



**AUDIT BUREAU OF CIRCULATIONS**  
(Incorporated in Malaysia)

# **AUDIT PRESENTATION & FELLOWSHIP**

**5th December 2007**

**Eastin Hotel**

# ABC PRESENTATION

RETURN OF AVERAGE NETT CIRCULATION OF  
NEWSPAPERS AND MAGAZINES FOR THE PERIOD OF  
1<sup>ST</sup> July 2006 to 30<sup>th</sup> June 2007

Approved By ABC Board Of Directors  
on 18<sup>th</sup> October 2007

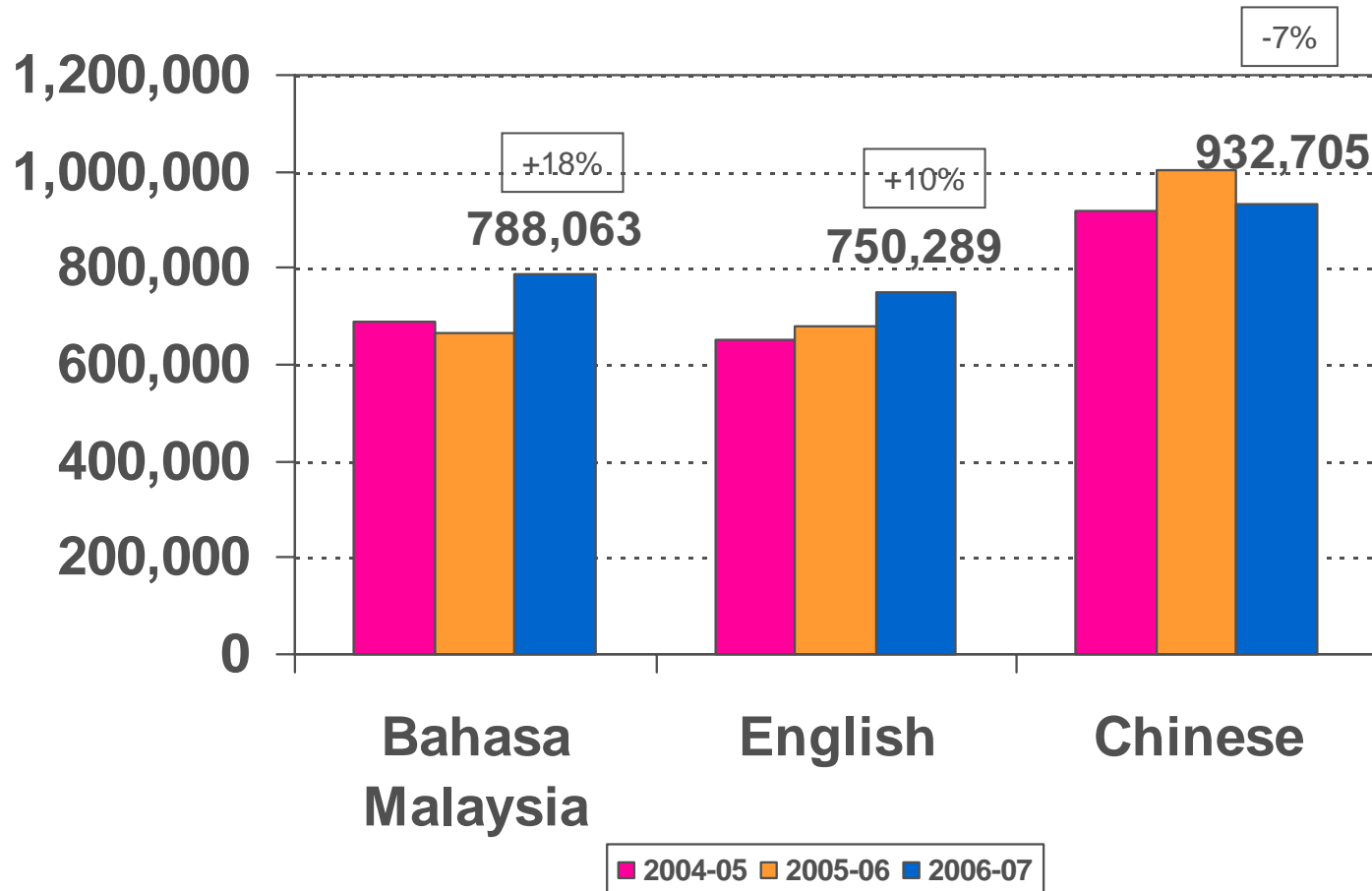
5<sup>th</sup> December 2007  
Eastin Hotel



# **NEWSPAPERS (PENINSULAR MALAYSIA)**

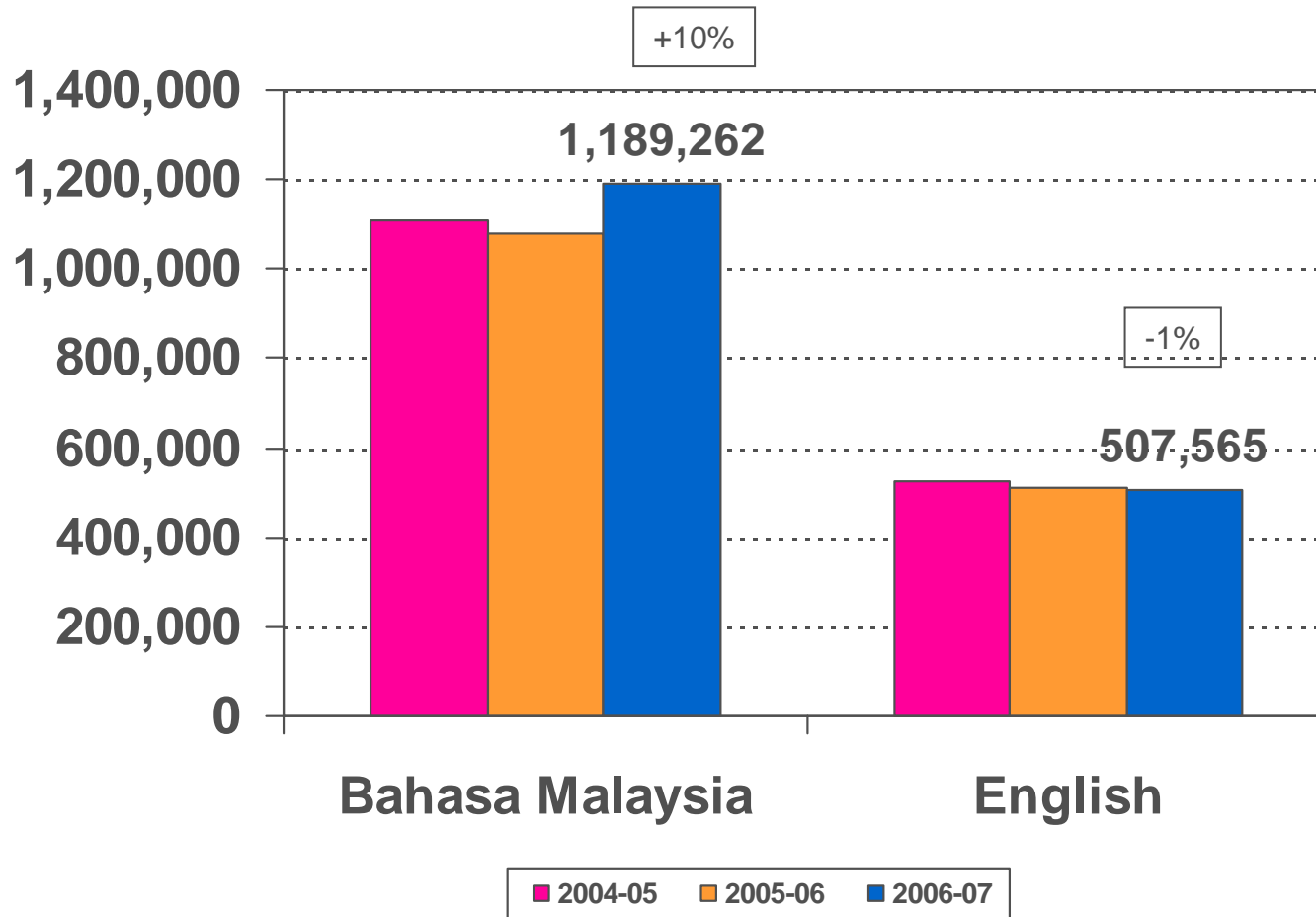


# Total Newspaper (Dailies) Average Circulation by Language (Peninsular Malaysia)



Note : Chinese Language – The figure is relatively lower because of the non-submission of the Audited Circulation by one member.  
 BM dailies circulation increased due to new addition - Kosmo.  
 The Sun circulation increased to 265,000 copies wef. Oct'06.

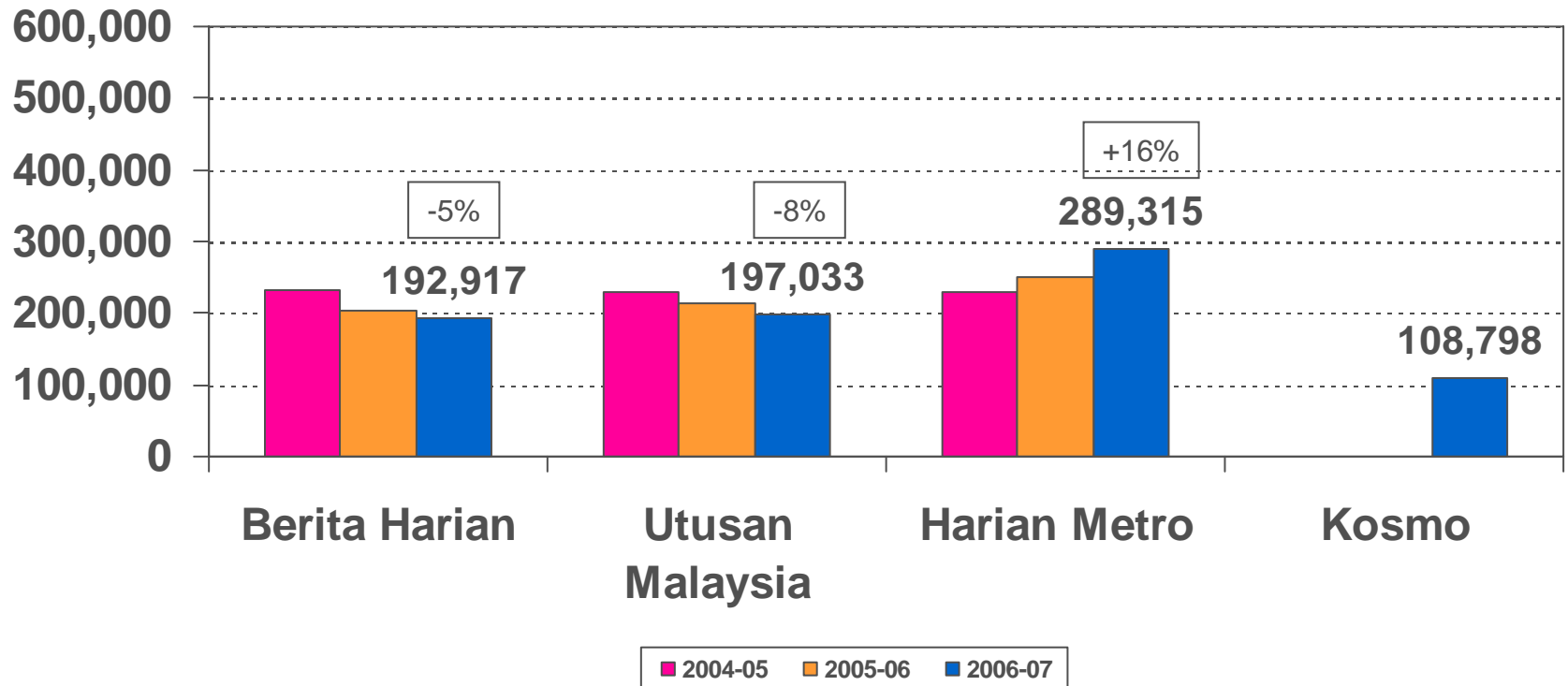
# Total Newspaper (Sunday) Average Circulation by Language (Peninsular Malaysia)



