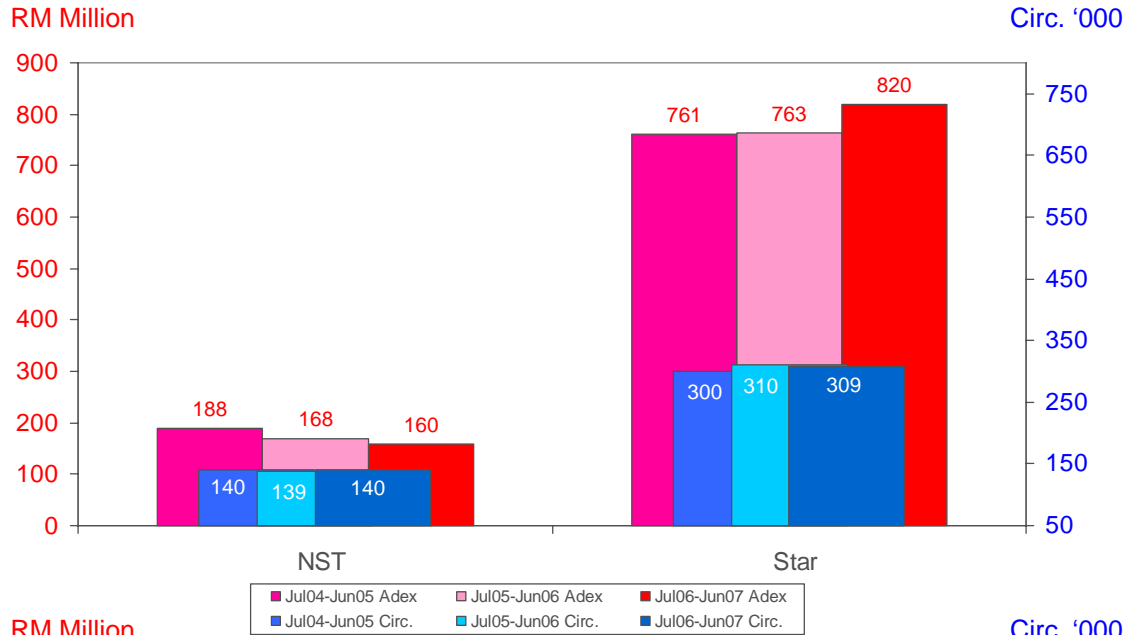
Print Adex vs Circulation

- Pen. Malaysia Bahasa Sunday Newspaper



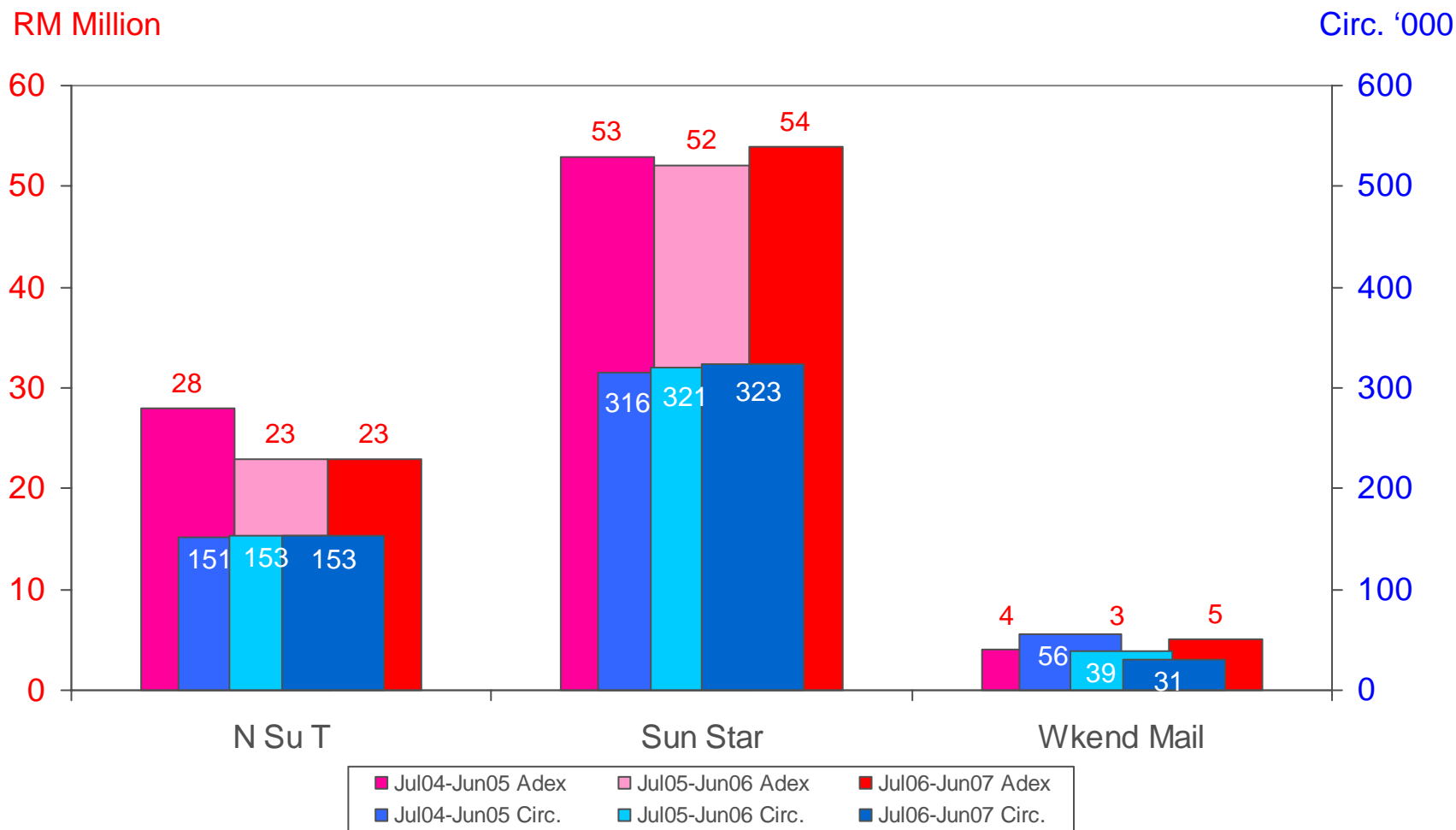
Print Adex vs Circulation

- Pen. Malaysia English Daily Newspaper



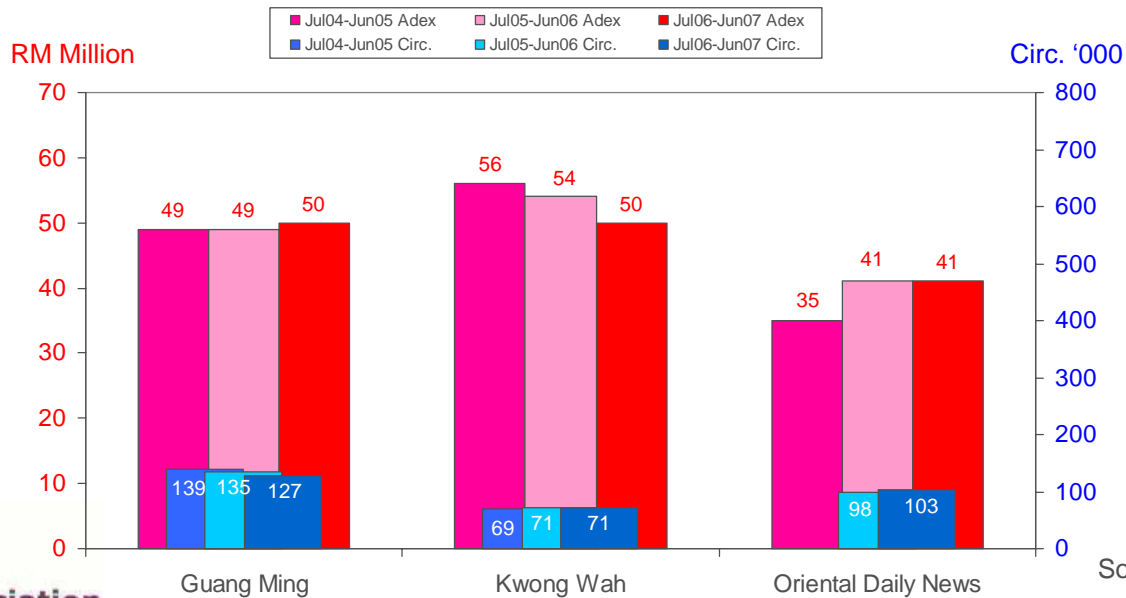
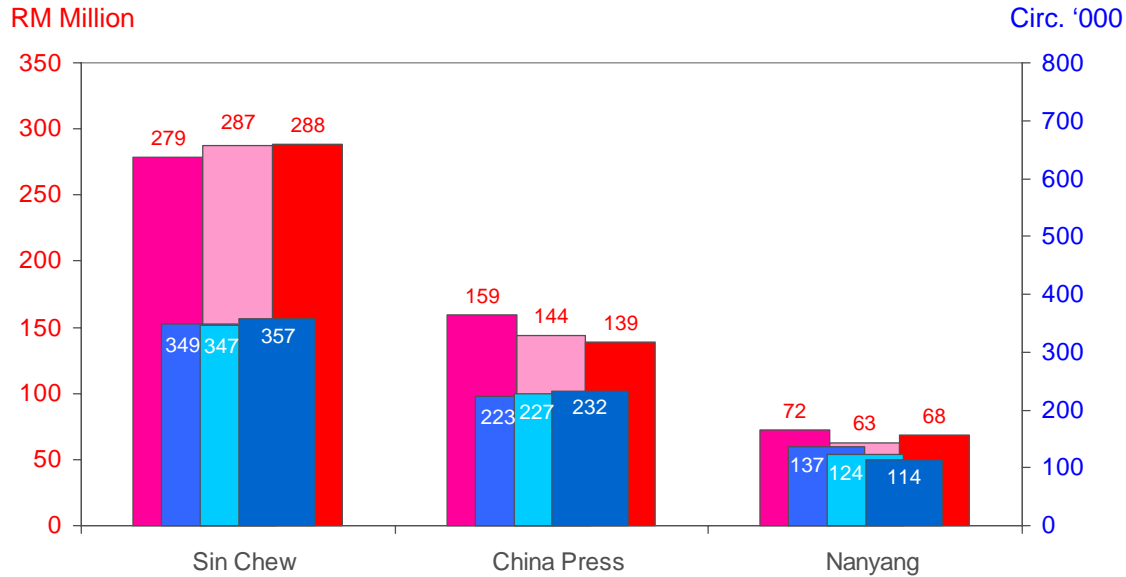
Print Adex vs Circulation

- Pen. Malaysia English Sunday Newspaper



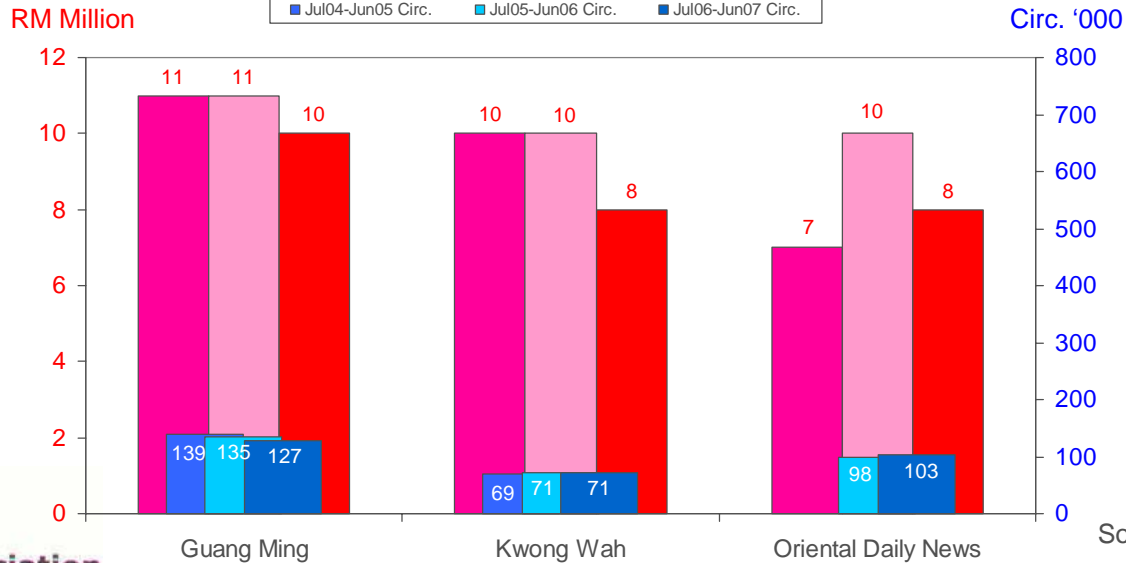
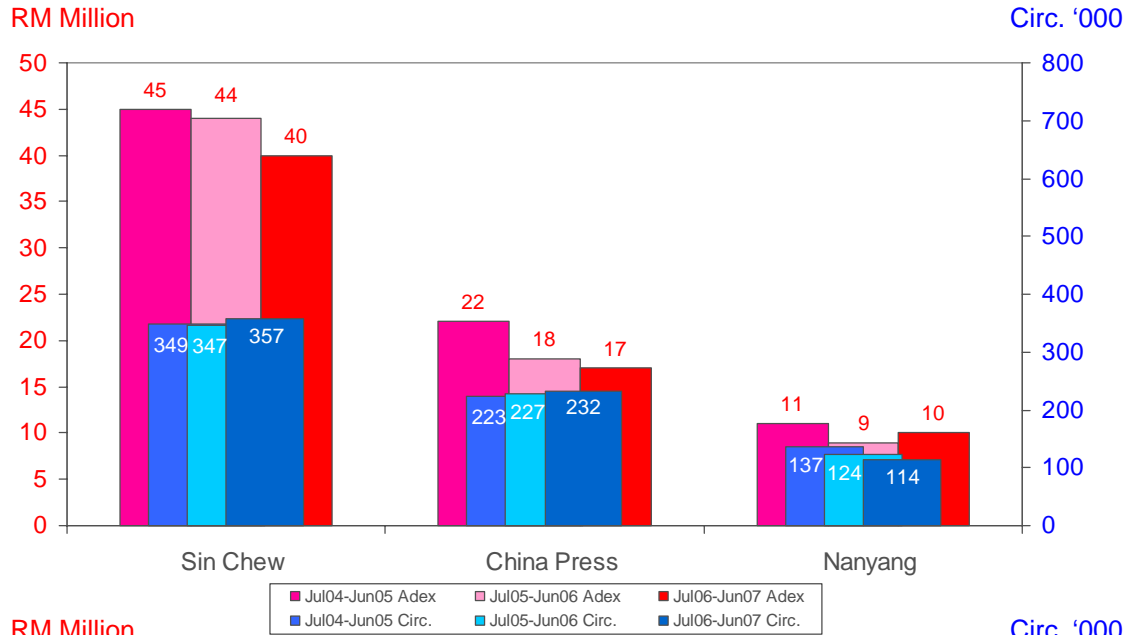
Print Adex vs Circulation