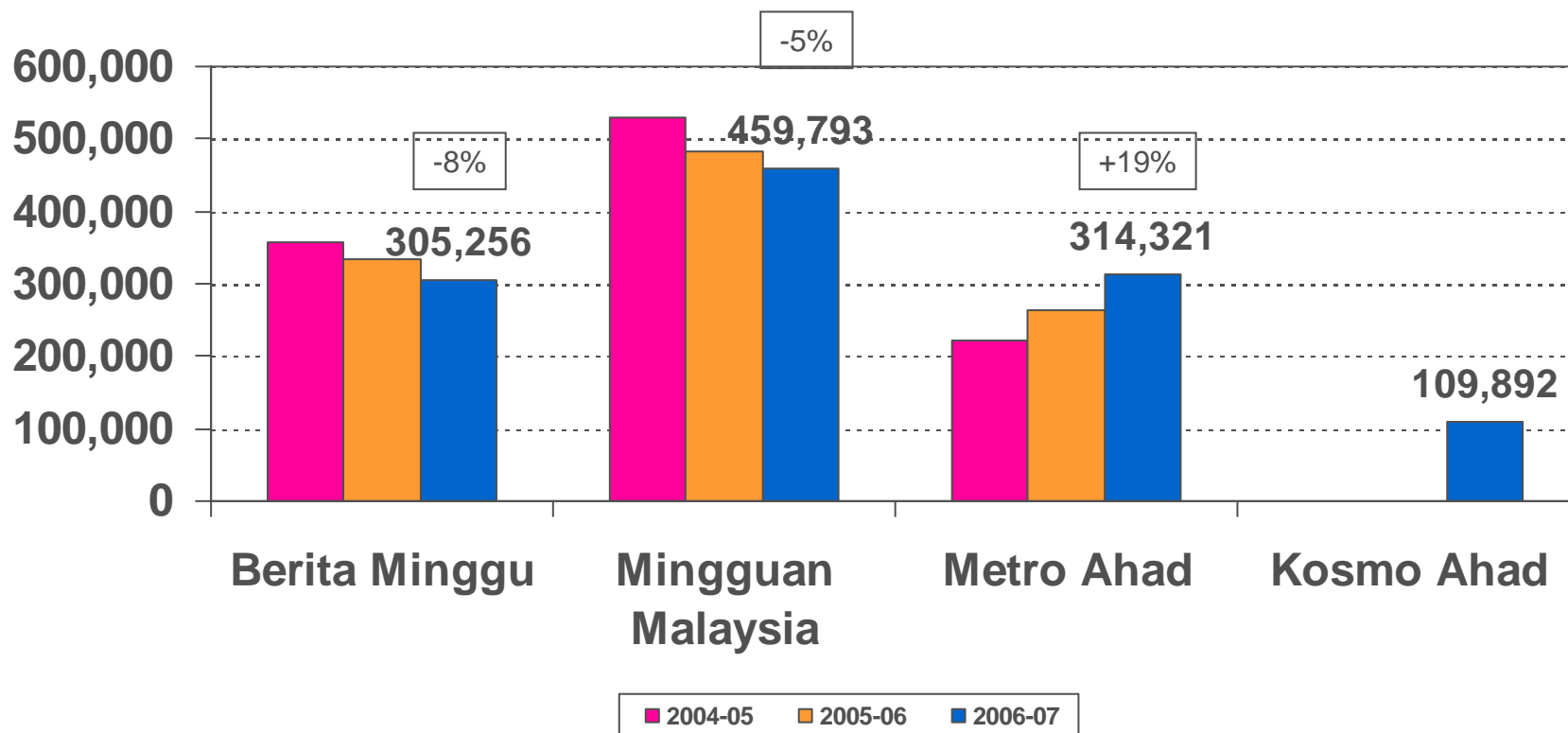
**BAHASA MALAYSIA  
LANGUAGE  
NEWSPAPERS  
(PENINSULAR MALAYSIA)**



# Audited Average Daily Circulation of Bahasa Malaysia Language Newspapers (Peninsular Malaysia)

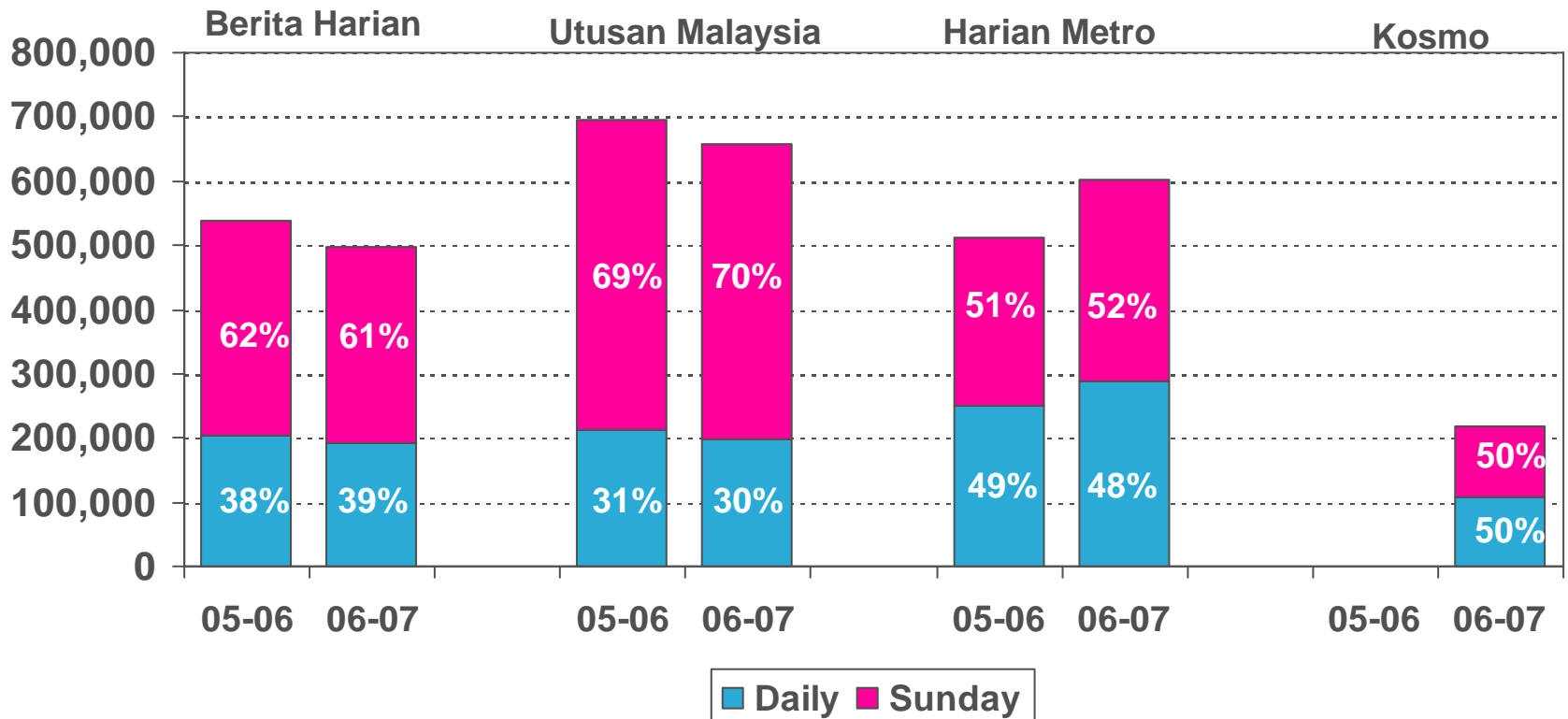


# Audited Average Sunday Circulation of Bahasa Malaysia Language Newspapers (Peninsular Malaysia)





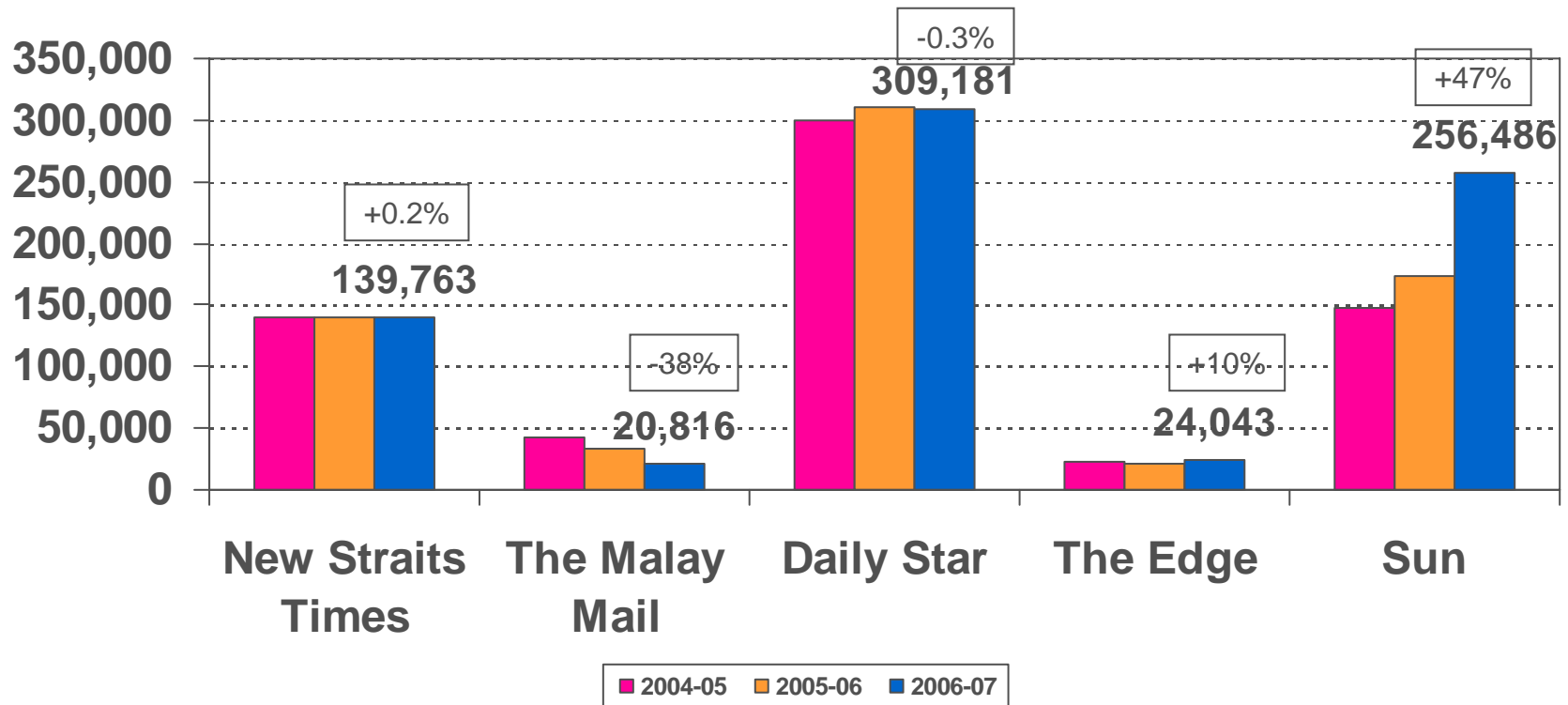
# Percentage of Bahasa Malaysia Language Newspapers Daily vs Sunday Circulation



# ENGLISH LANGUAGE NEWSPAPERS (PENINSULAR MALAYSIA)

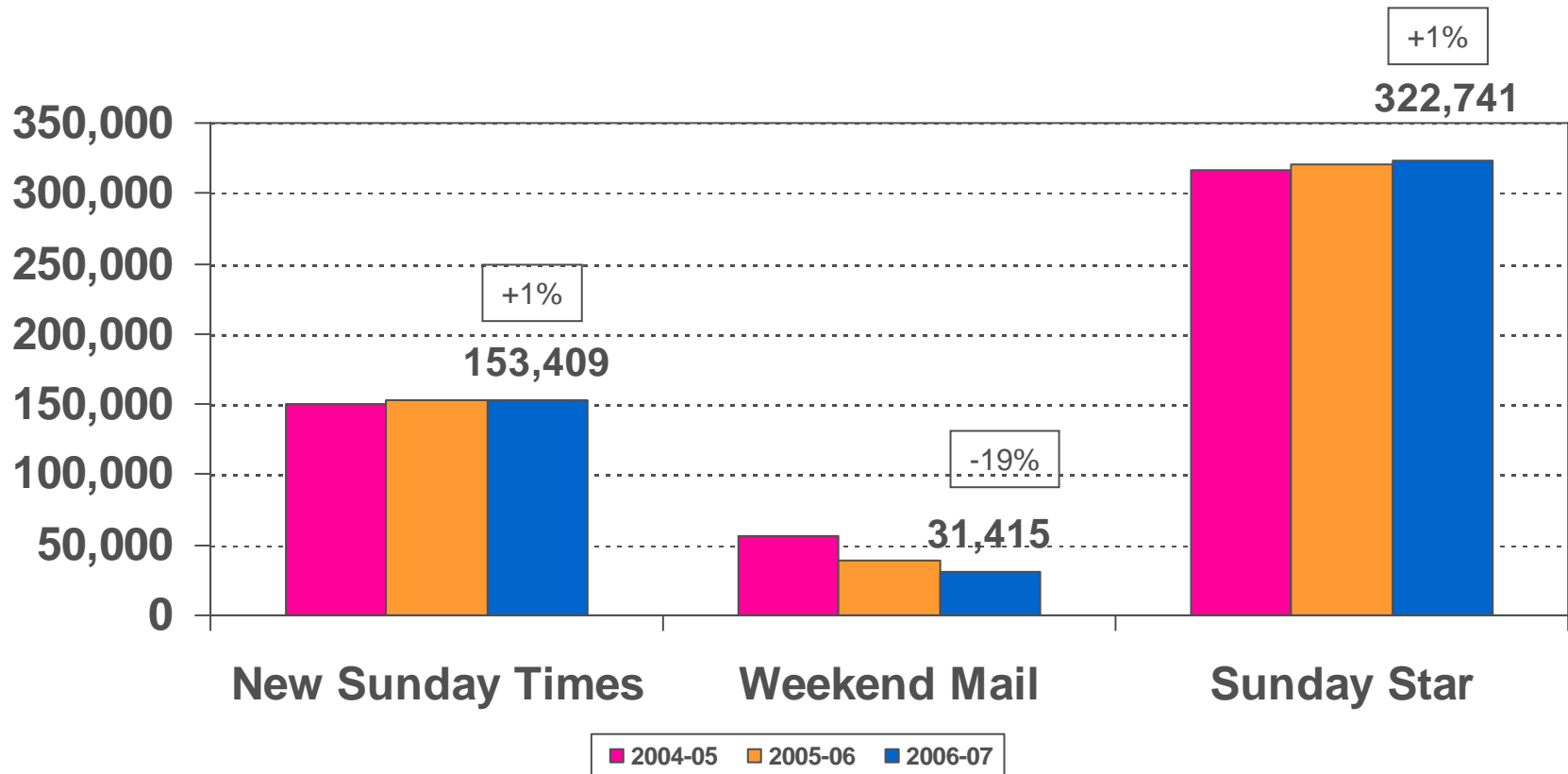


# Audited Average Daily Circulation of English Language Newspapers (Peninsular Malaysia)



Note : The Sun is free controlled circulation.

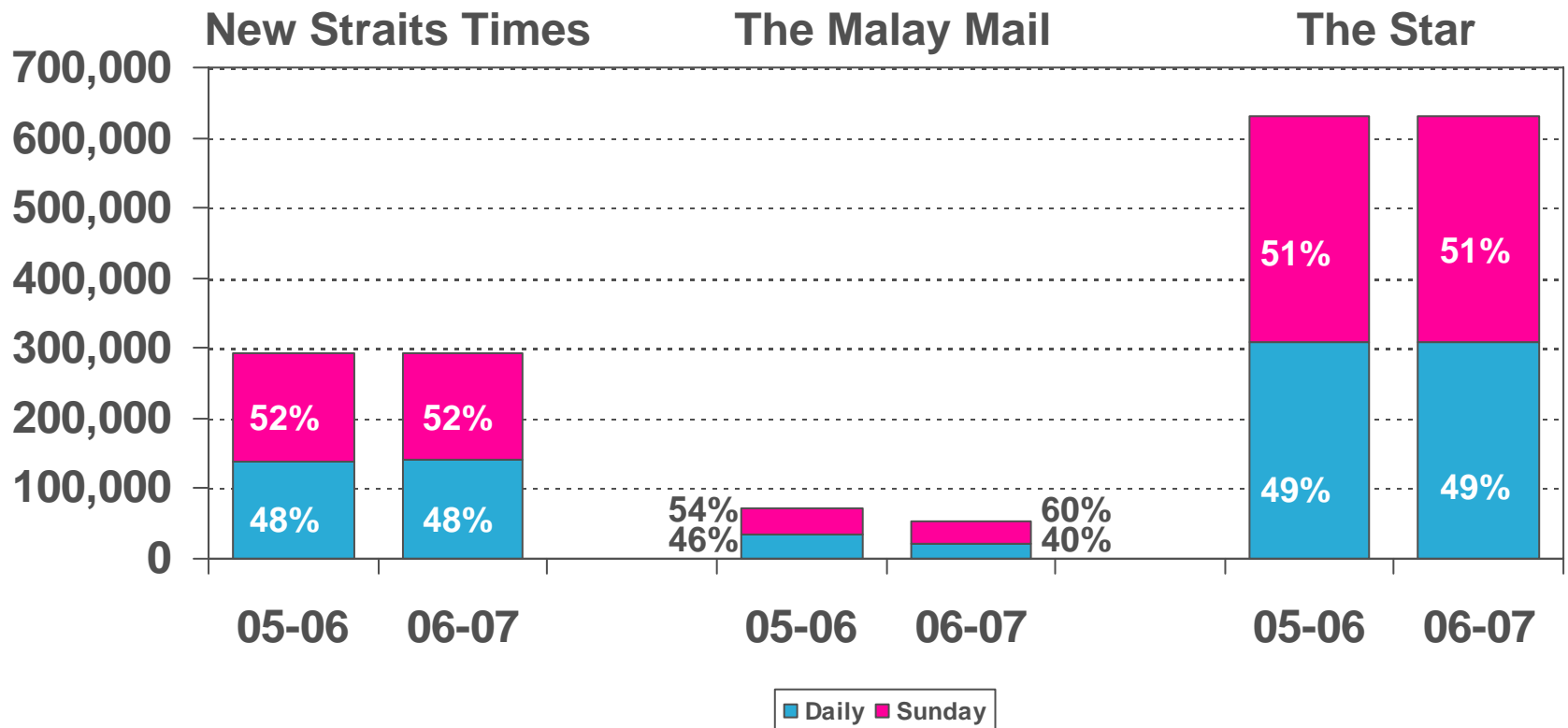
# Audited Average Sunday Circulation of English Language Newspapers (Peninsular Malaysia)



Note : The Sunday Mail changed to Weekend Mail wef. 27th May 2006.