- Pen. Malaysia Chinese Daily Newspaper

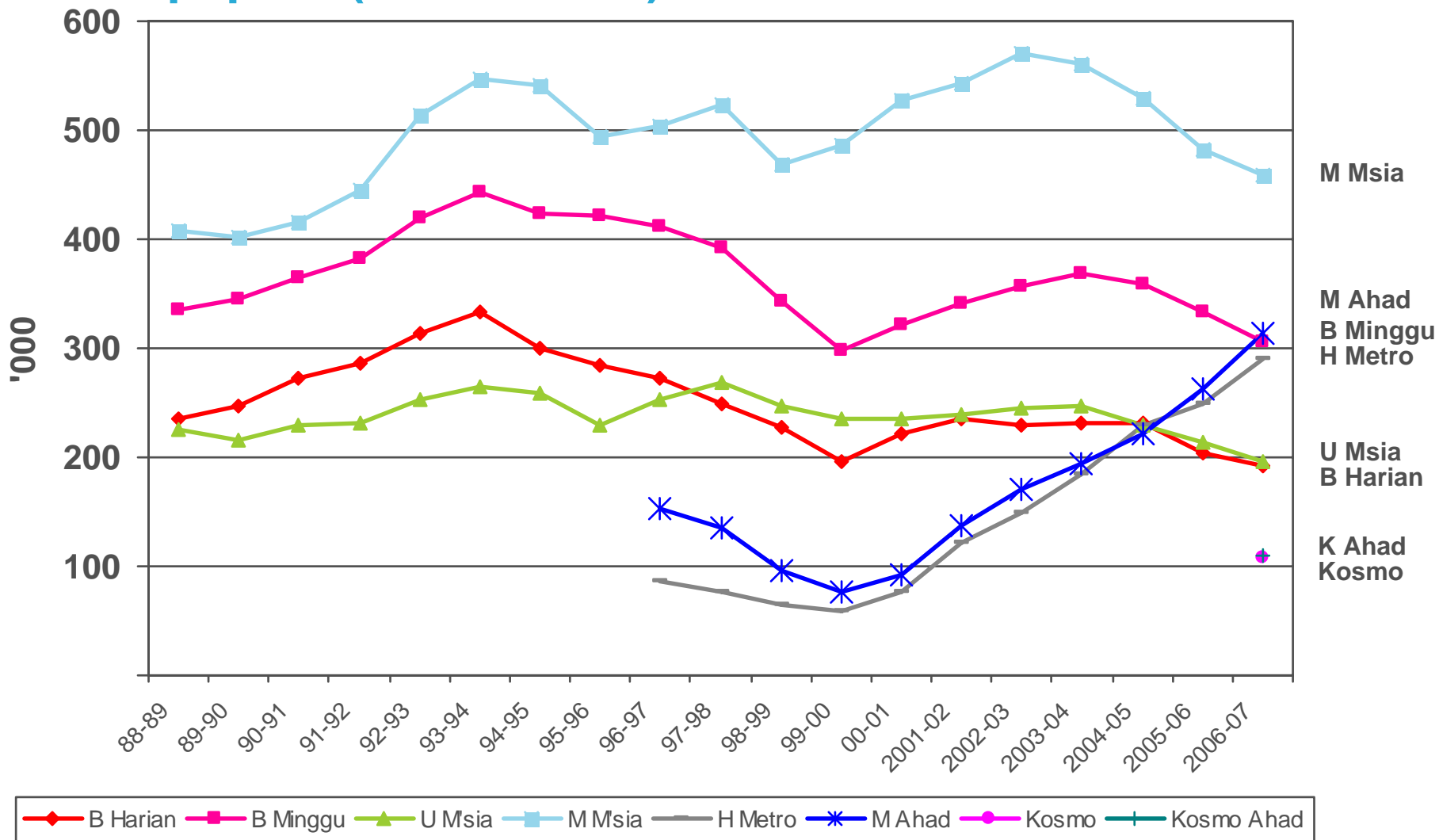


Print Adex vs Circulation

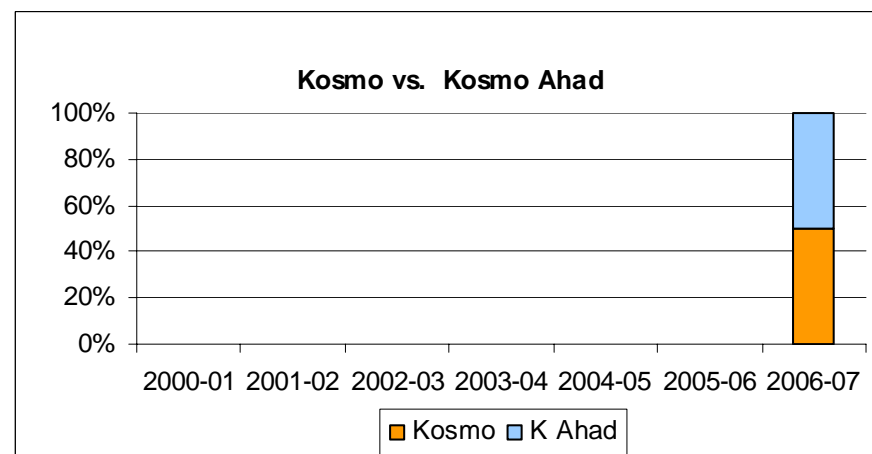
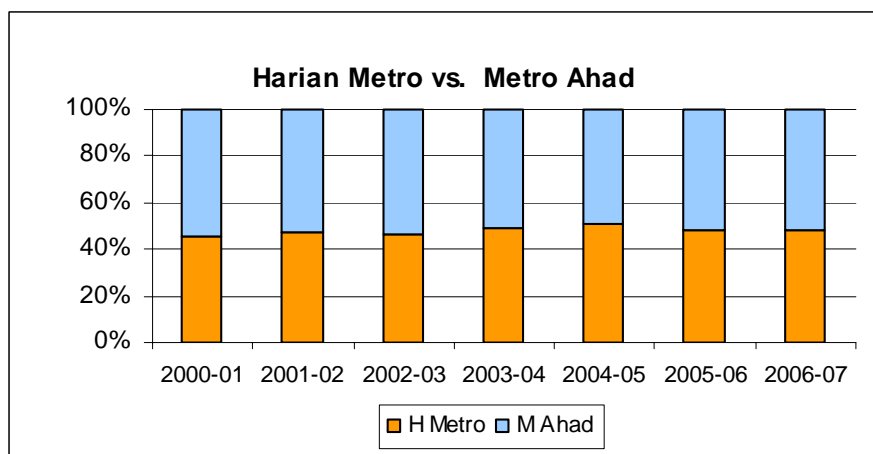
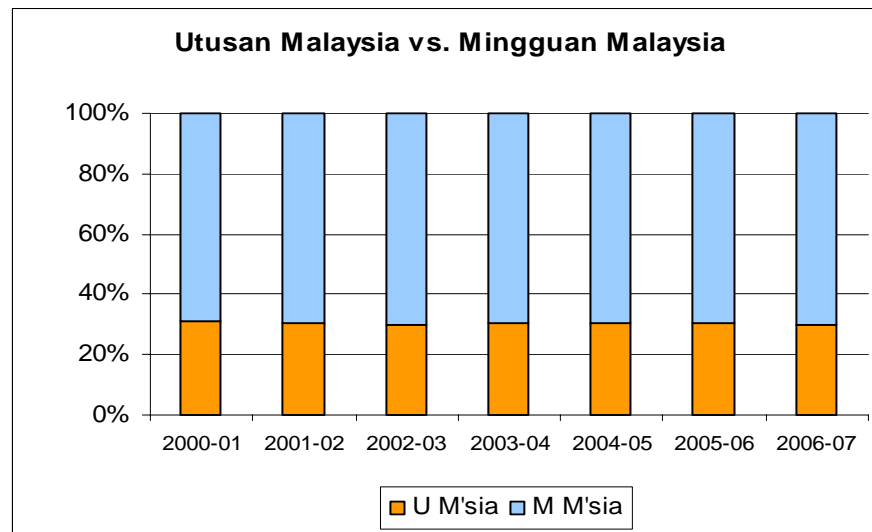
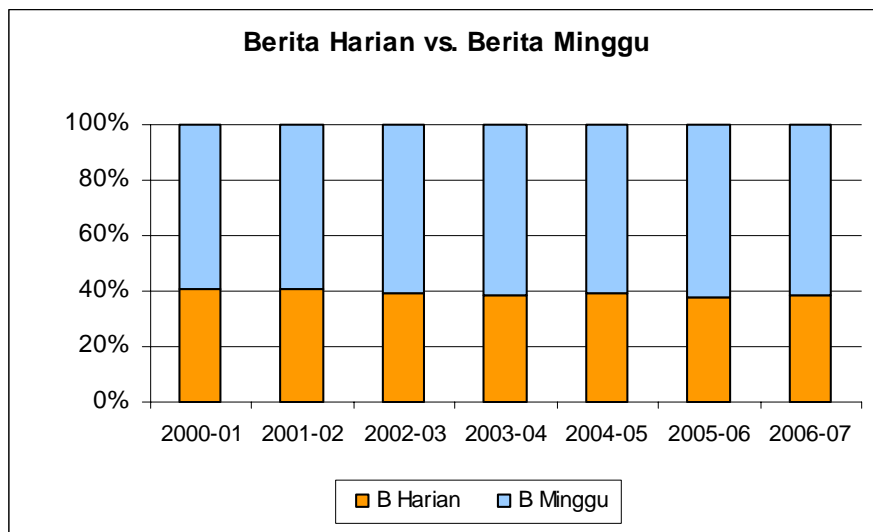
- Pen. Malaysia Chinese Sunday Newspaper



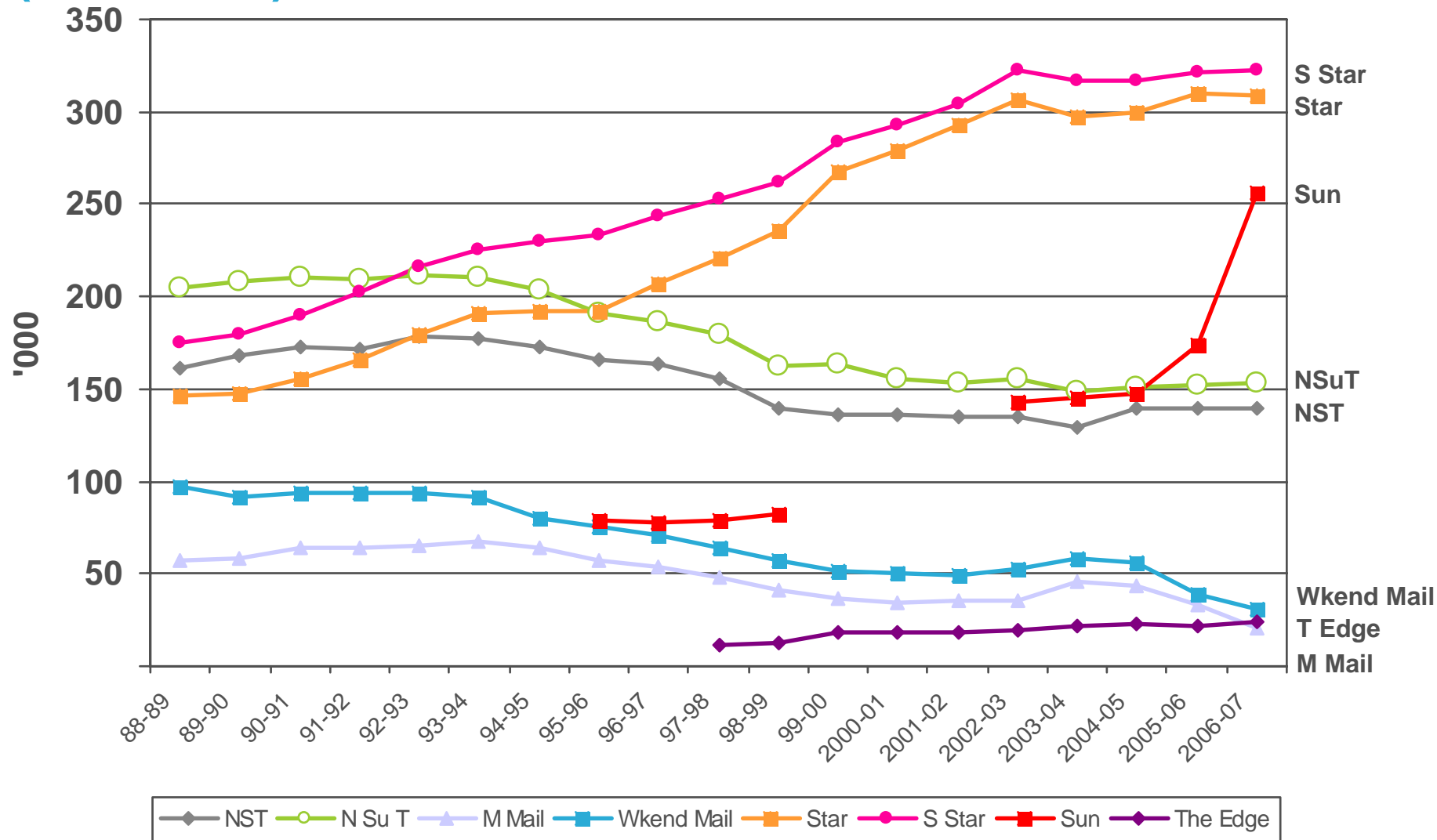
Audited Circulation Trends – Bahasa Malaysia Newspapers (1988 – 2007)



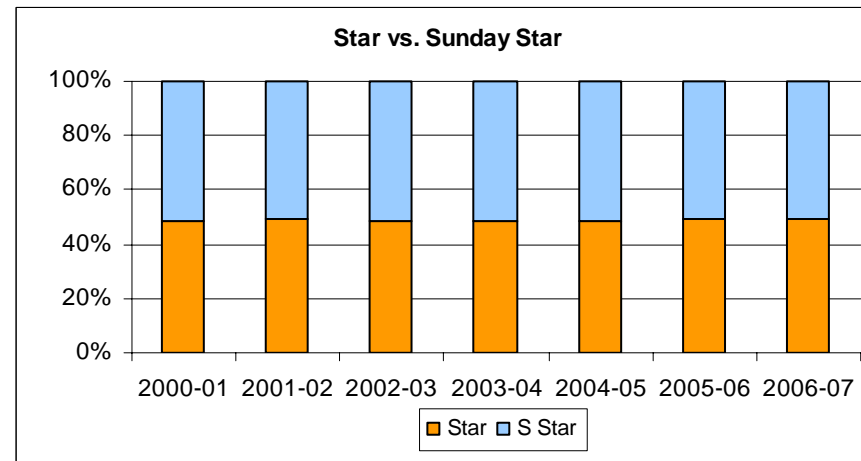
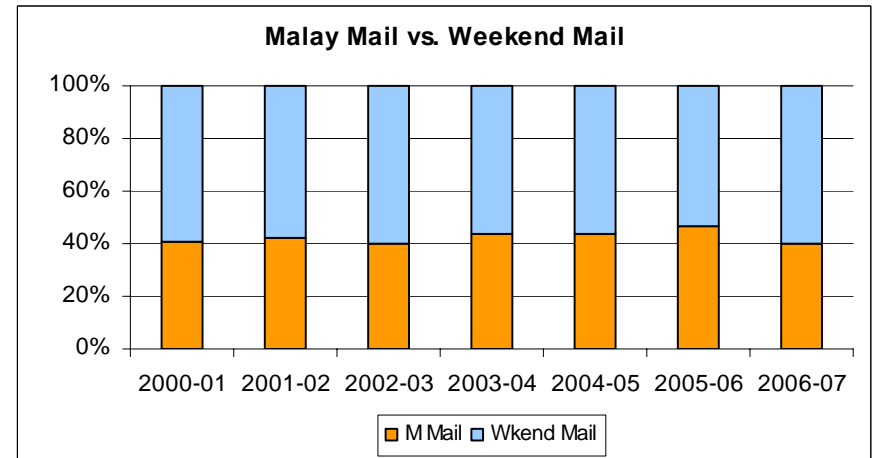
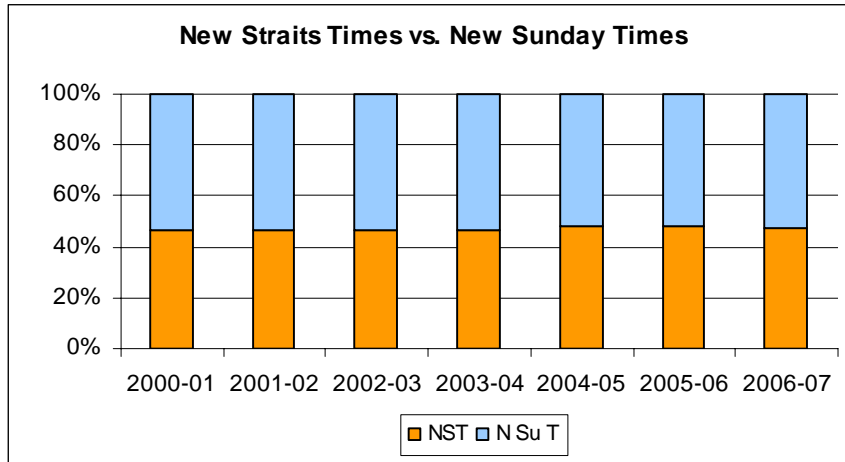
Dailies Vs Sundays – Bahasa Malaysia Newspapers (Peninsular Malaysia) - 2000-2007



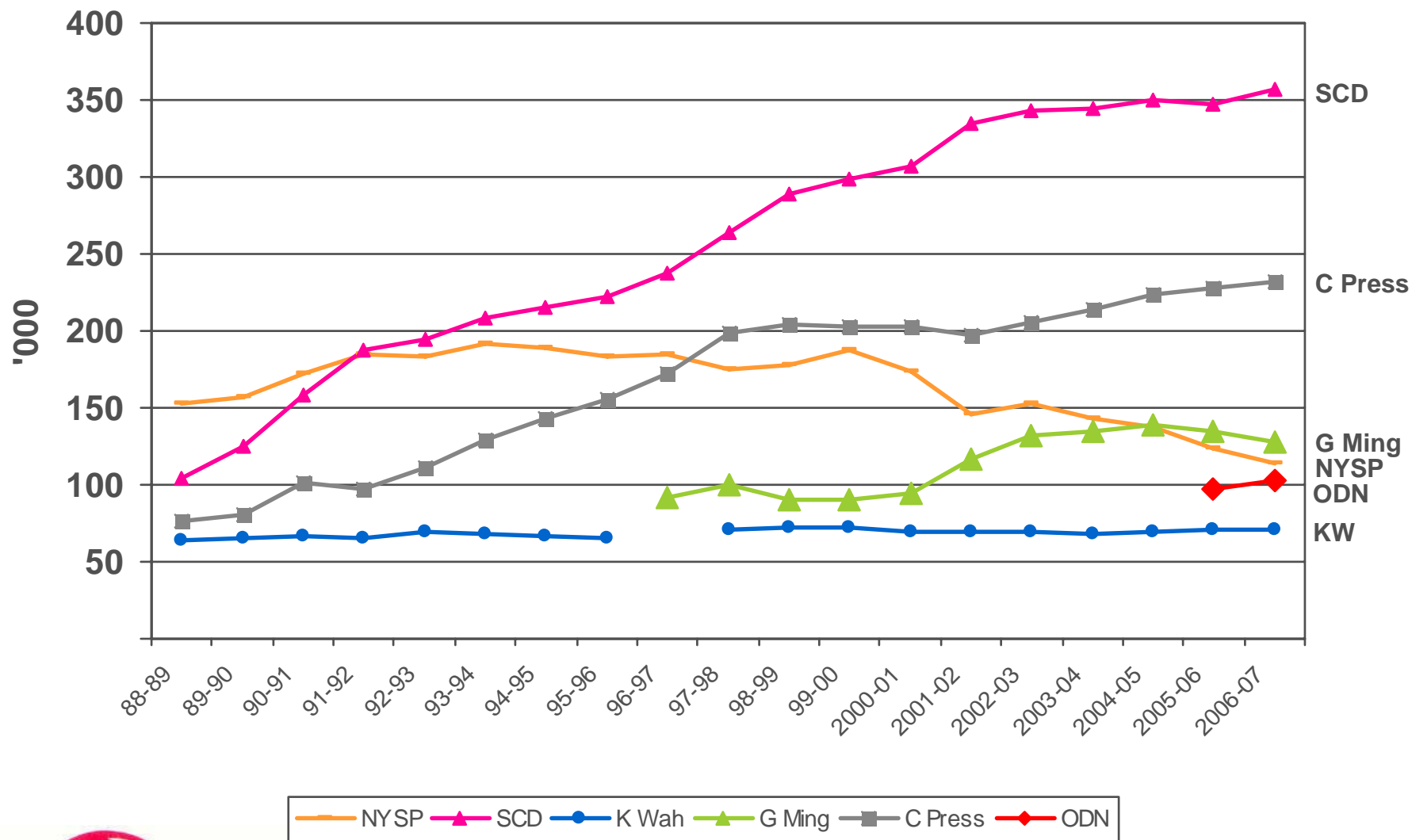
Audited Circulation Trends – English Newspapers (1988-2007)



Dailies Vs Sundays – English Newspapers (Peninsular Malaysia) - 2000-2007



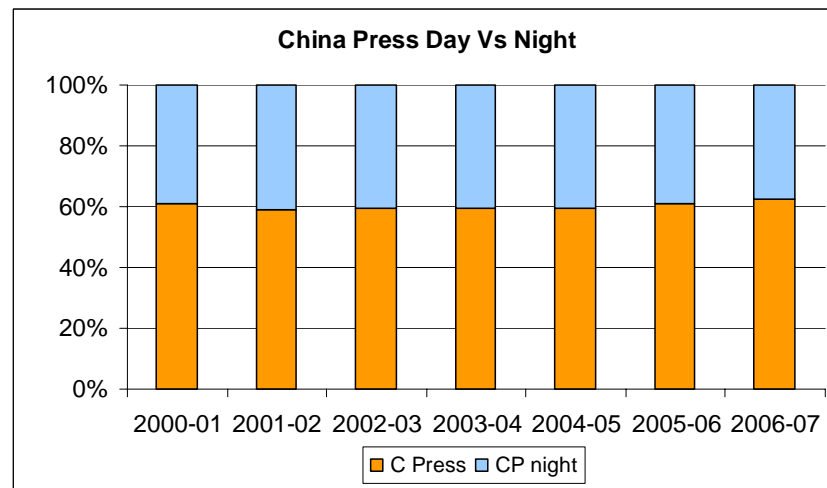
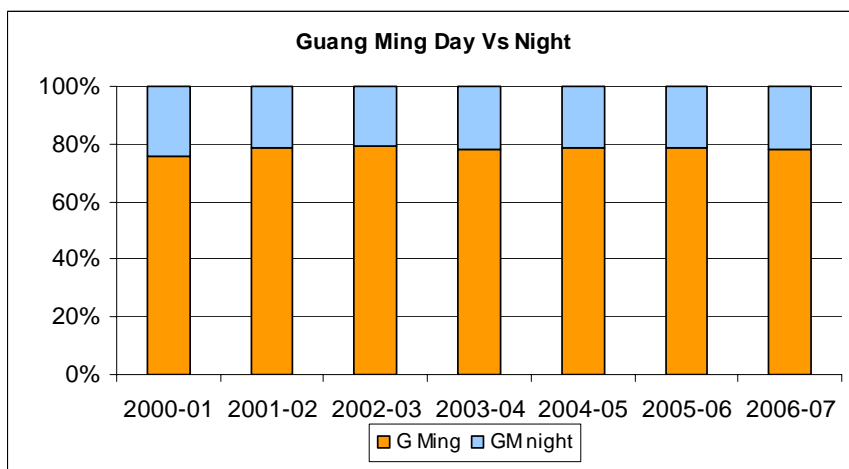
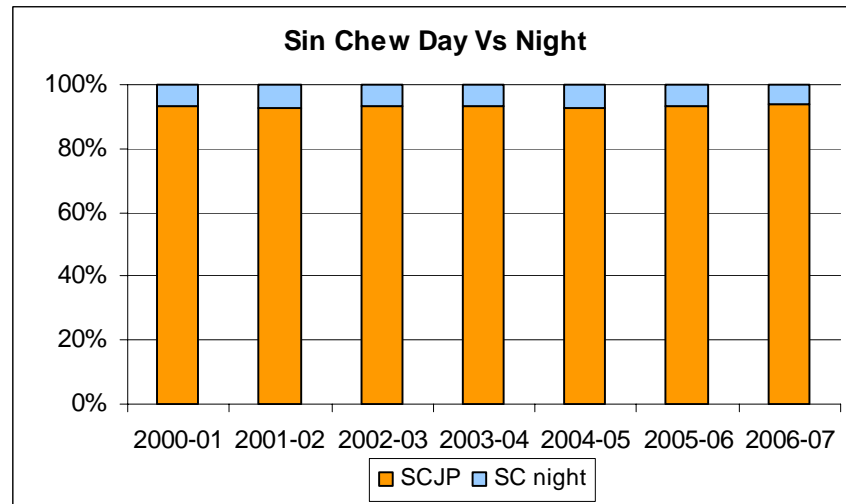
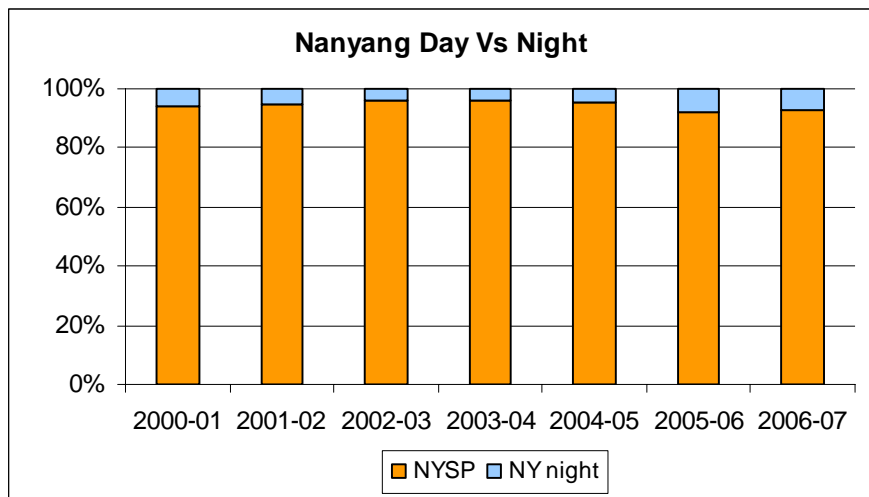
Audited Circulation Trends – Chinese Newspapers (1988-2007)



Note : Kwong Wah 06-07 average net sales not available. However, 05-06 average net sales figures were included.