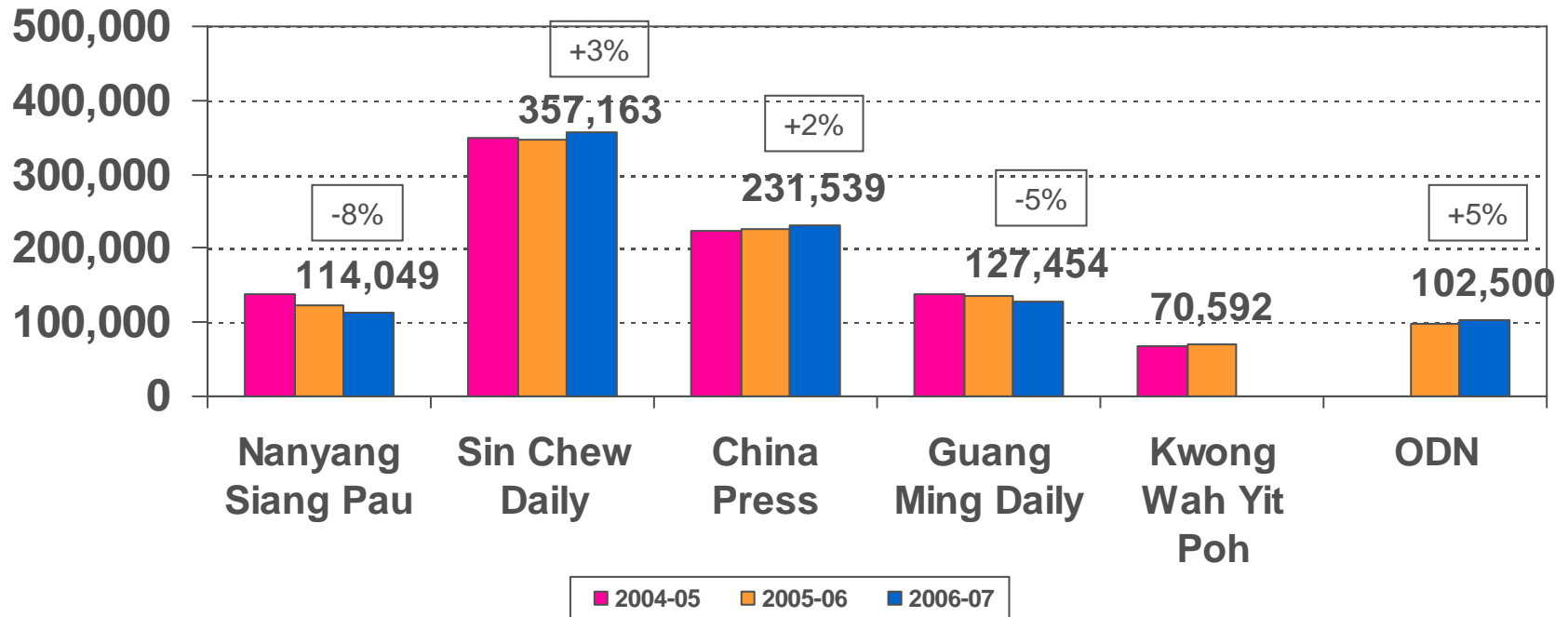
# Percentage of English Language Newspapers Daily vs Sunday Circulation



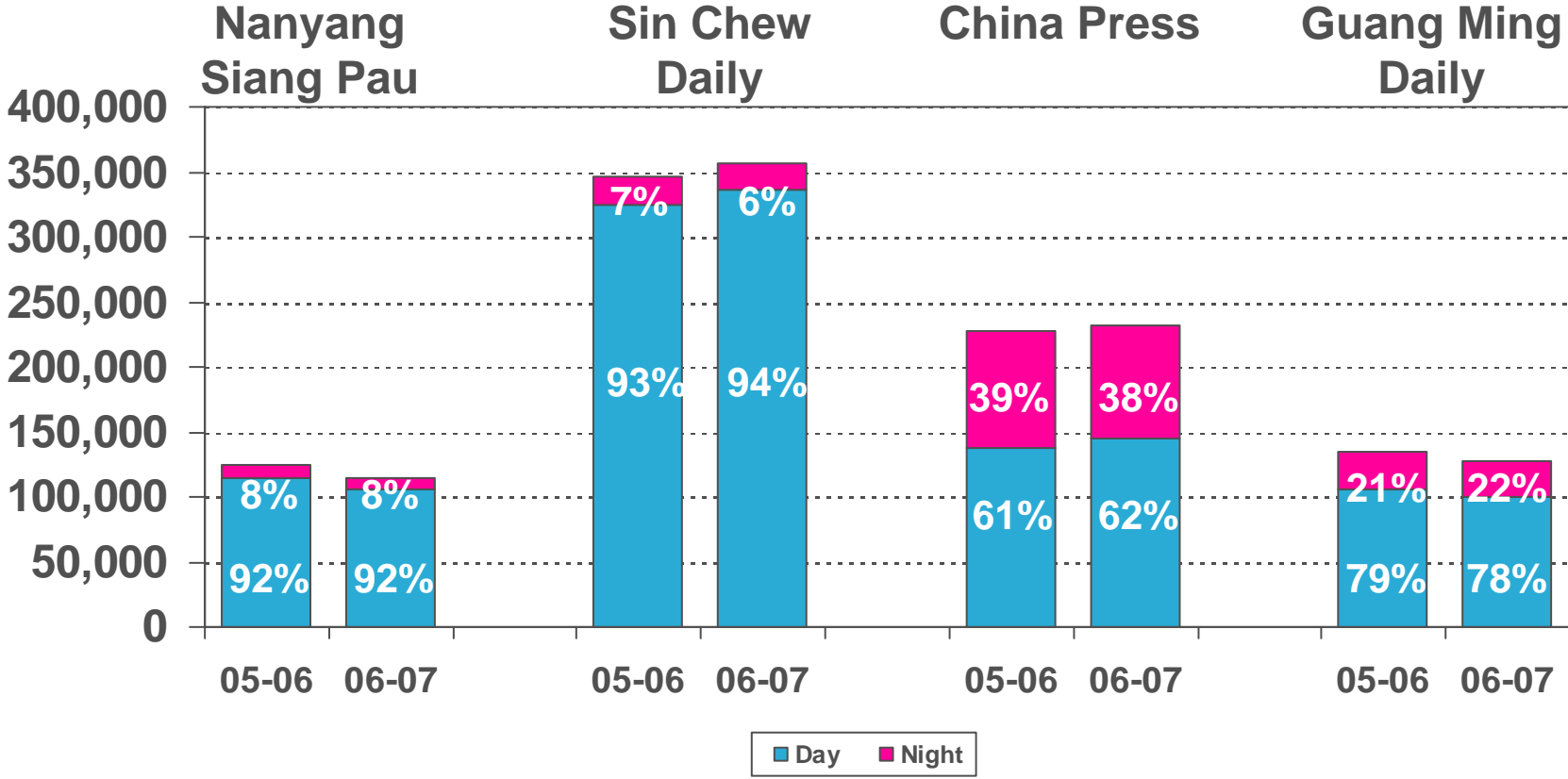
# CHINESE LANGUAGE NEWSPAPERS (PENINSULAR MALAYSIA)



# Audited Average Circulation of Chinese Language Newspapers Combined Day & Night Sales (Peninsular Malaysia)



# Chinese Language Newspaper Day Vs Night Audited Circulation Comparison

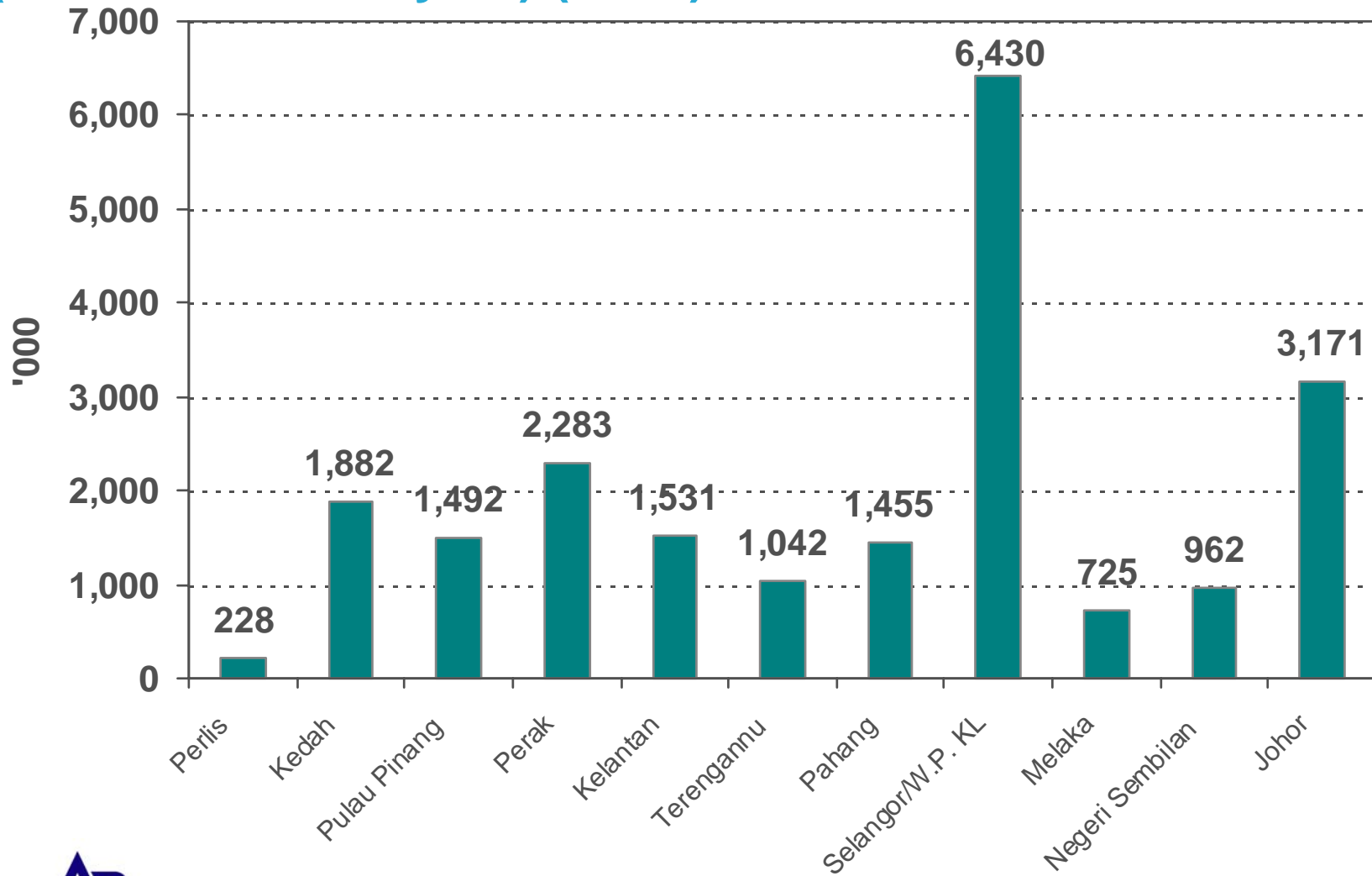




# **PENINSULAR MALAYSIA POPULATION DISTRIBUTION BY STATE**



# Population Distribution By State (Peninsular Malaysia) (2006)

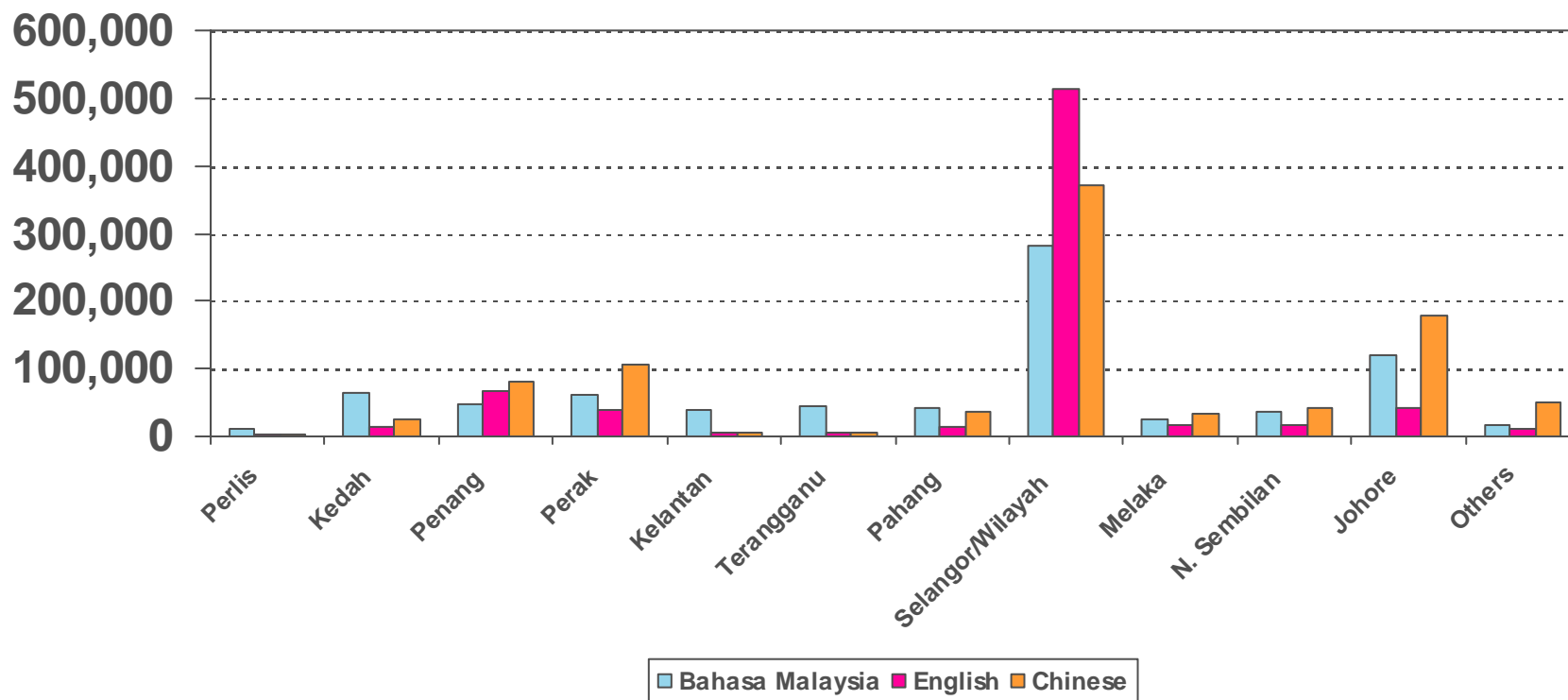


Source: Statistics handbook, Department of Statistics, Malaysia

**NEWSPAPERS  
AUDITED CIRCULATION  
BY STATE  
(PENINSULAR MALAYSIA)**

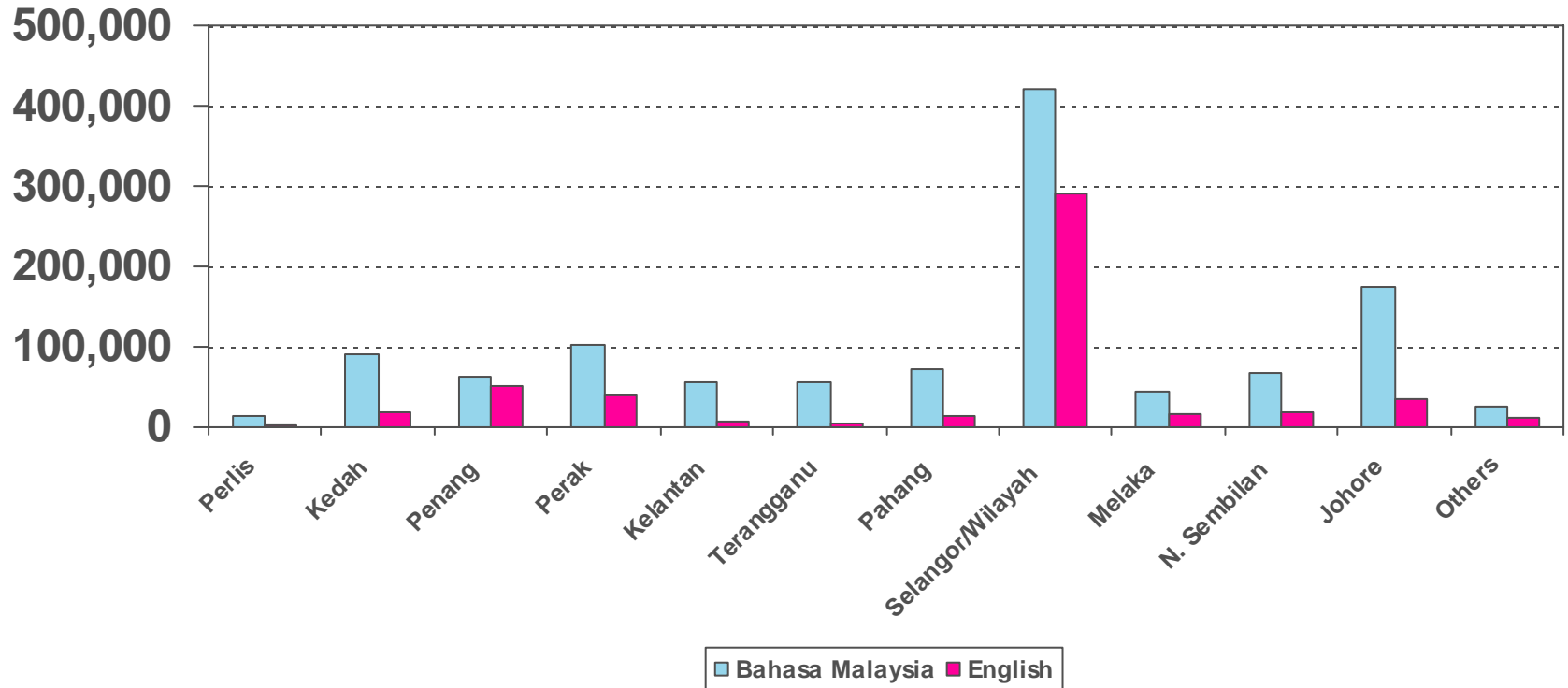


# Daily Newspaper Audited Circulation By Language & By State (Peninsular Malaysia)



Note : Chinese Dailies circulation excludes Kwong Wah due to unavailability at time of publishing.

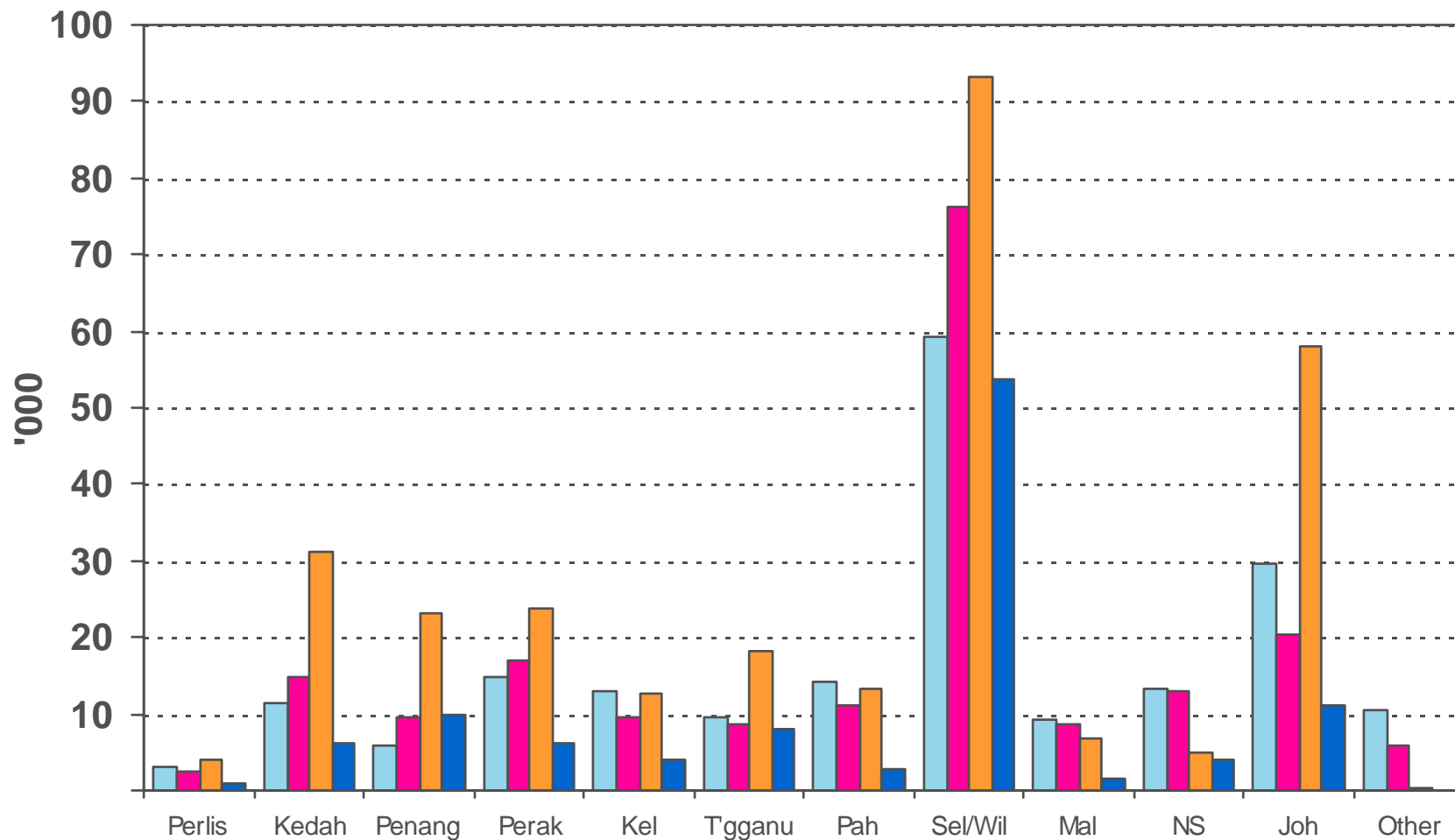
# Sunday Newspaper Audited Circulation By Language & By State (Peninsular Malaysia)



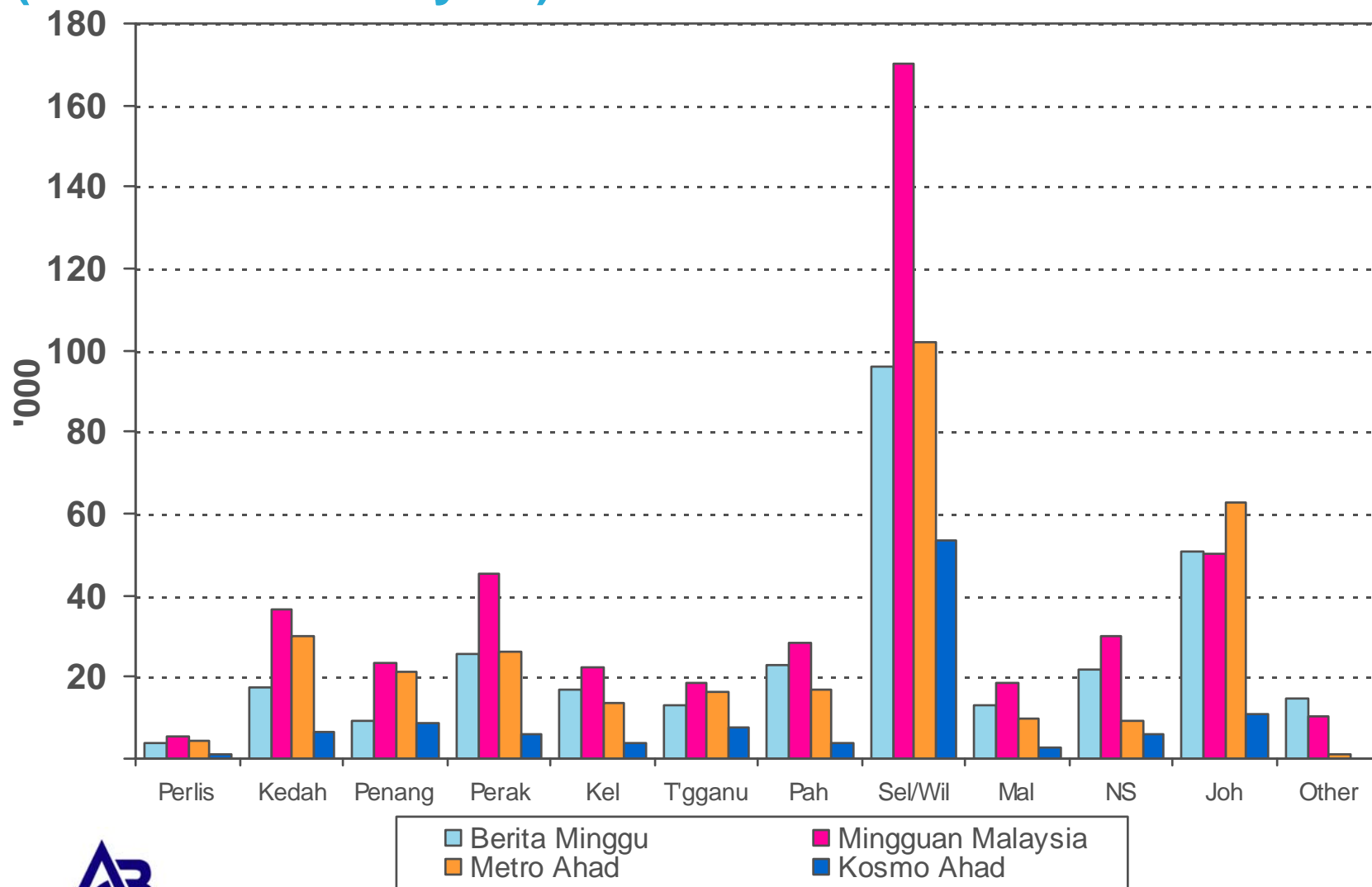
**NEWSPAPERS**  
**AUDITED CIRCULATION BY STATE**  
**BAHASA MALAYSIA LANGUAGE**  
**NEWSPAPERS**  
**(PENINSULAR MALAYSIA)**



# Bahasa Malaysia Daily Papers Distribution By State (Peninsular Malaysia) - 2006-2007



# Bahasa Malaysia Sunday Papers Distribution By State (Peninsular Malaysia) - 2006-2007

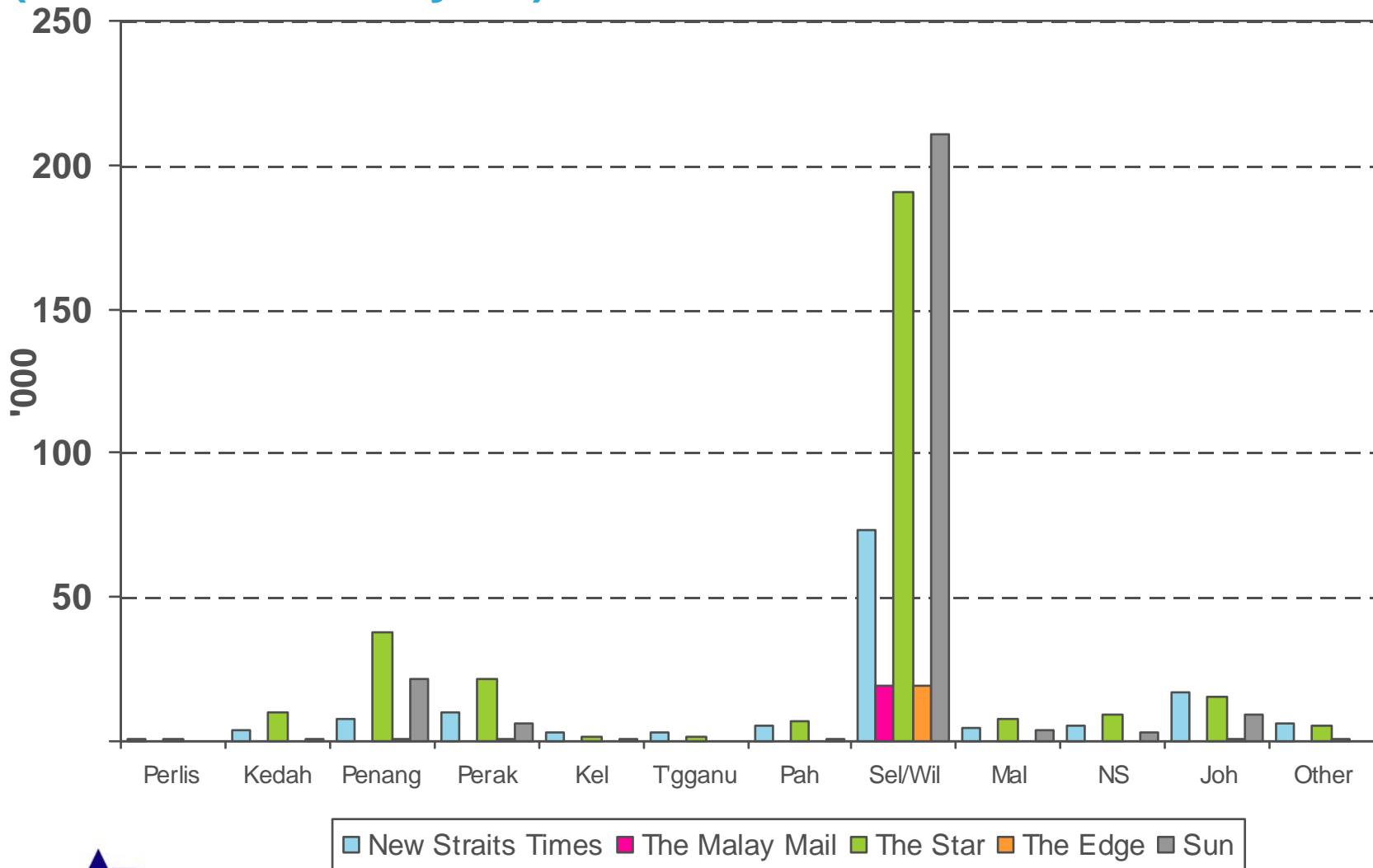




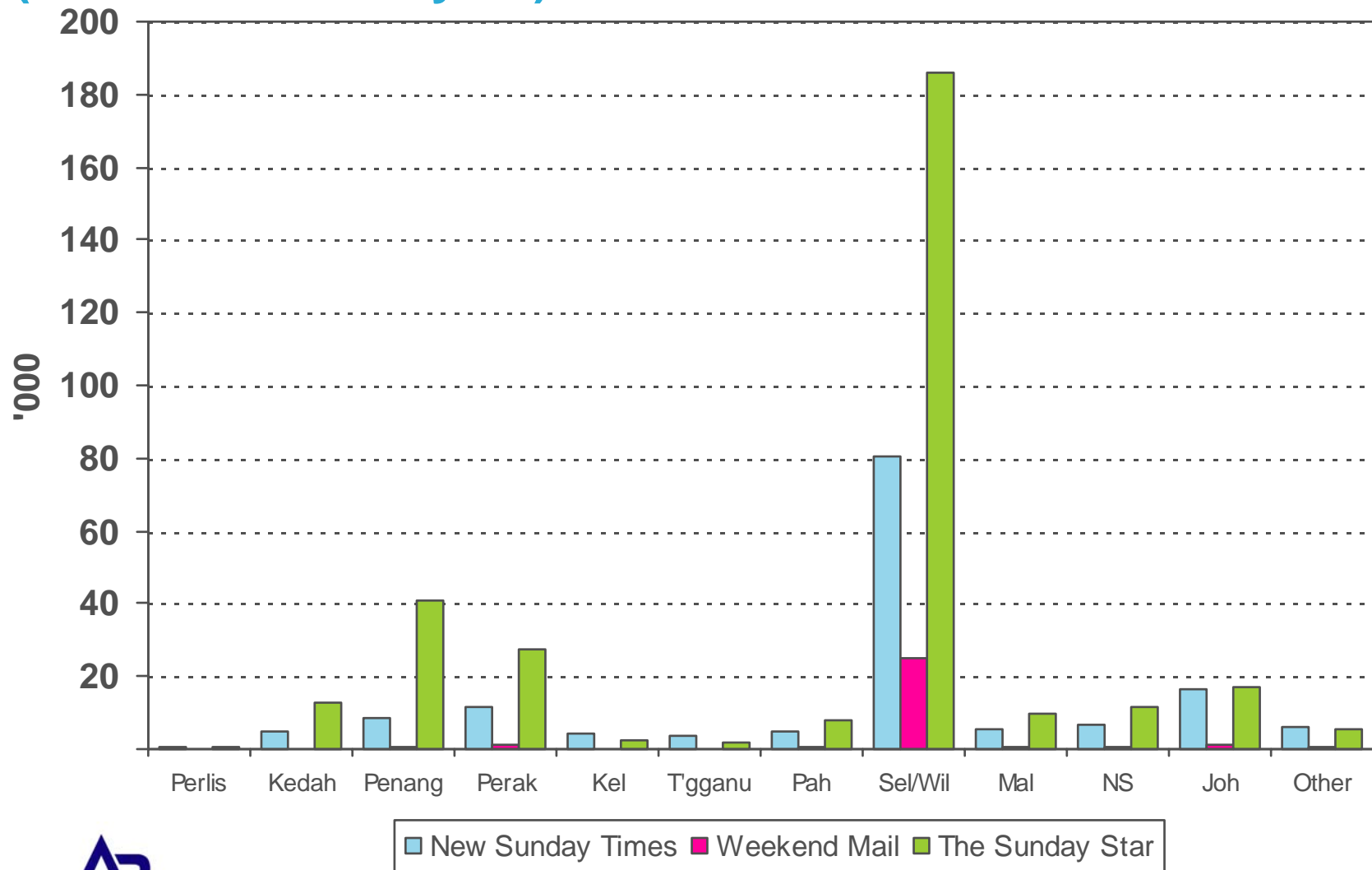
**NEWSPAPERS**  
**AUDITED CIRCULATION BY STATE**  
**ENGLISH LANGUAGE**  
**NEWSPAPERS**  
**(PENINSULAR MALAYSIA)**