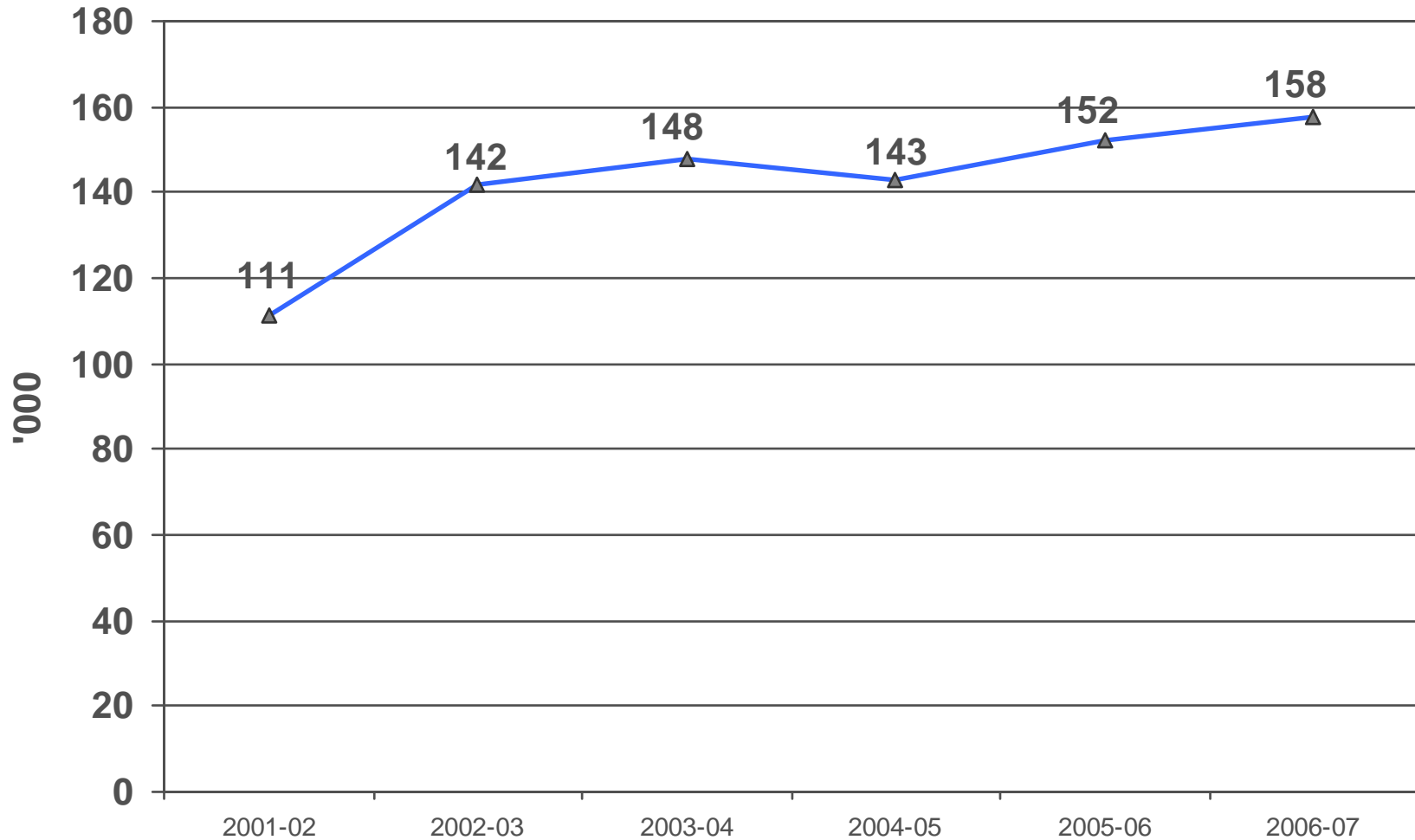
Day Vs Night Sales – Chinese Newspapers (Peninsular Malaysia) - 2000-2007



Note : Oriental Daily News does not have night sales copies.



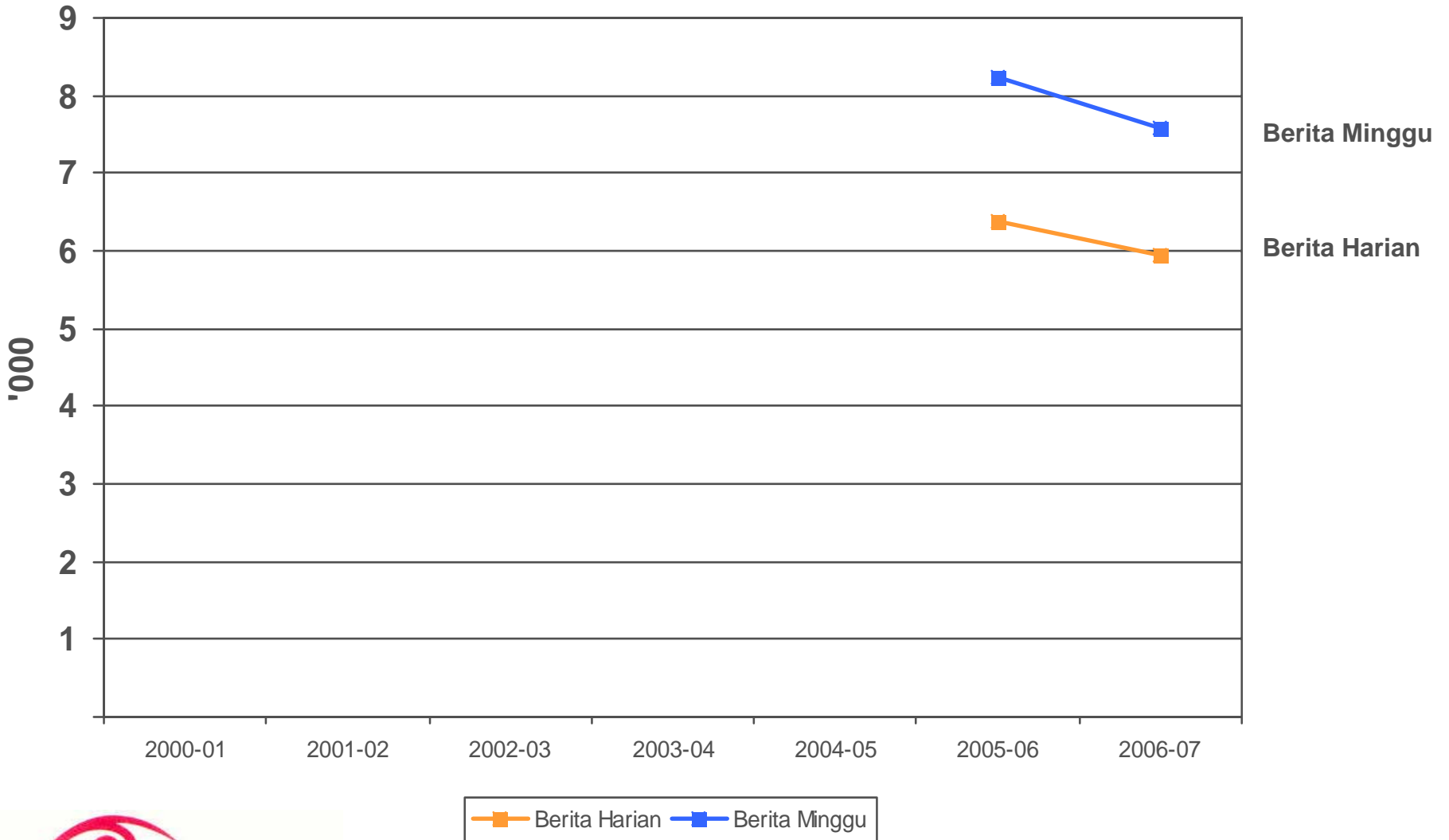
Total Newspaper Circulation (Sabah) 2001 - 2007



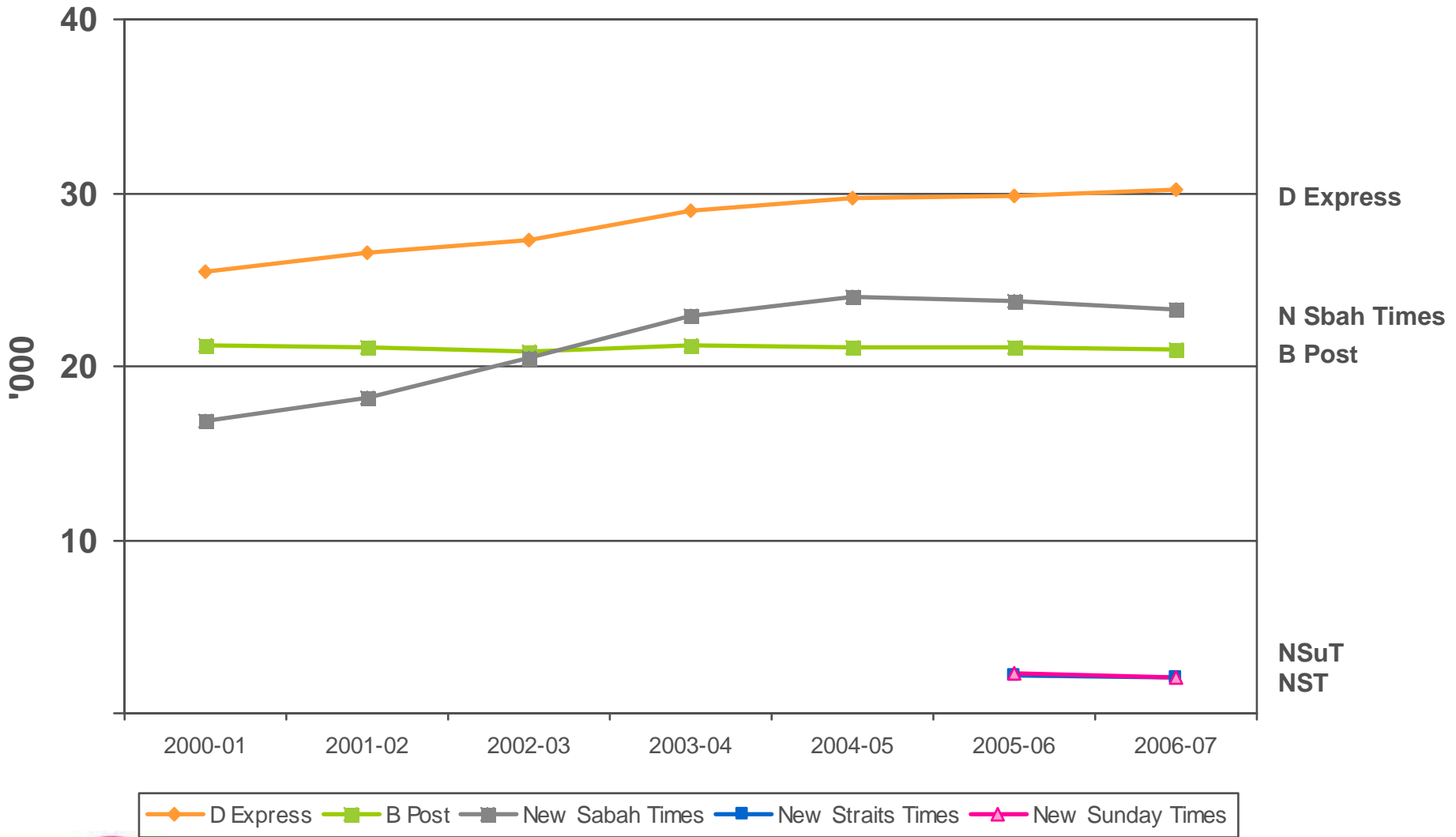
Audited Daily Circulation Trends By Language (Sabah) 2000 - 2007



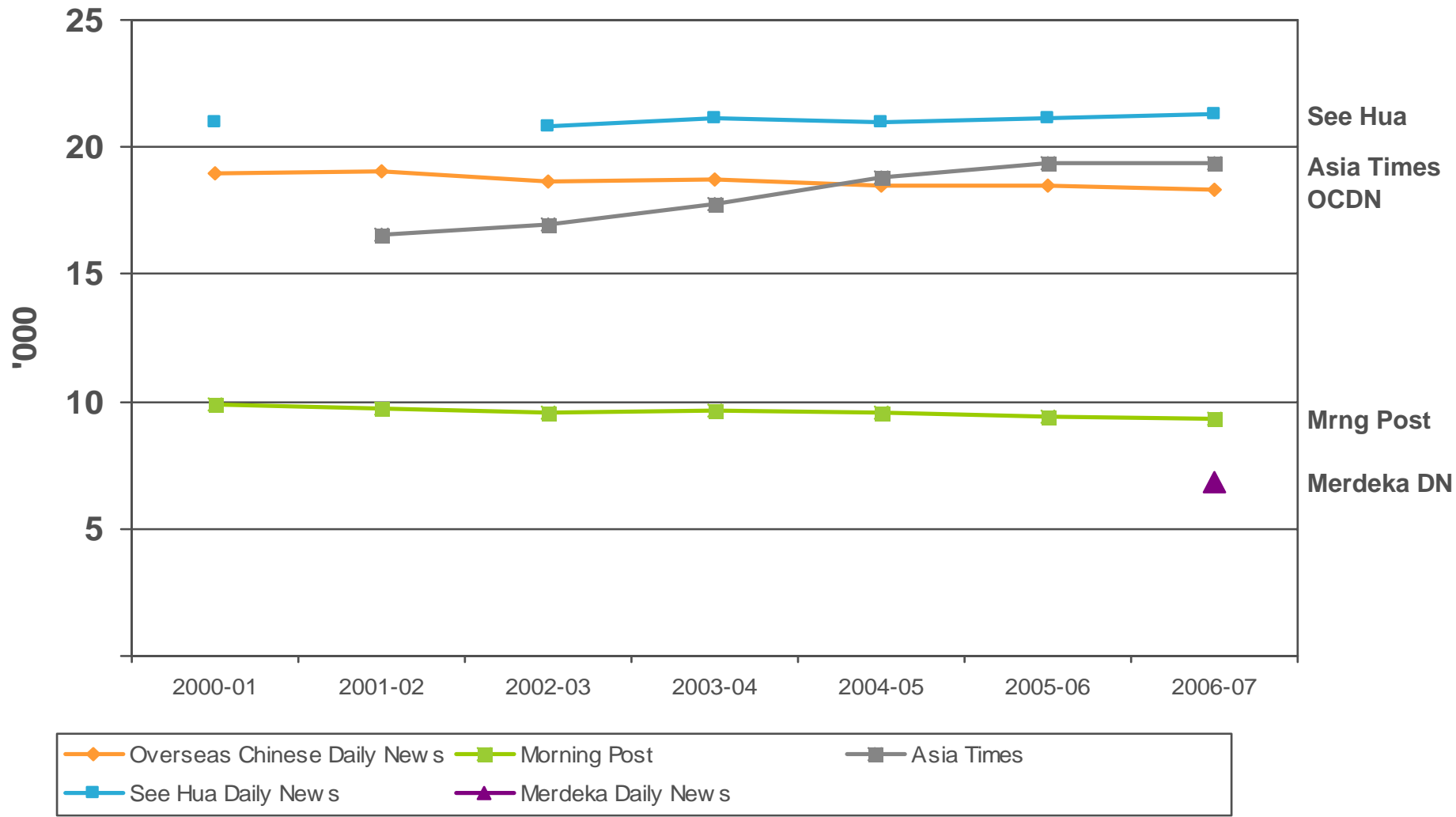
Audited Circulation Trends (Sabah) - Bahasa Malaysia Papers 2000 - 2007