# English Daily Papers Distribution By State (Peninsular Malaysia) - 2006-2007



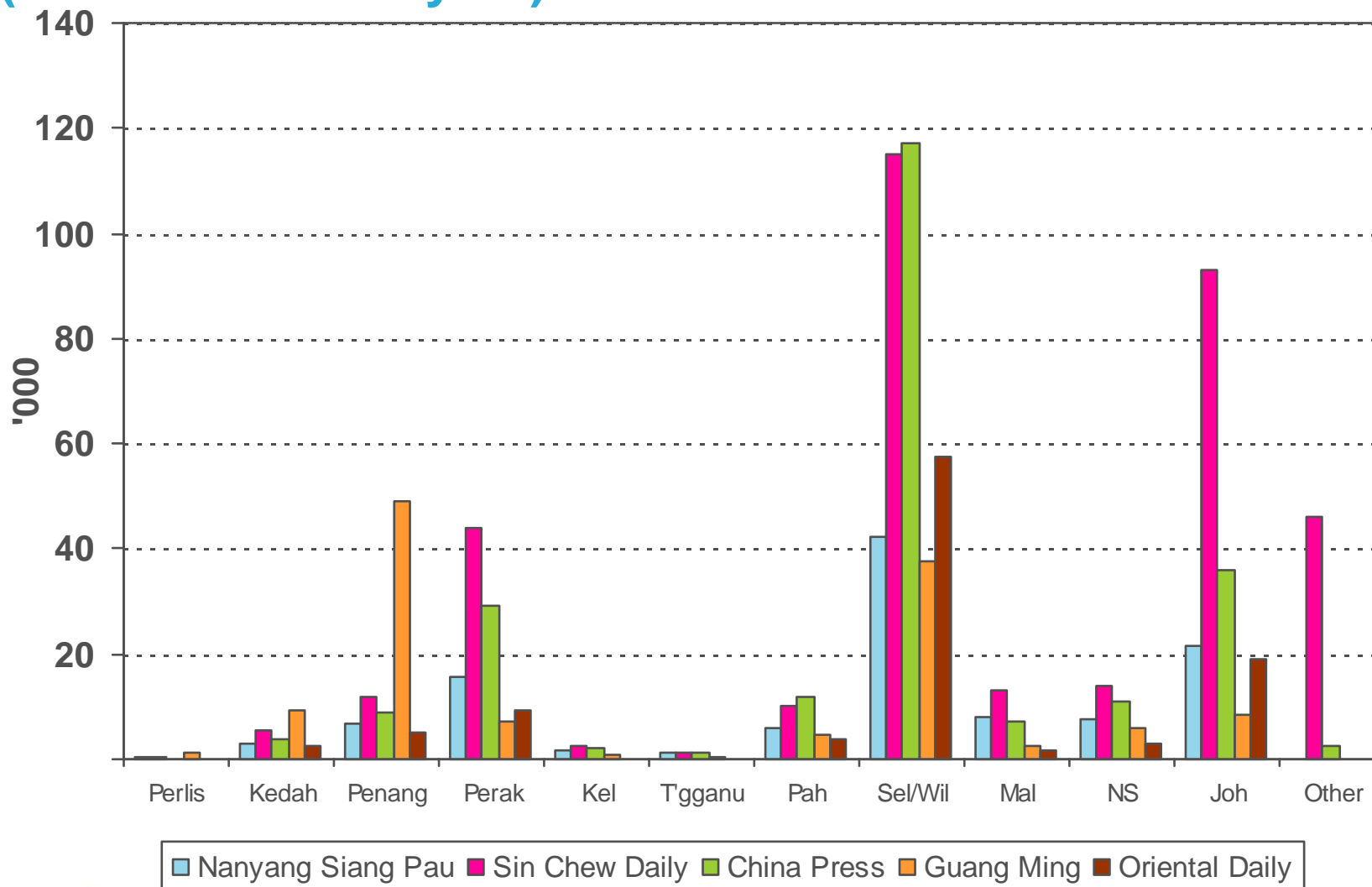
# English Sunday Papers Distribution By State (Peninsular Malaysia) - 2006-2007



**NEWSPAPERS**  
**AUDITED CIRCULATION BY STATE**  
**CHINESE LANGUAGE**  
**NEWSPAPERS**  
**(PENINSULAR MALAYSIA)**



# Chinese Papers Distribution By State (Peninsular Malaysia) - 2006-2007

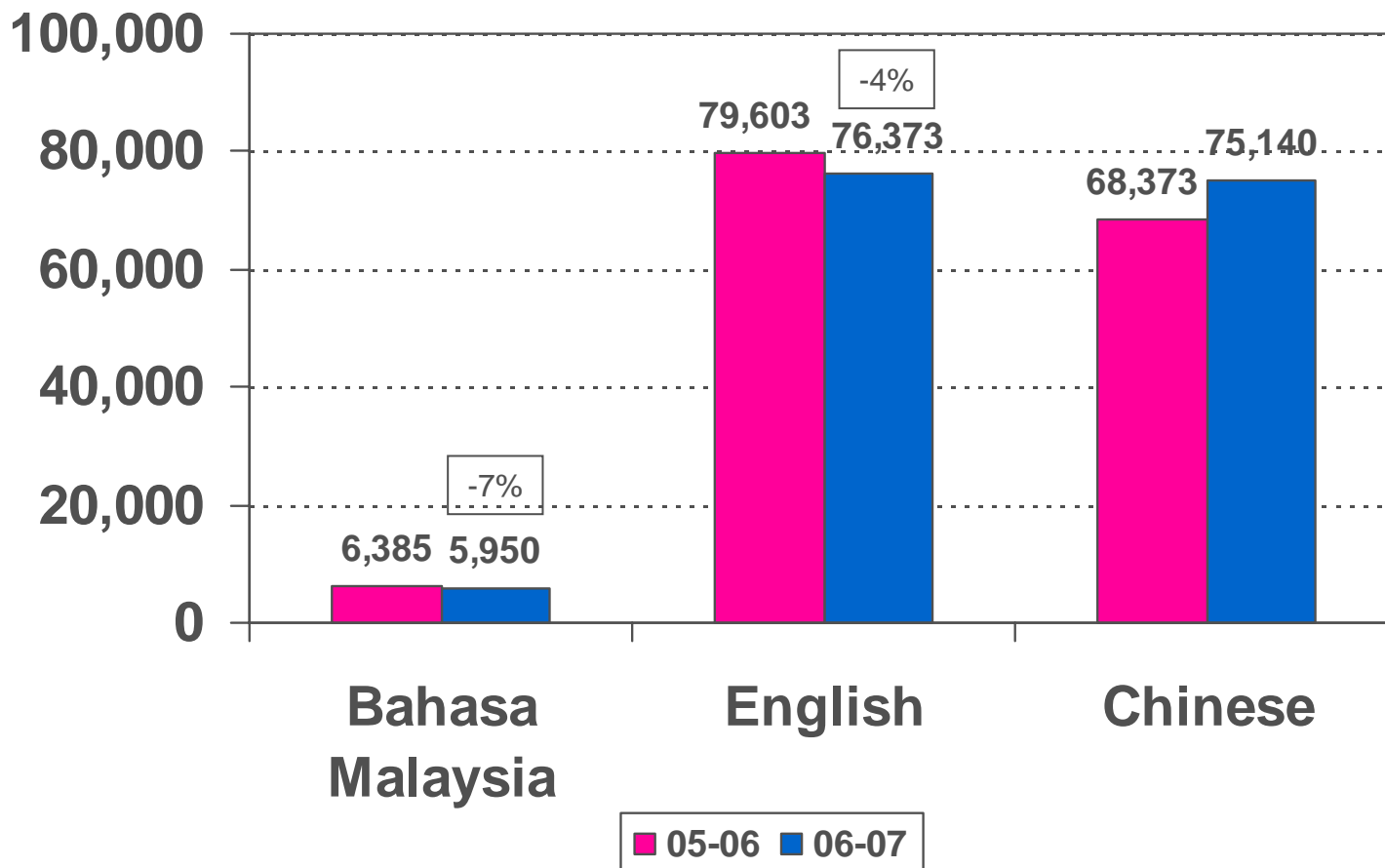


Note : Kwong Wah 06-07 average net sales not available.

# NEWSPAPERS (SABAH)

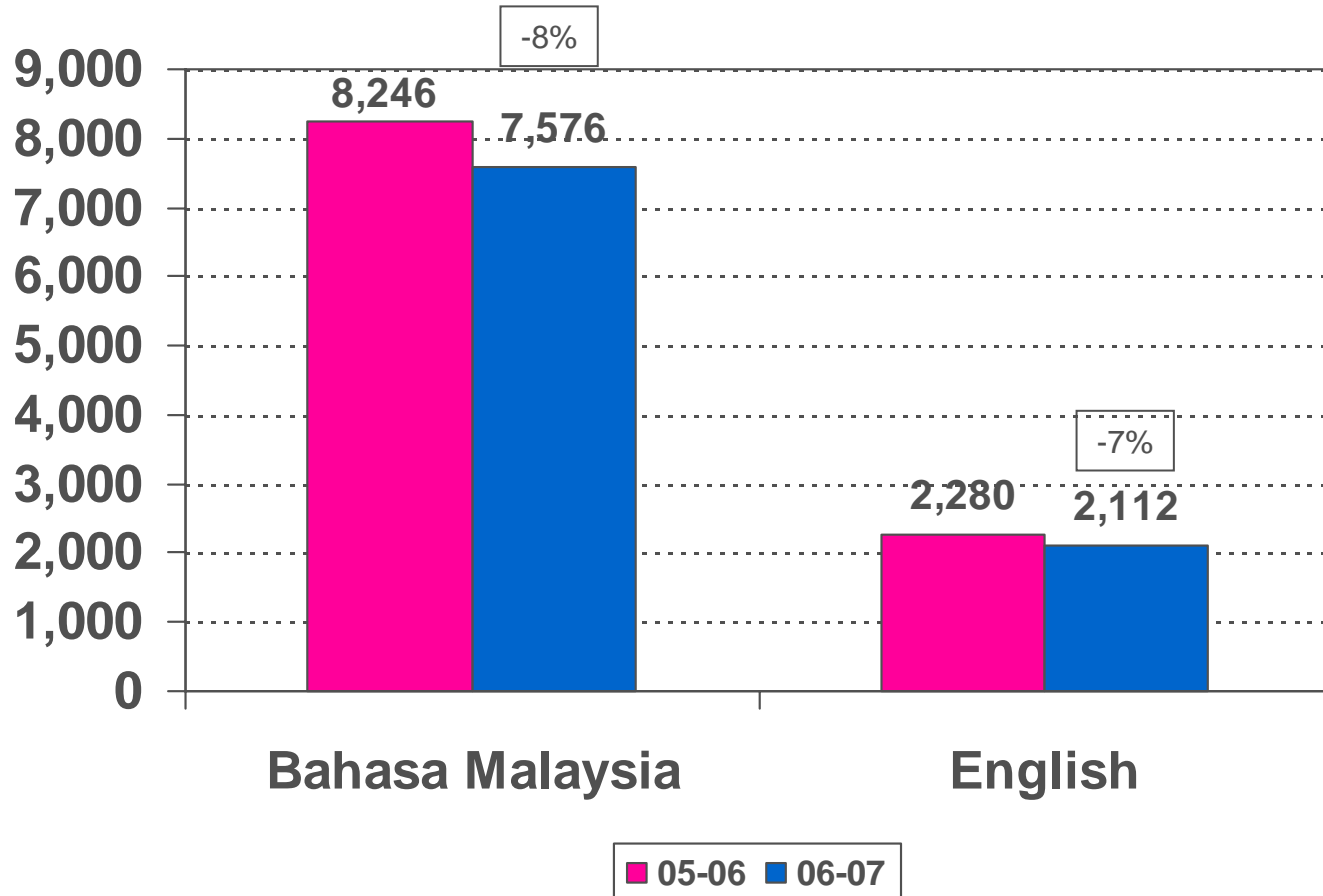


# Total Audited Daily Newspaper Circulation (Sabah)



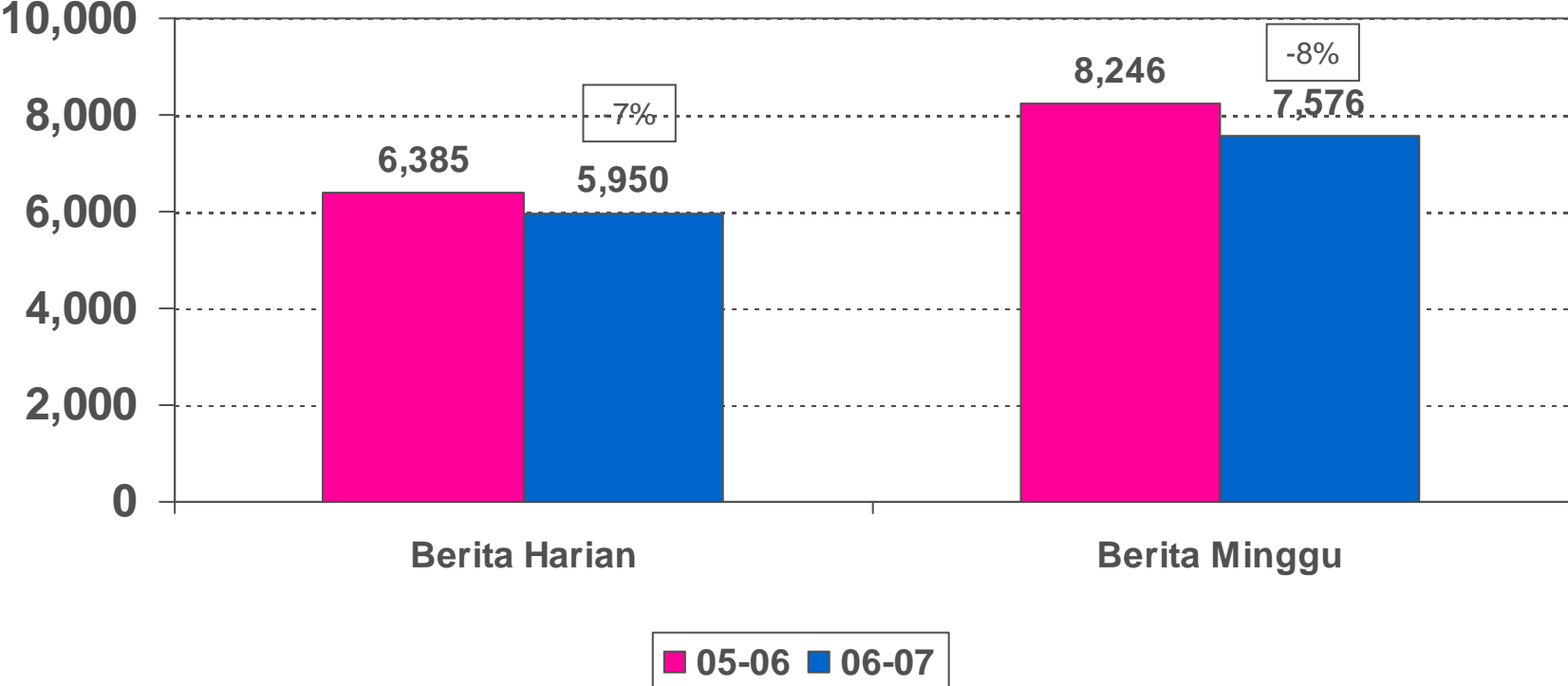
Note : Merdeka Daily 05-06 average net sales not available.  
Hence, comparison for Chinese daily not possible.