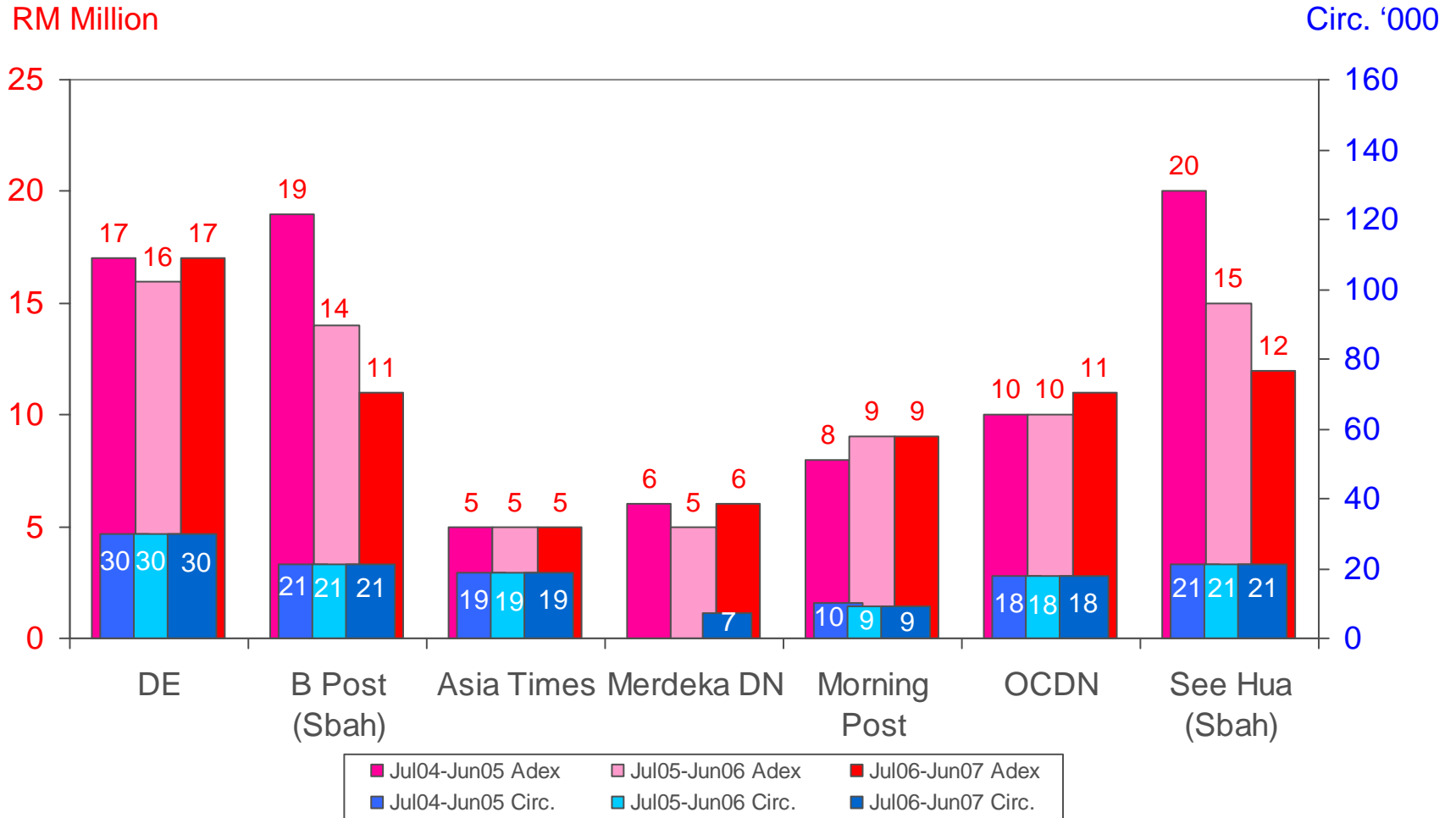
Audited Circulation Trends (Sabah) - English Papers 2000 - 2007



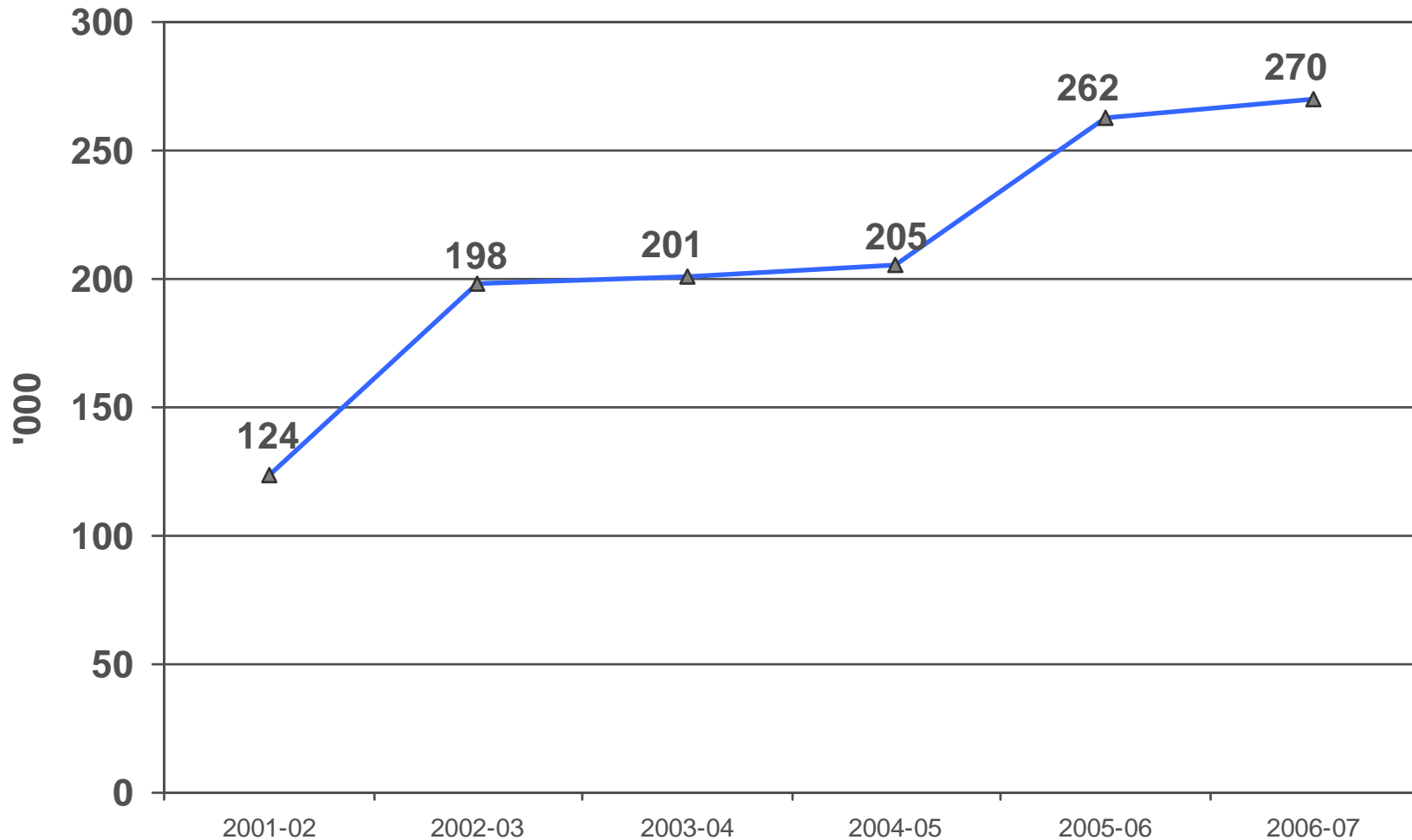
Audited Circulation Trends (Sabah) - Chinese Papers 2000 - 2007



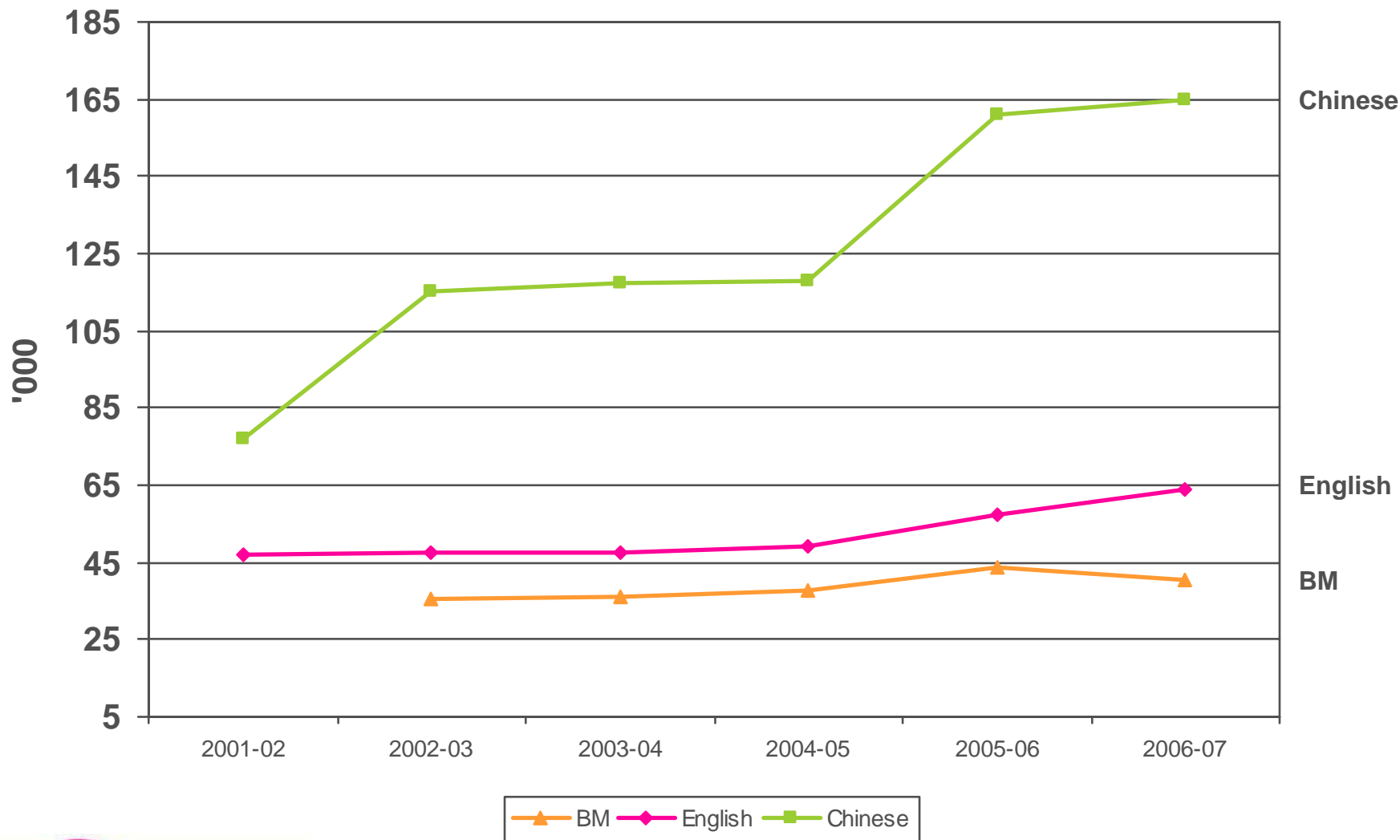
Print Adex vs Circulation - Sabah



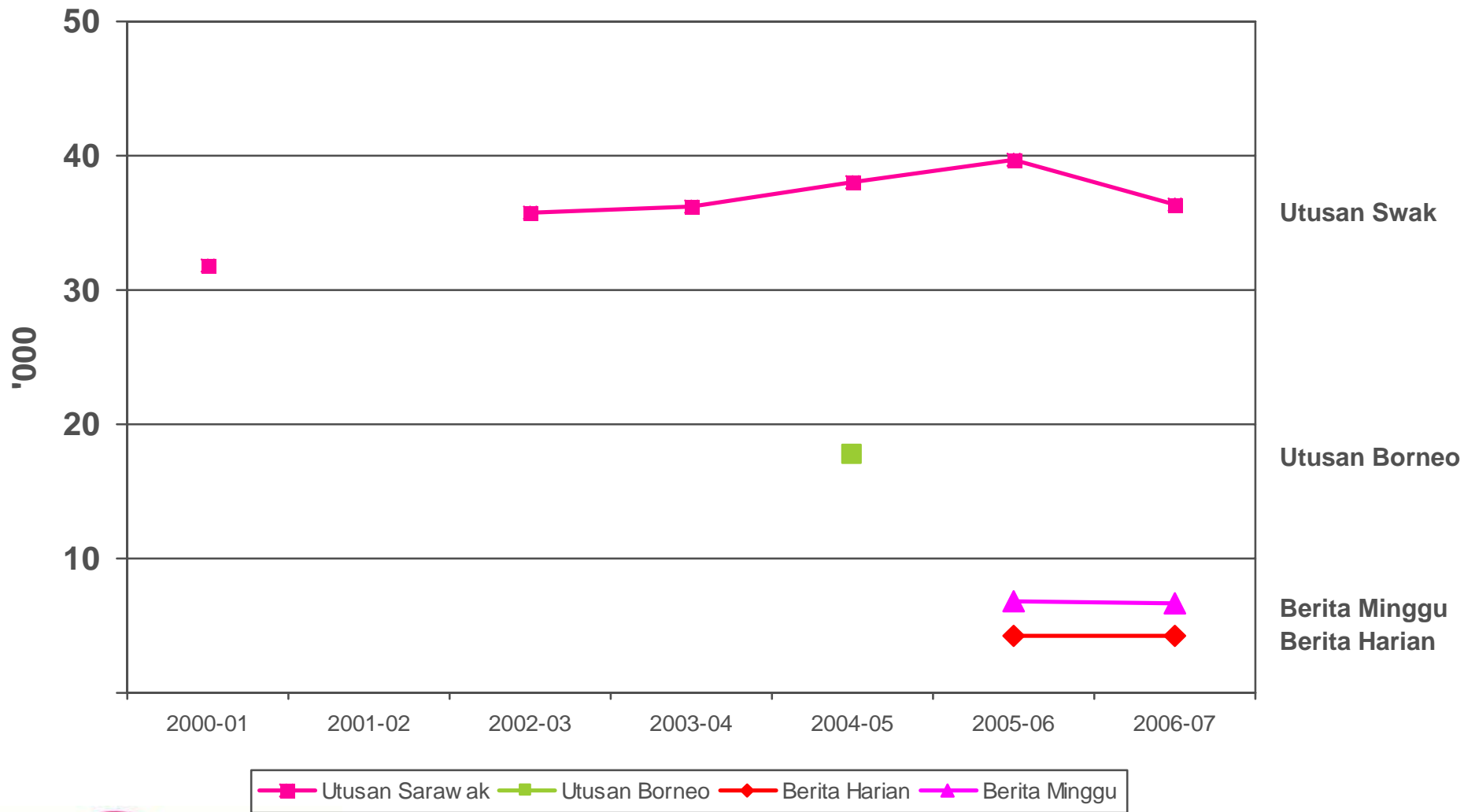
Total Newspaper Circulation (Sarawak) 2001 - 2007



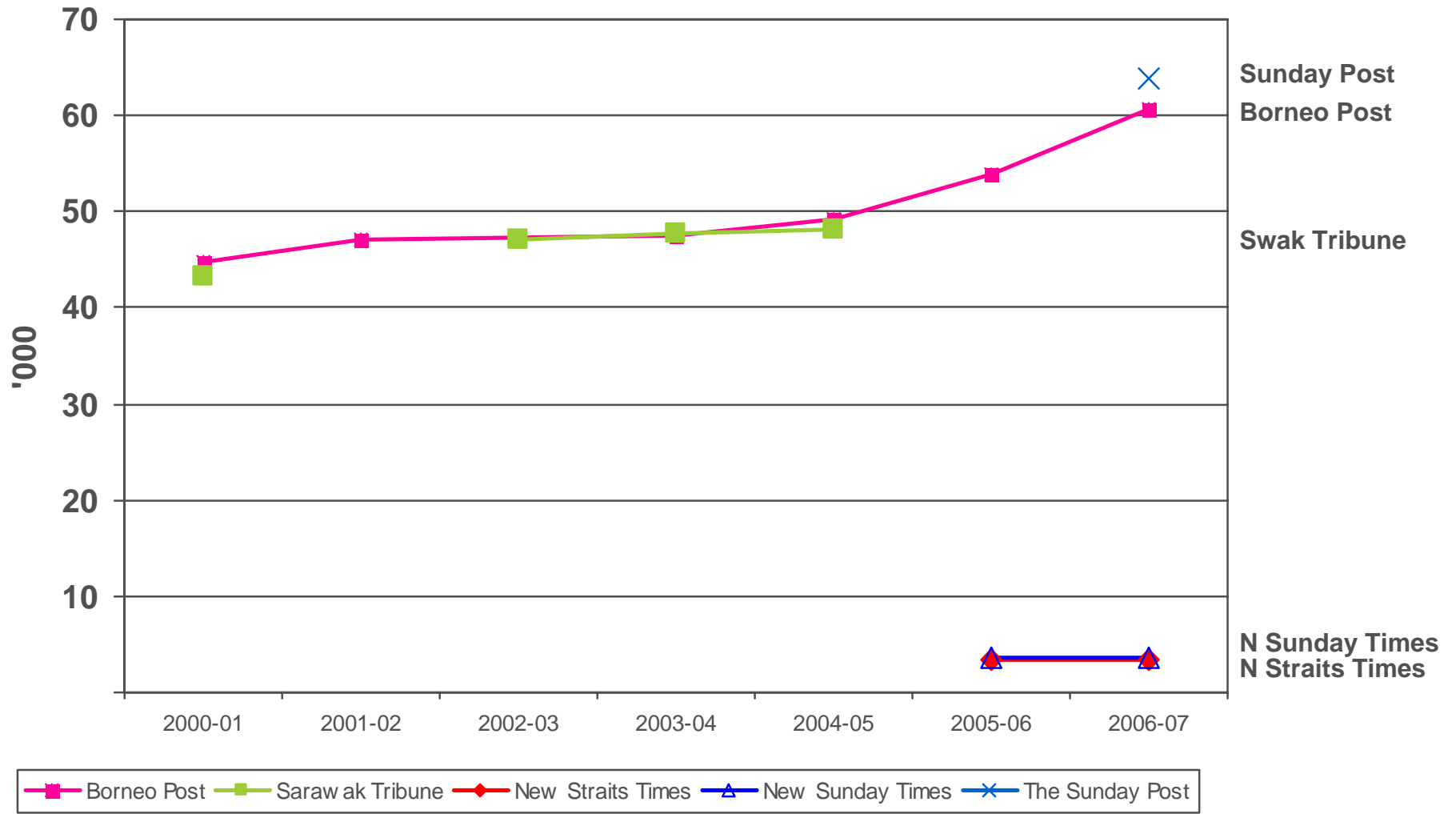
Audited Daily Circulation Trends By Language (Sarawak) 2001 - 2007



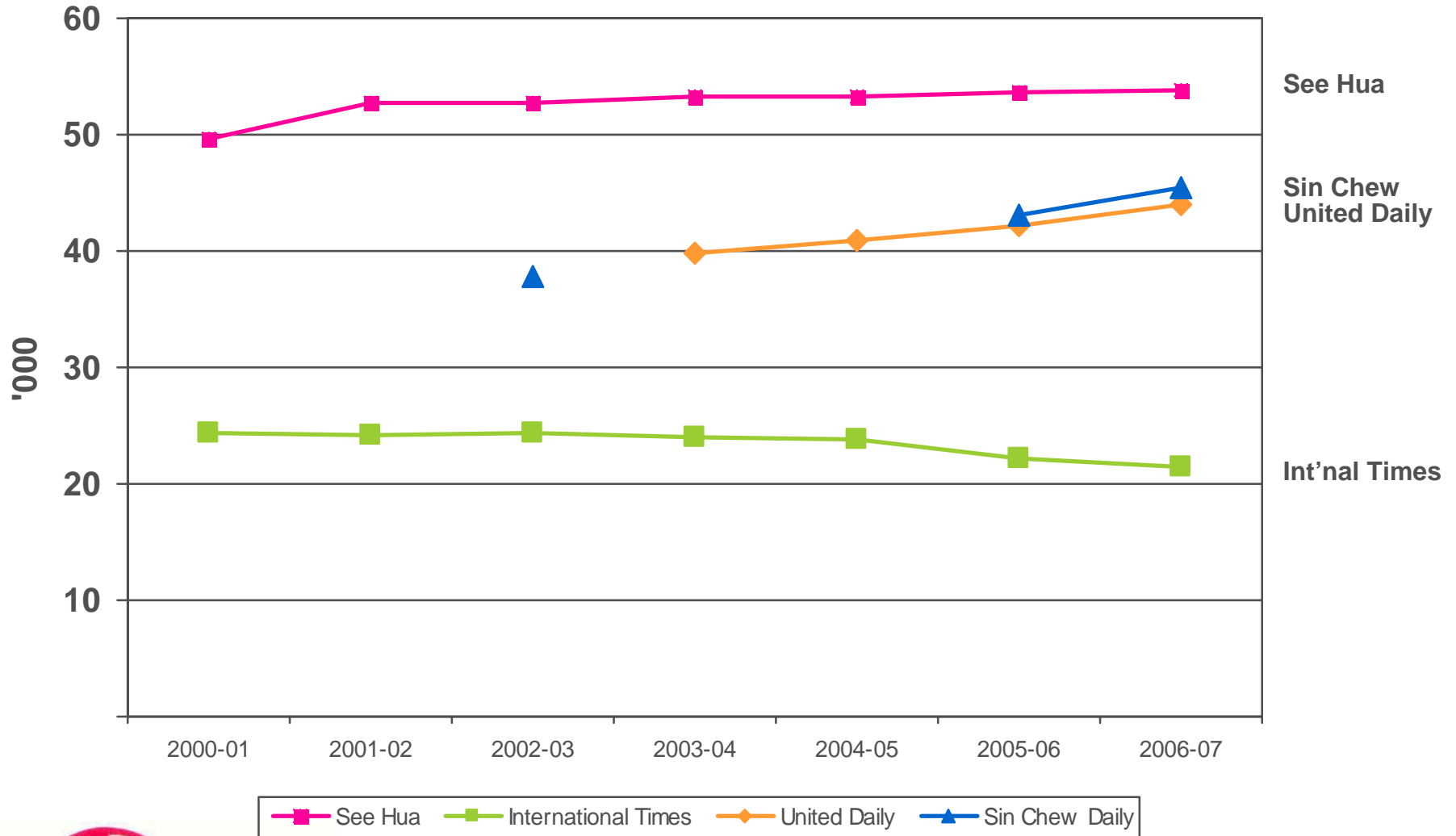
Audited Circulation Trends (Sarawak) - Bahasa Malaysia Papers 2000 - 2007



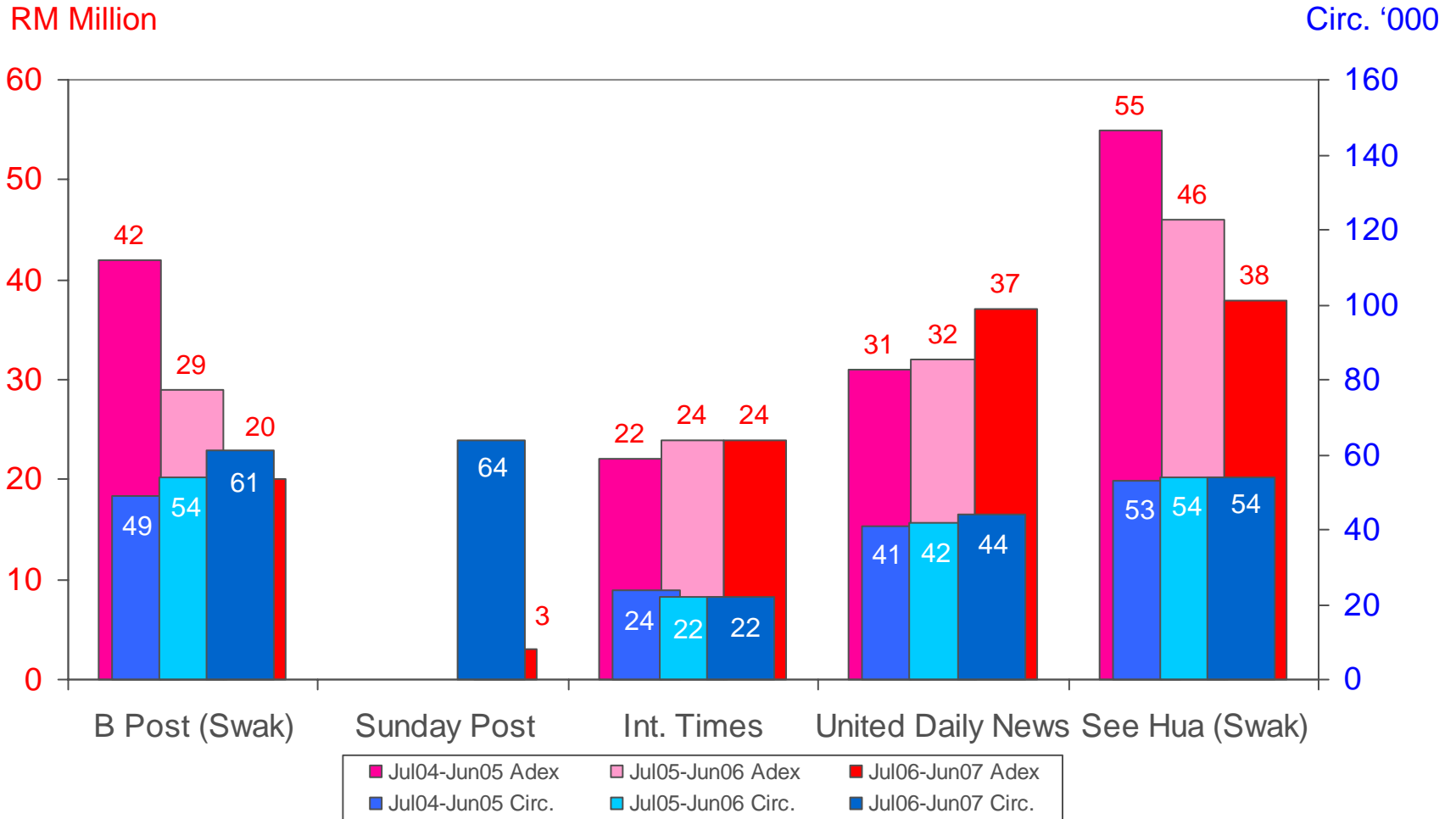
Audited Circulation Trends (Sarawak) - English Papers 2000 - 2007