# Total Audited Sunday Newspaper Circulation (Sabah)

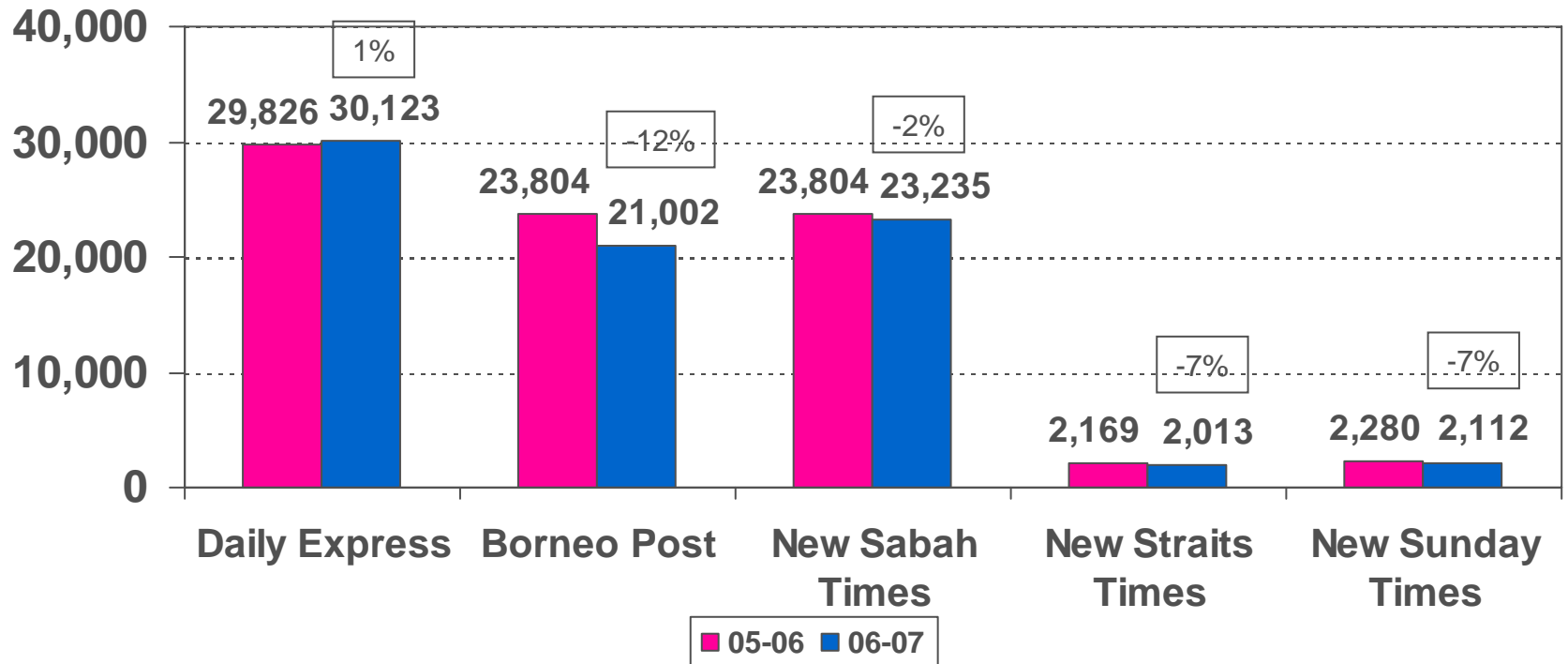




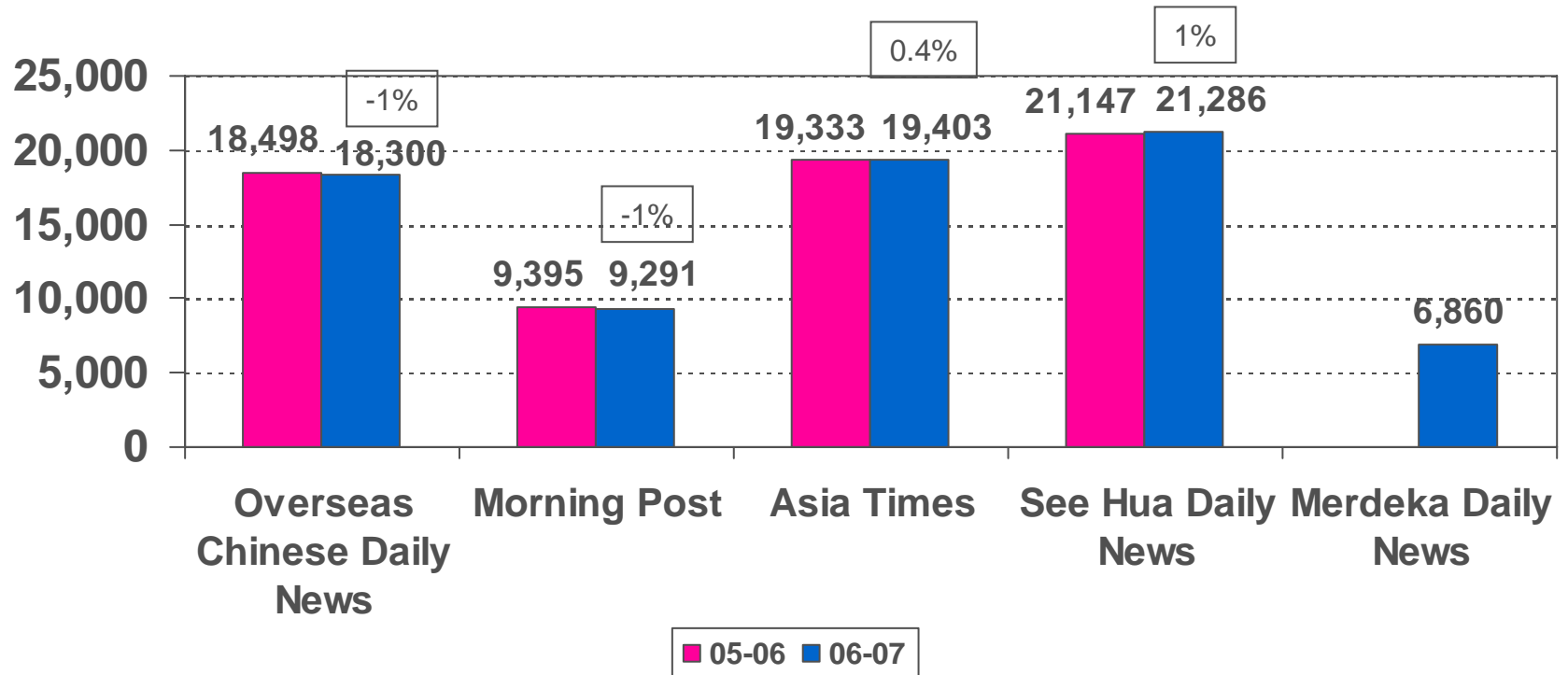
# Audited Circulation – Bahasa Malaysia Language Newspapers (Sabah)



# Audited Circulation Trends – English Language Newspapers (Sabah)



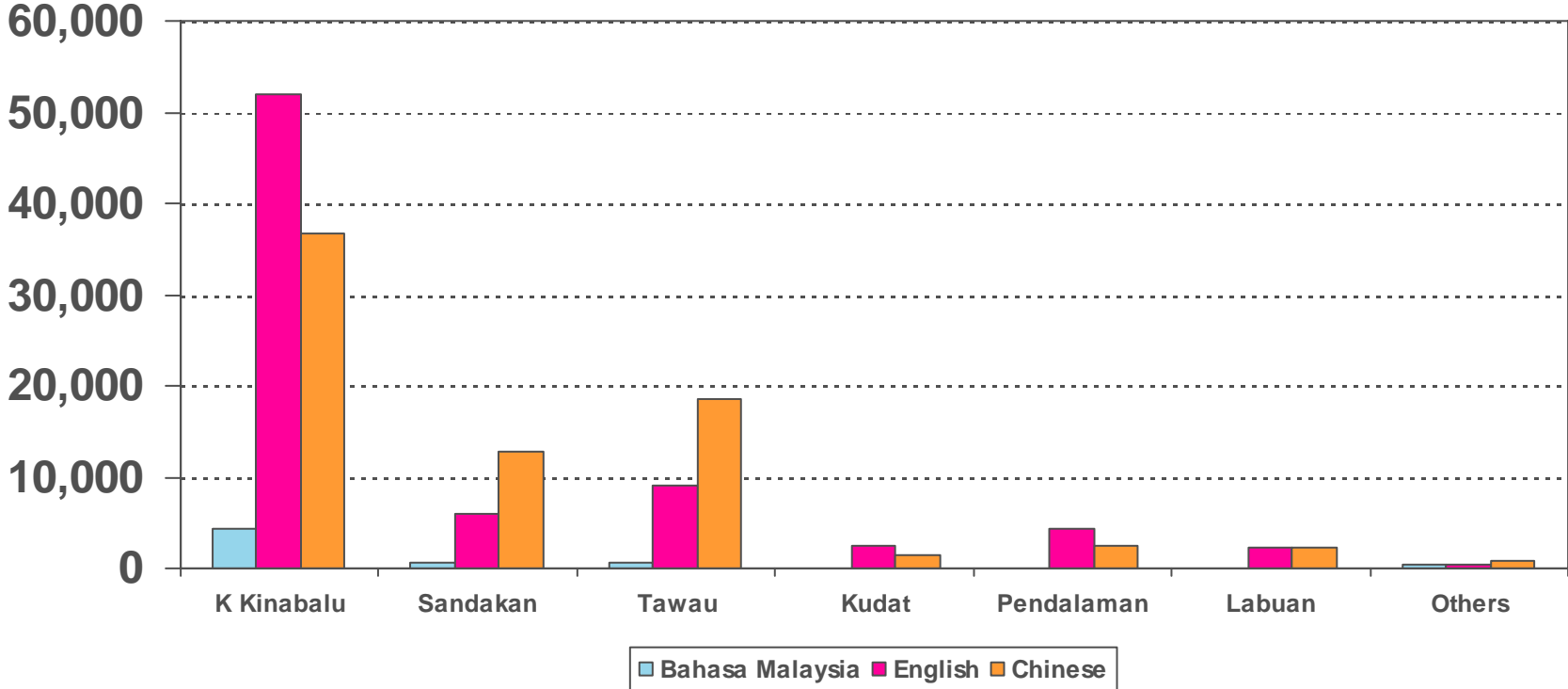
# Audited Circulation – Chinese Language Newspapers (Sabah)



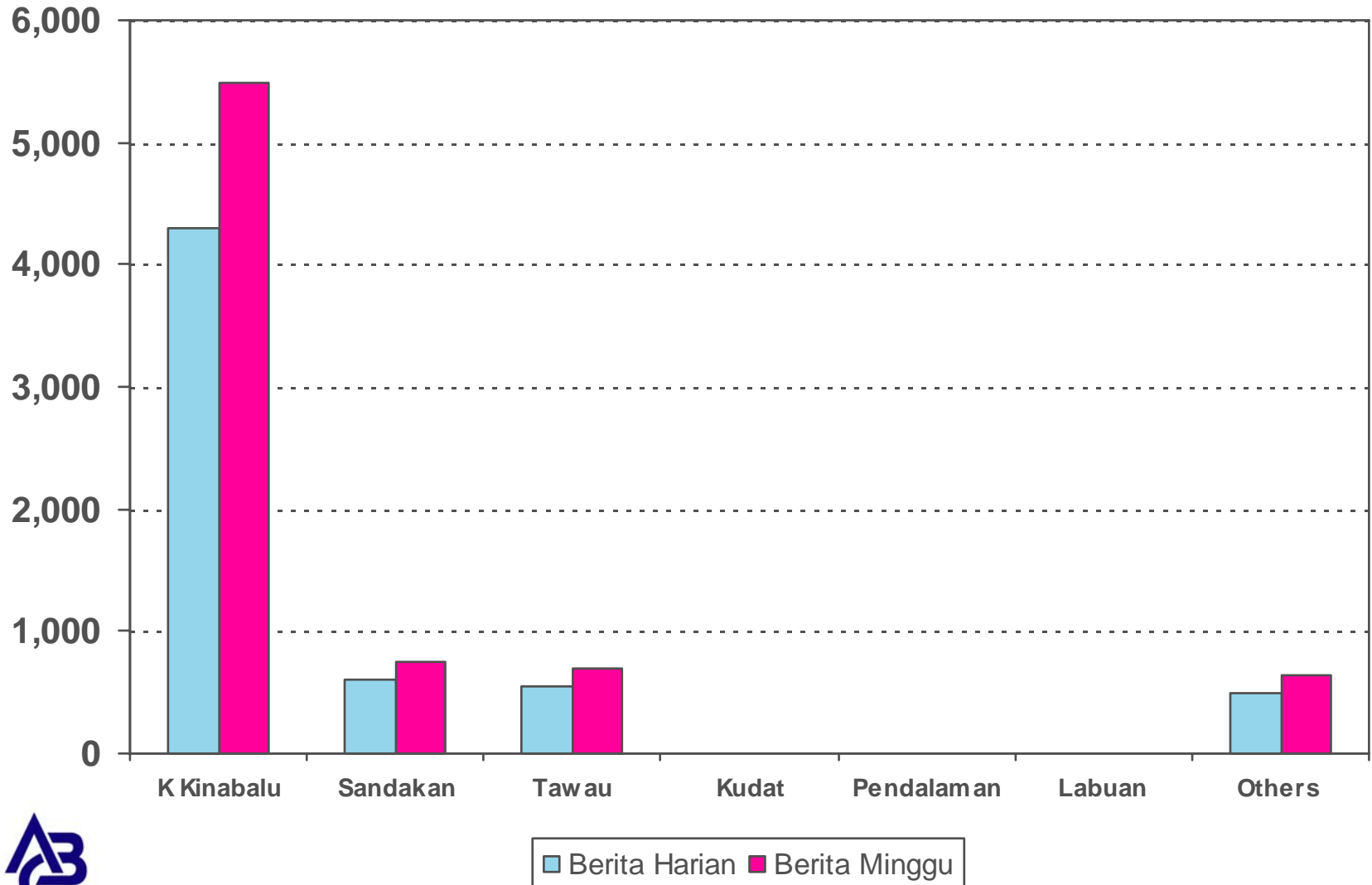
Note : Merdeka Daily 05-06 average net sales not available.