Audited Circulation Trends (Sarawak) - Chinese Papers 2000 - 2007



Print Adex vs Circulation - Sarawak

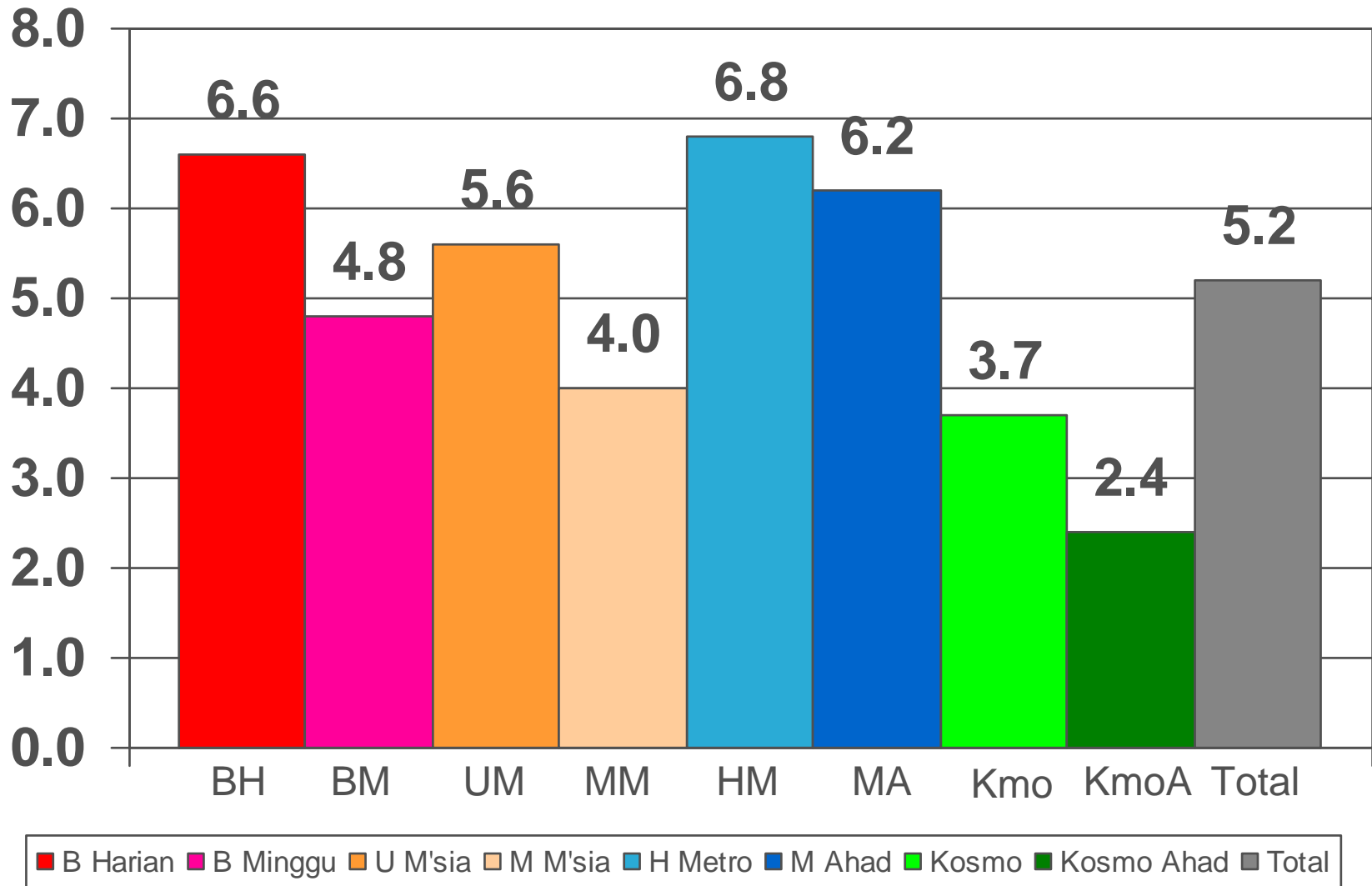


Readership

By Language & Publications



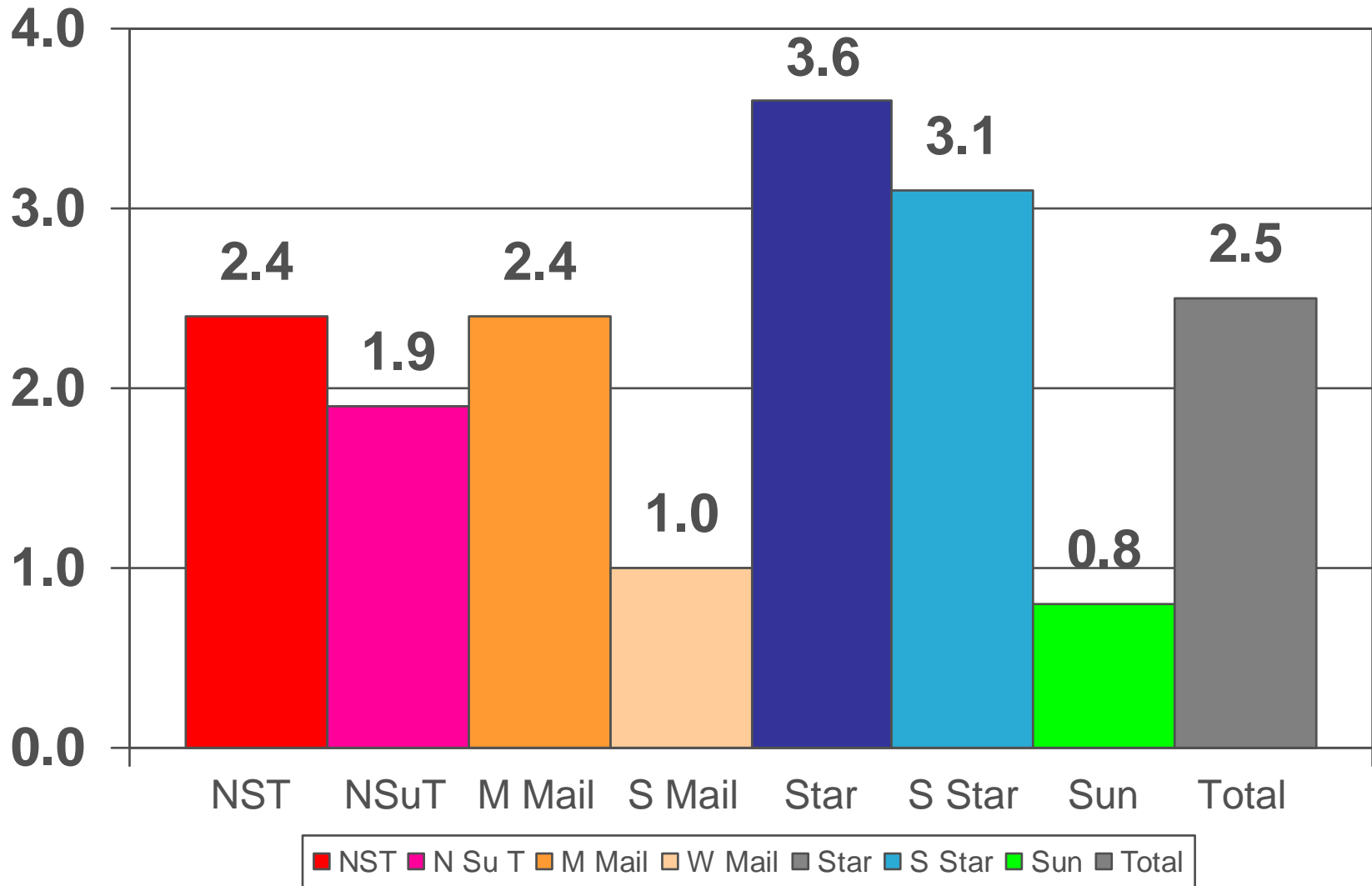
Readers Per Copy - Bahasa Malaysia (2006-2007)



Source : Nielsen Media Research



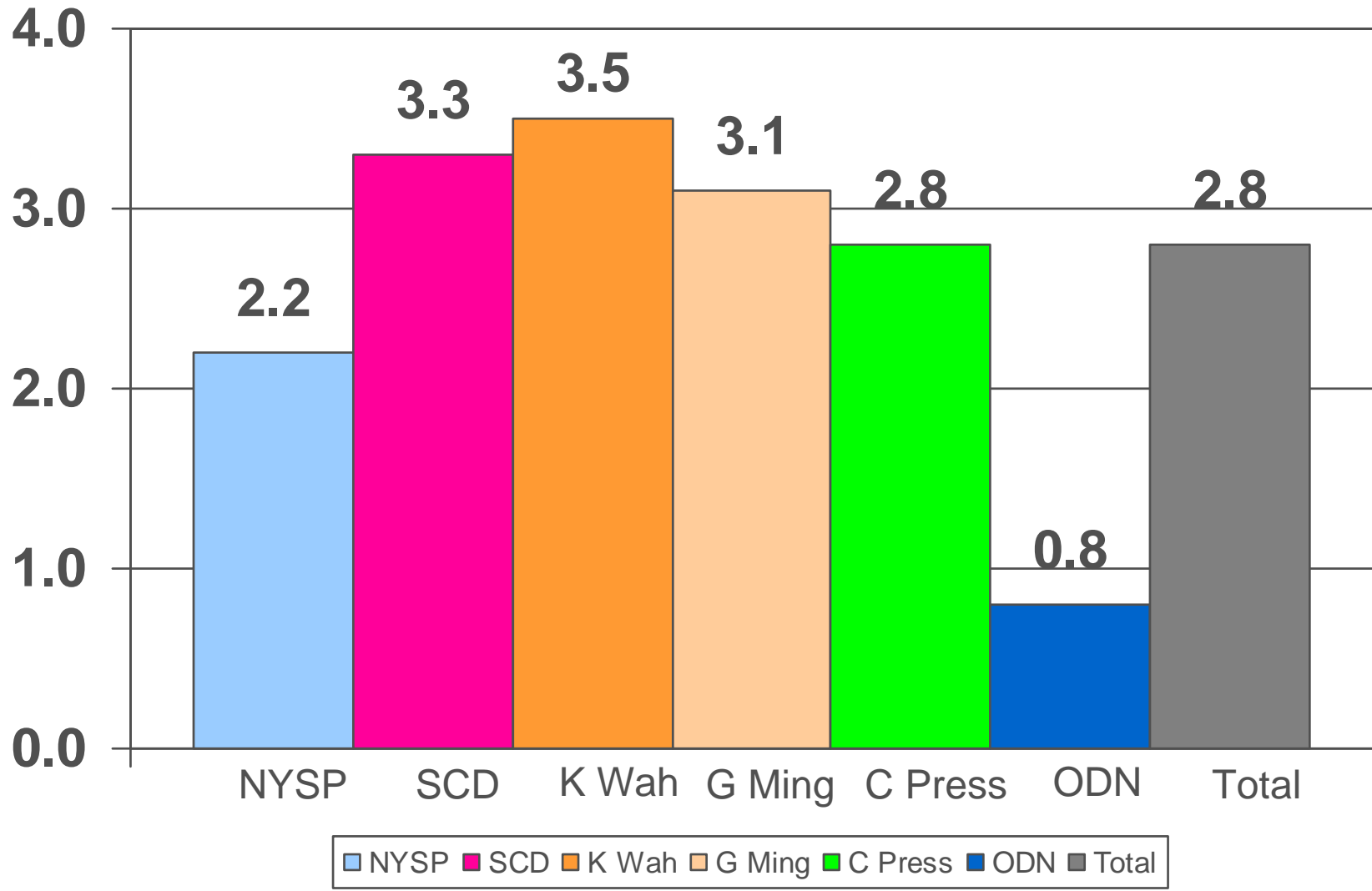
Readers Per Copy - English (2006-2007)