# Daily Newspaper Circulation By Language and District (Sabah)

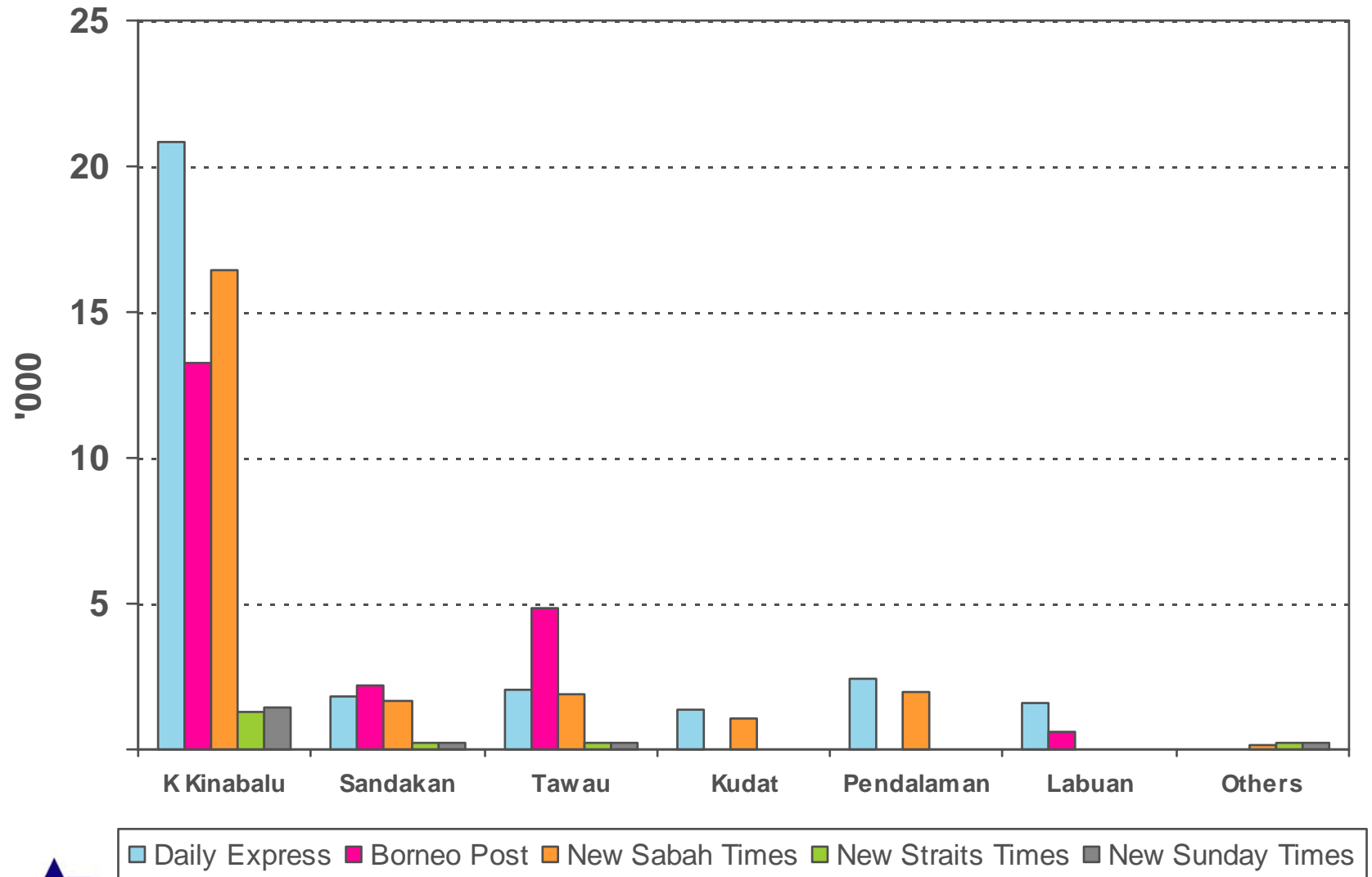


# Bahasa Malaysia Papers Distribution By District (Sabah) 2006 - 2007



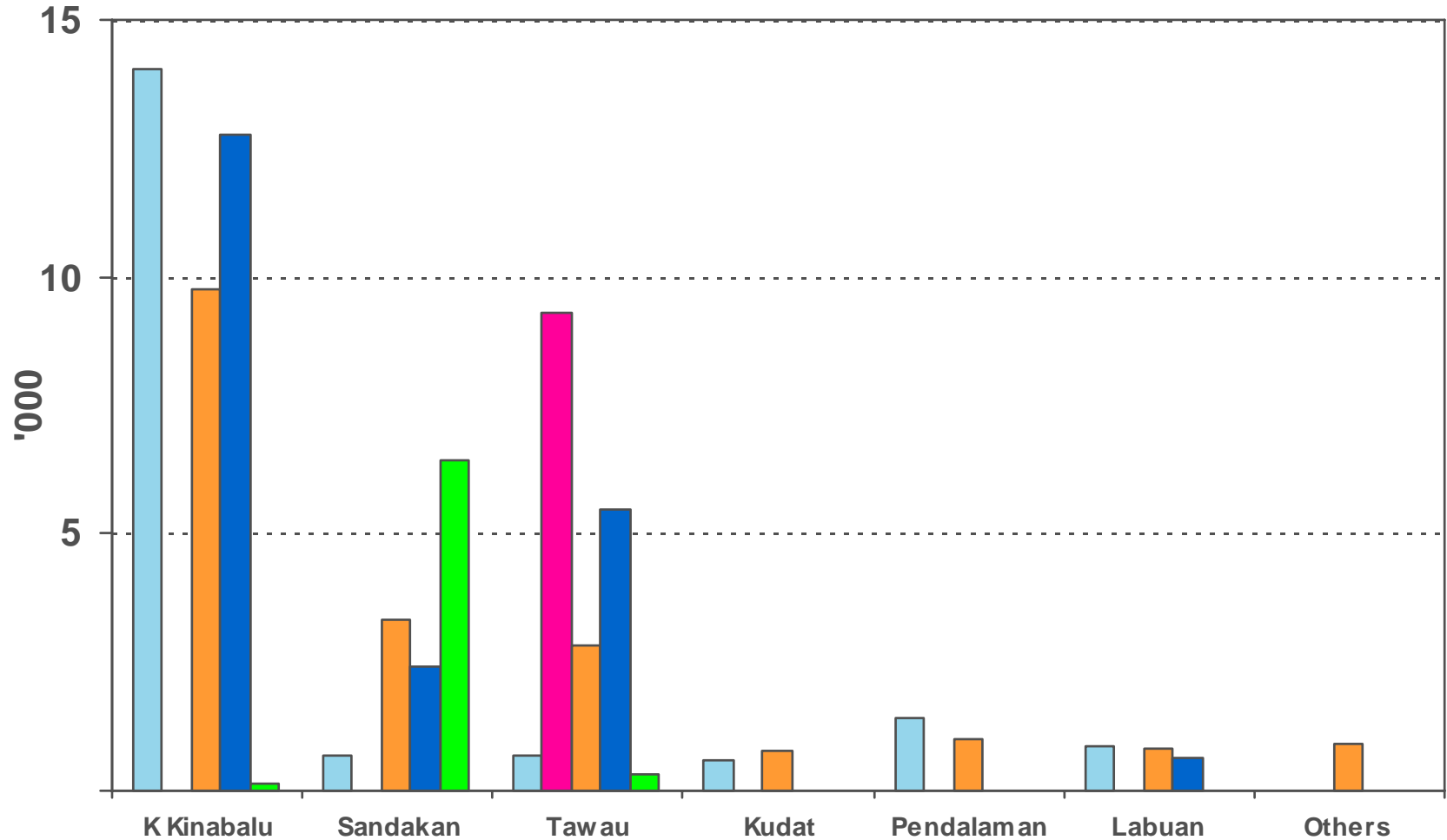
# English Papers Distribution By District (Sabah)

## 2006 - 2007



# Chinese Papers Distribution By District (Sabah)

## 2006 - 2007

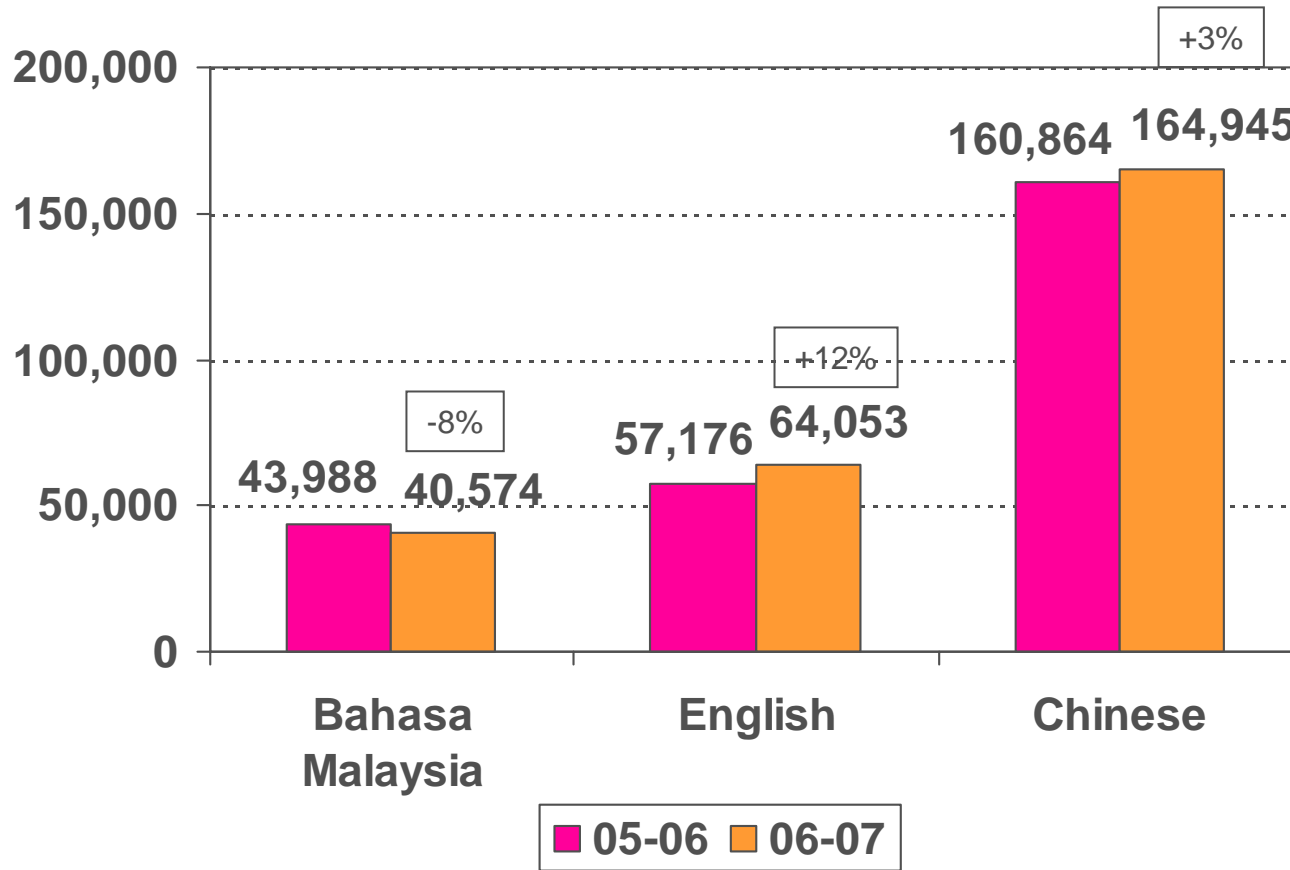


# NEWSPAPERS (SARAWAK)

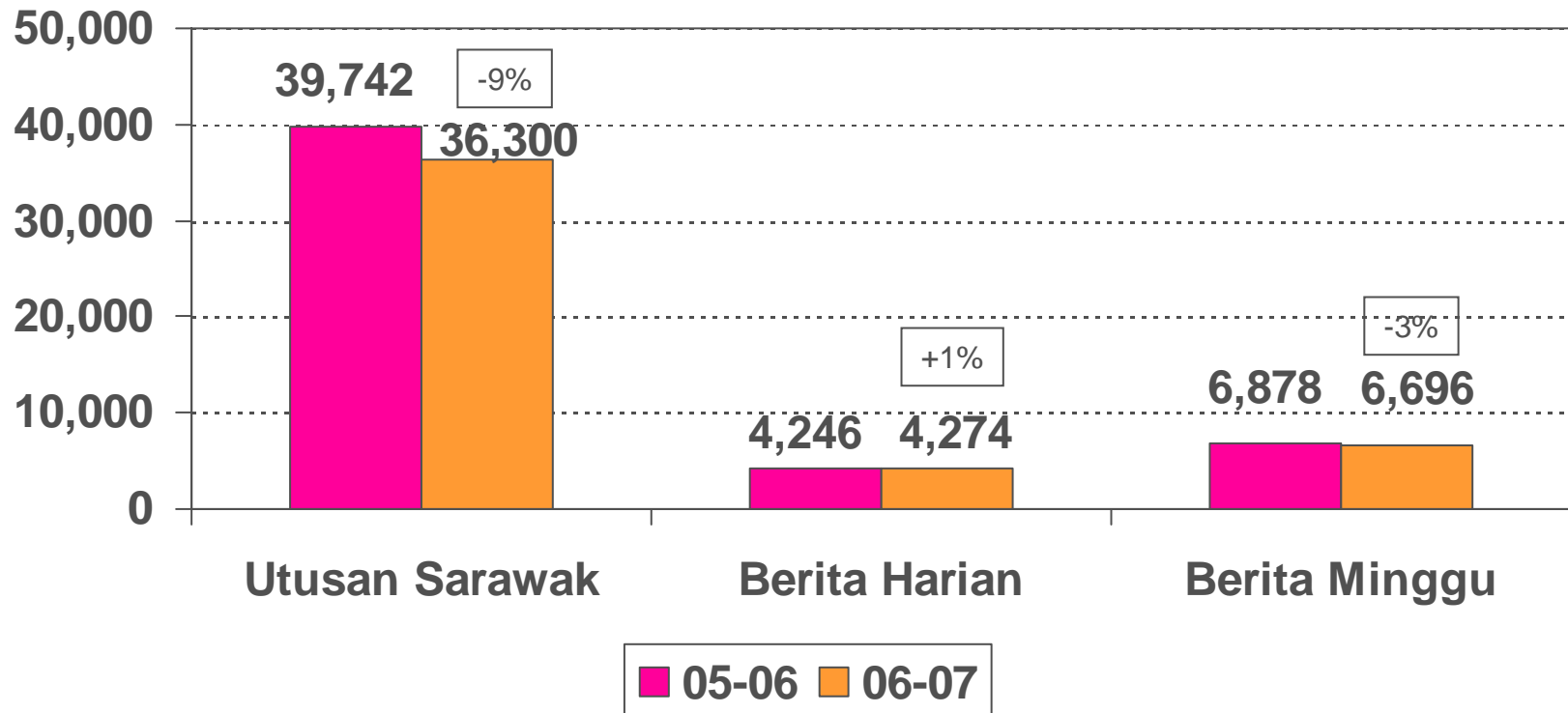




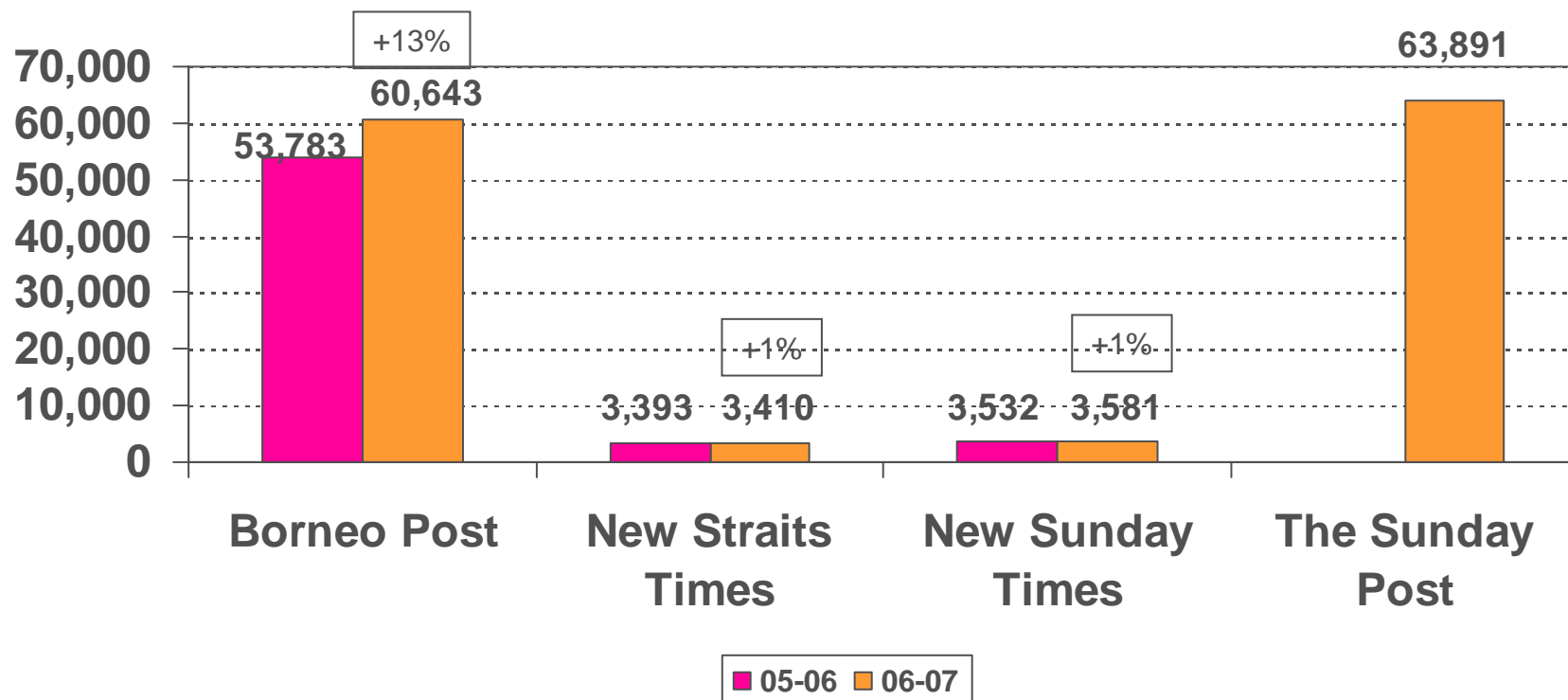
# Total Audited Daily Newspaper Circulation (Sarawak)