Source : Nielsen Media Research



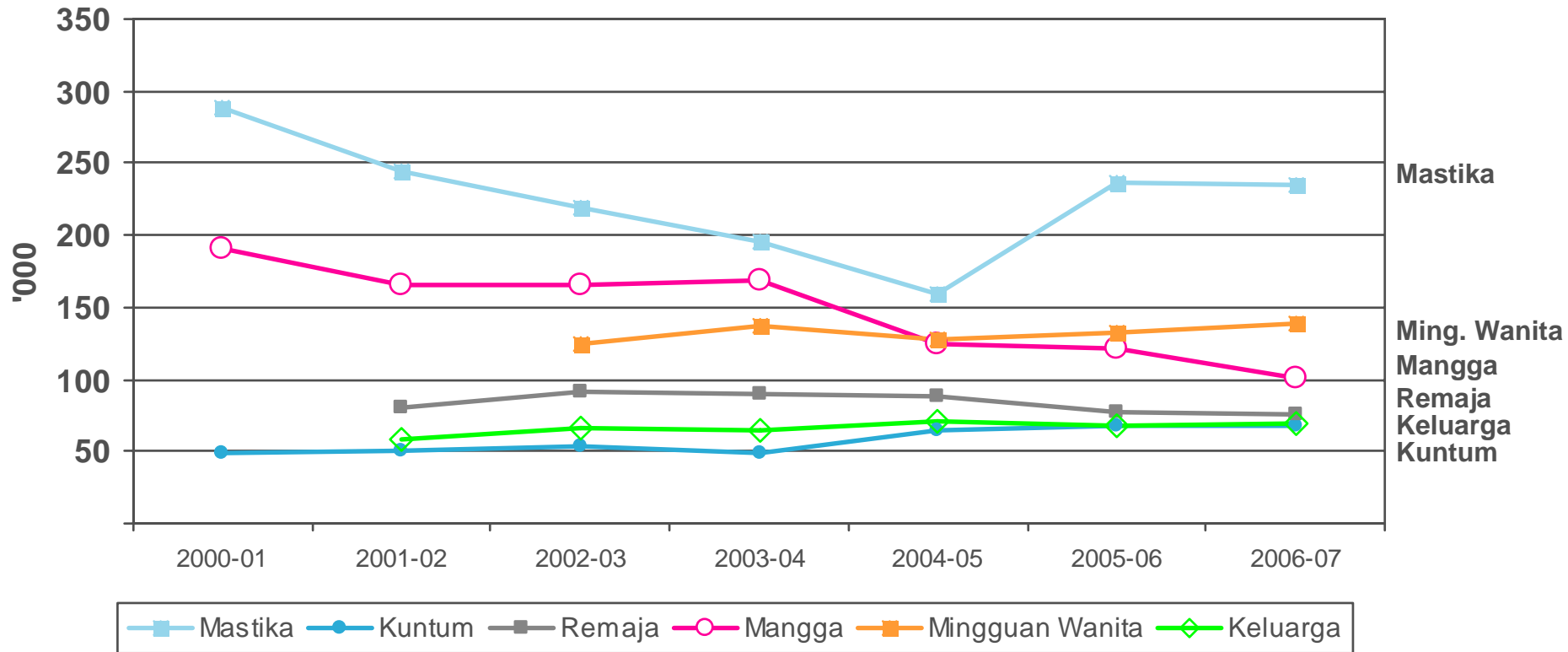
Readers Per Copy - Chinese (2006-2007)



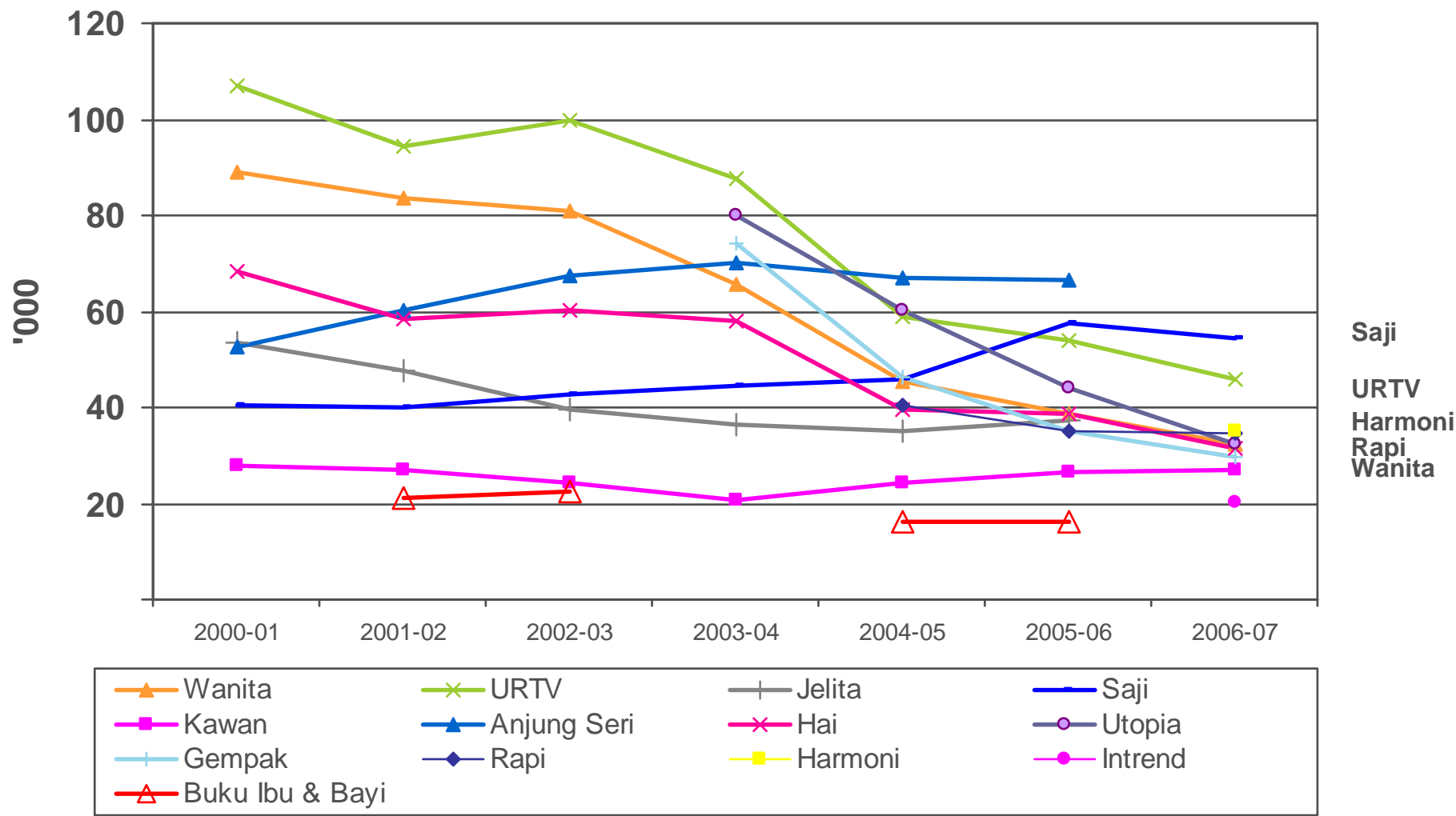
MAGAZINES



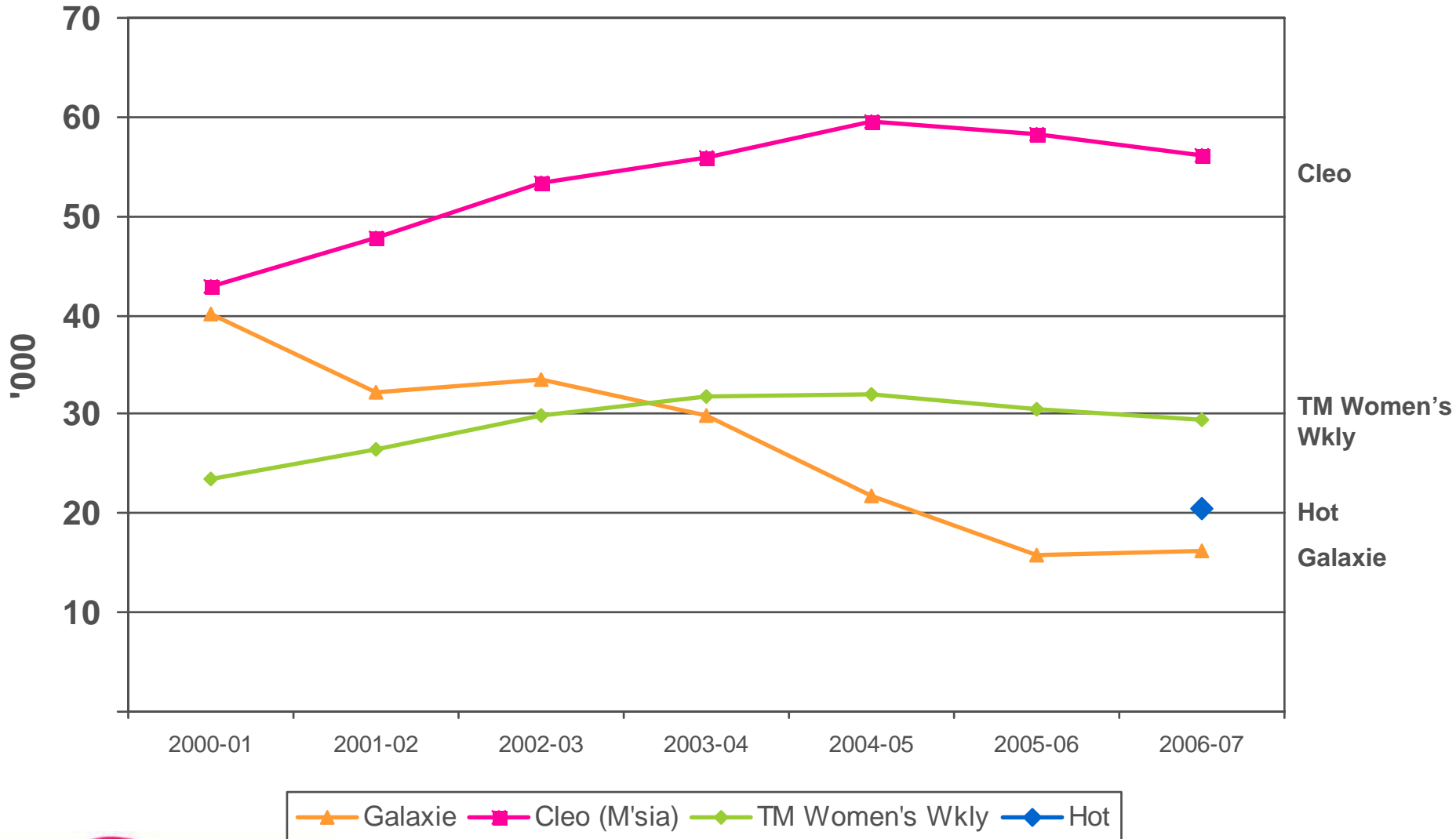
Audited Circulation Trends – Bahasa Malaysia Magazines (Top 6) 2000 - 2007



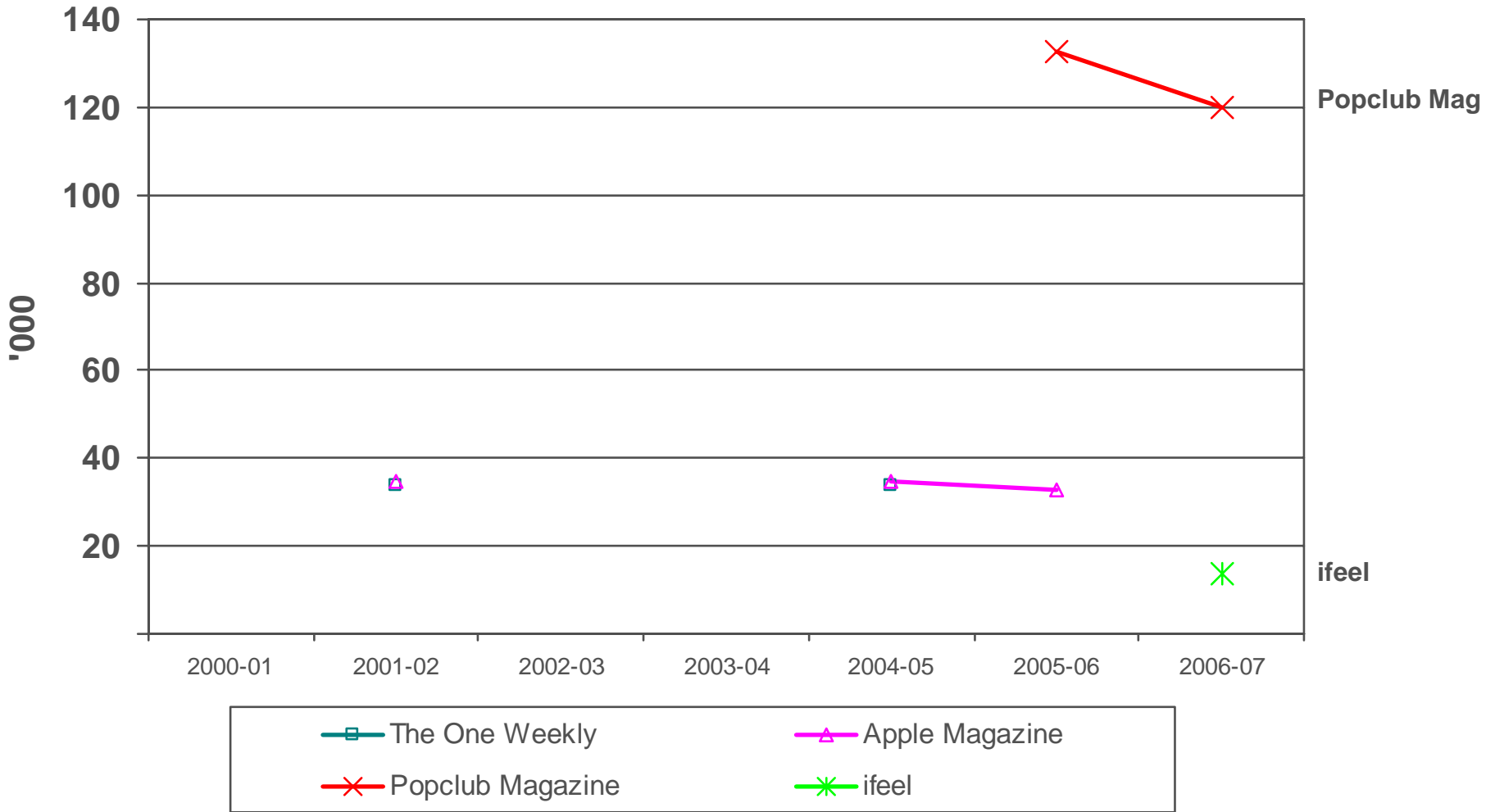
Audited Circulation Trends – Bahasa Malaysia Magazines 2000 - 2007



Audited Circulation Trends – English Magazines 2000 - 2007



Audited Circulation Trends – Chinese Magazines 2000 - 2007



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