# Audited Circulation– Bahasa Malaysia Language Newspapers (Sarawak)



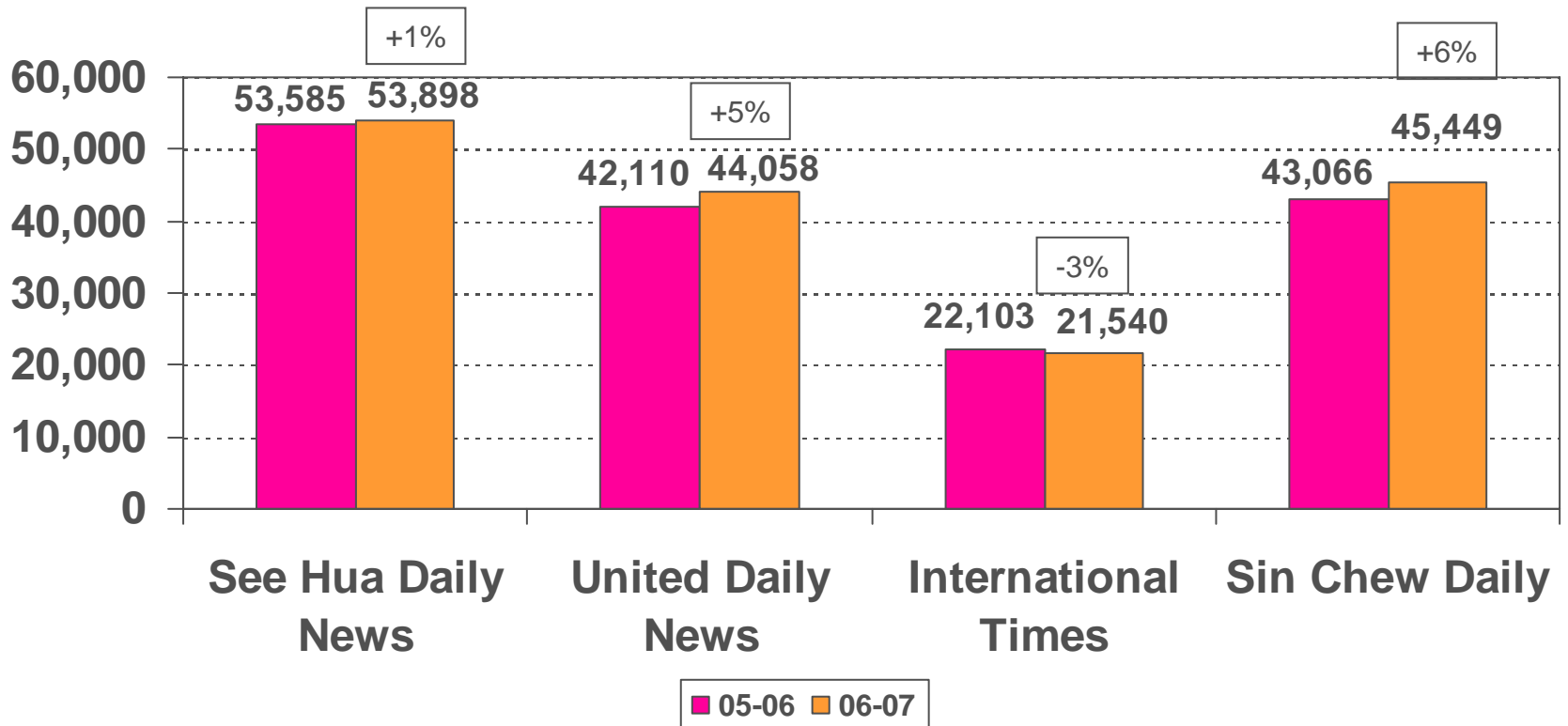
# Audited Circulation— English Language Newspapers (Sarawak)



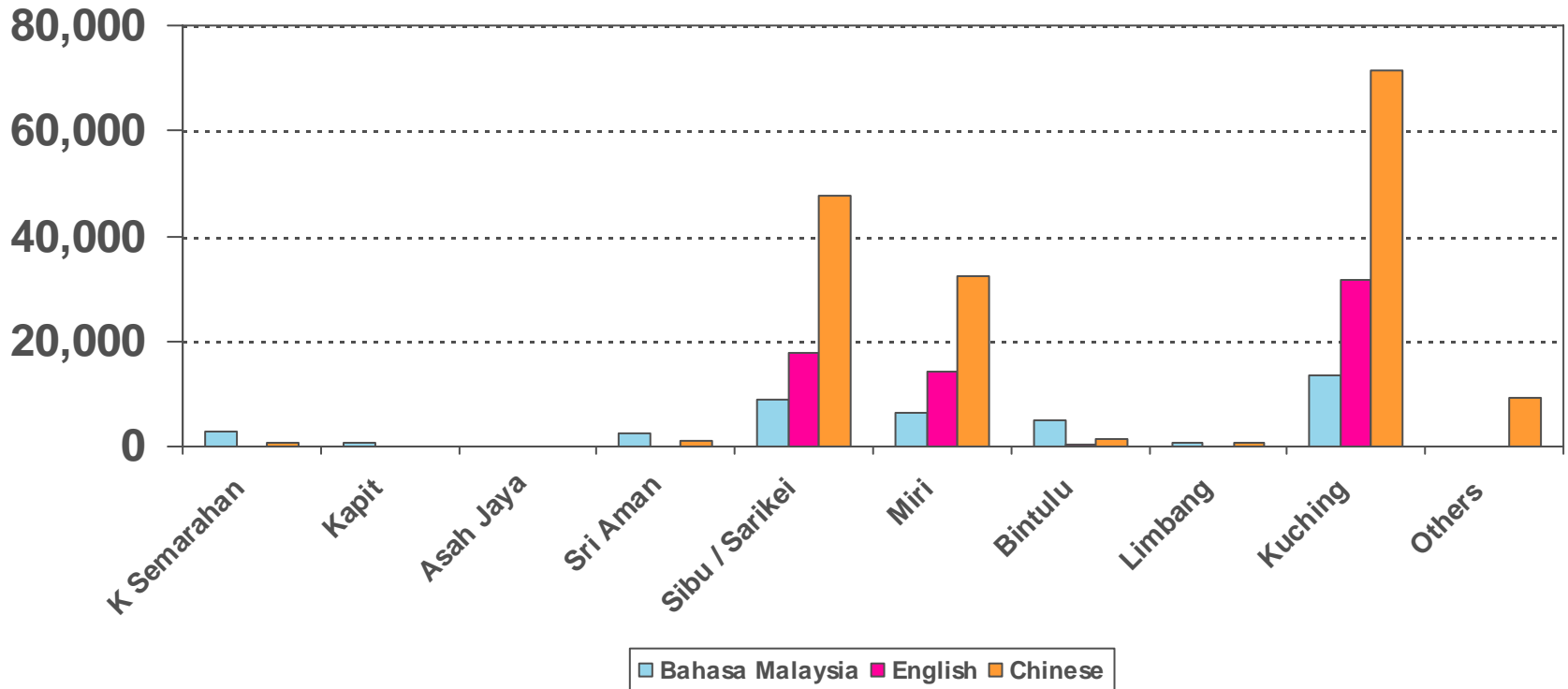
Note : The Sunday Post was launched in January 2007.



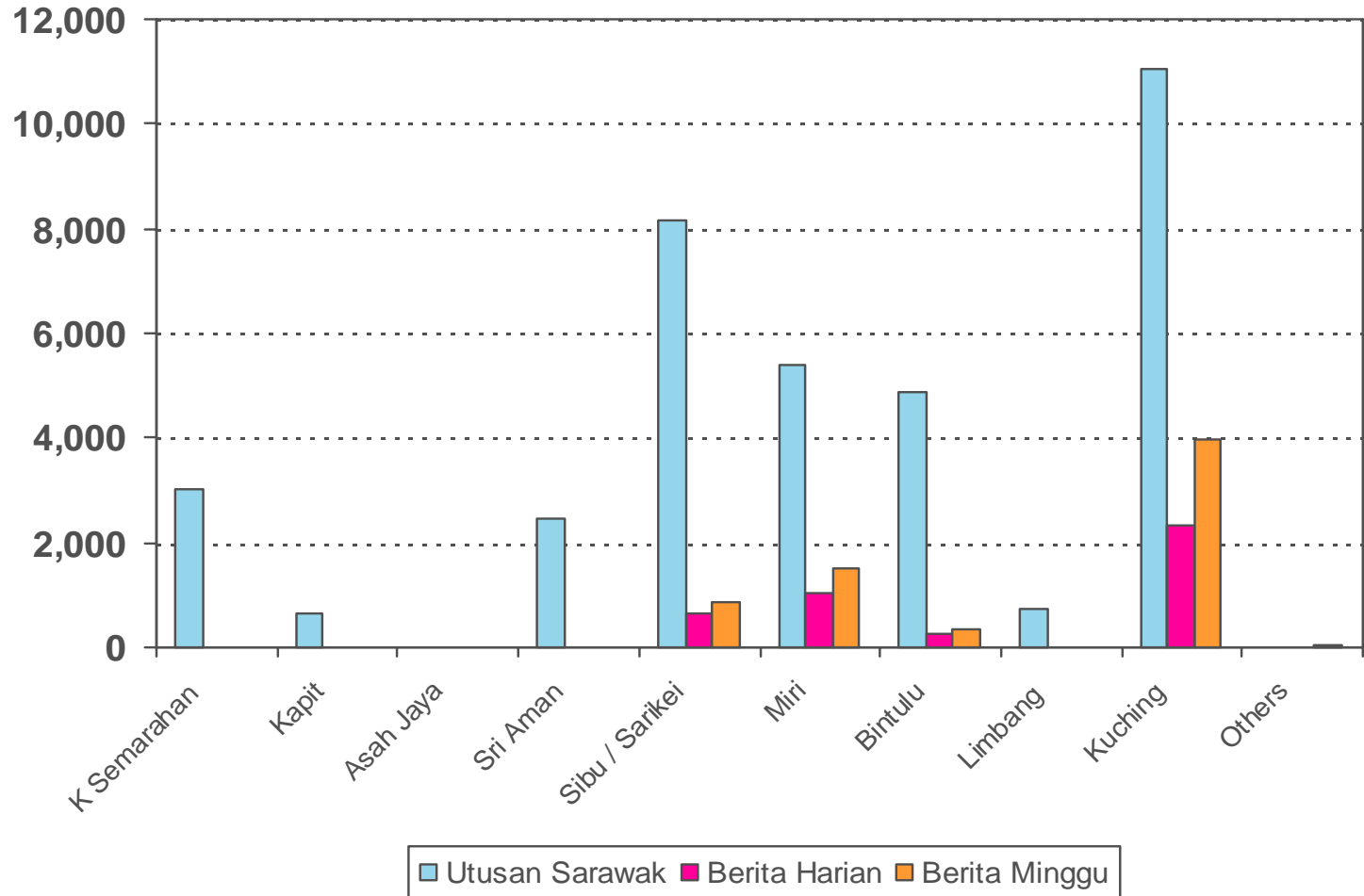
# Audited Circulation Trends – Chinese Language Newspapers (Sarawak)



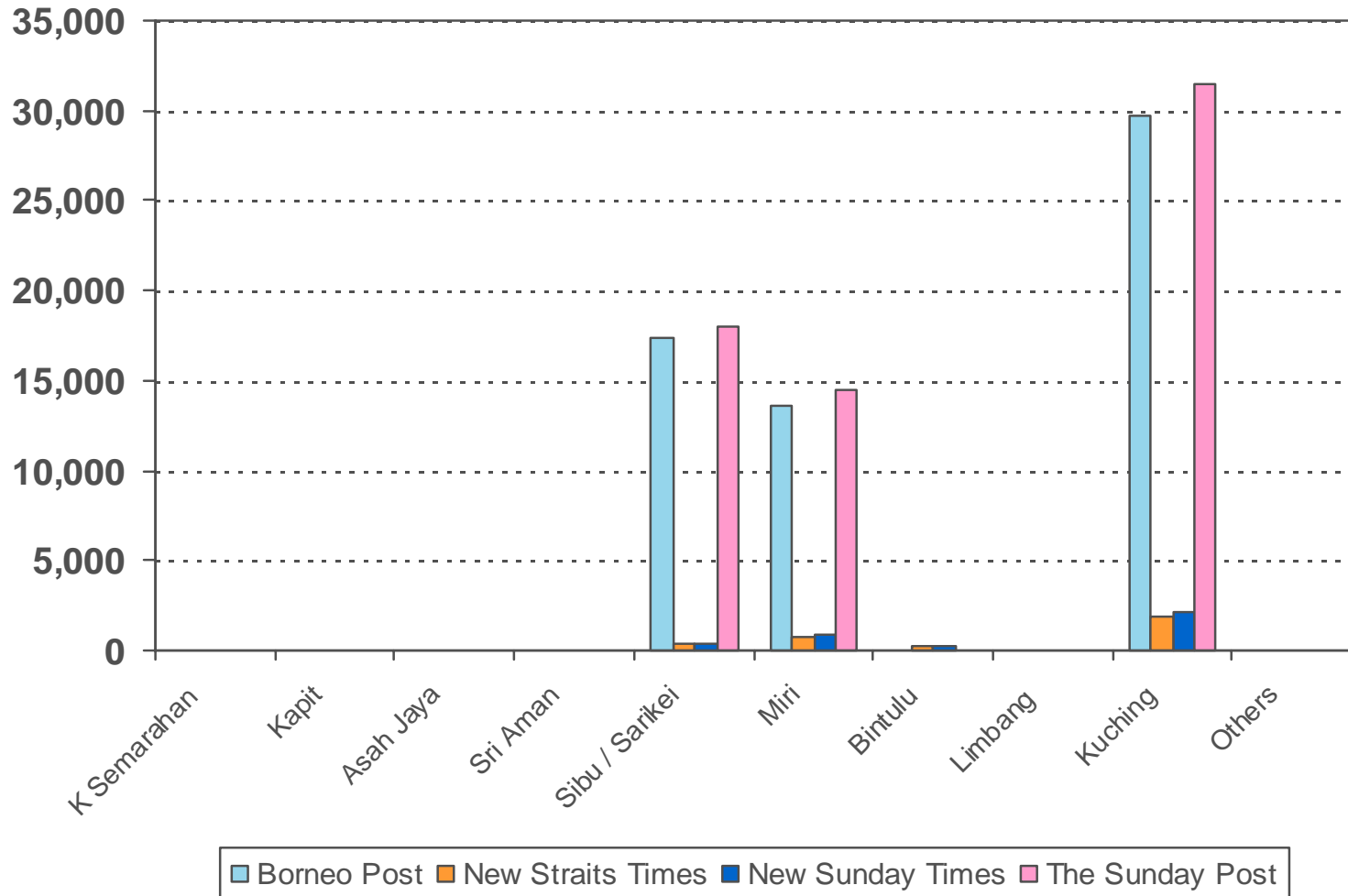
# Daily Newspaper Audited Circulation By Language and District (Sarawak)



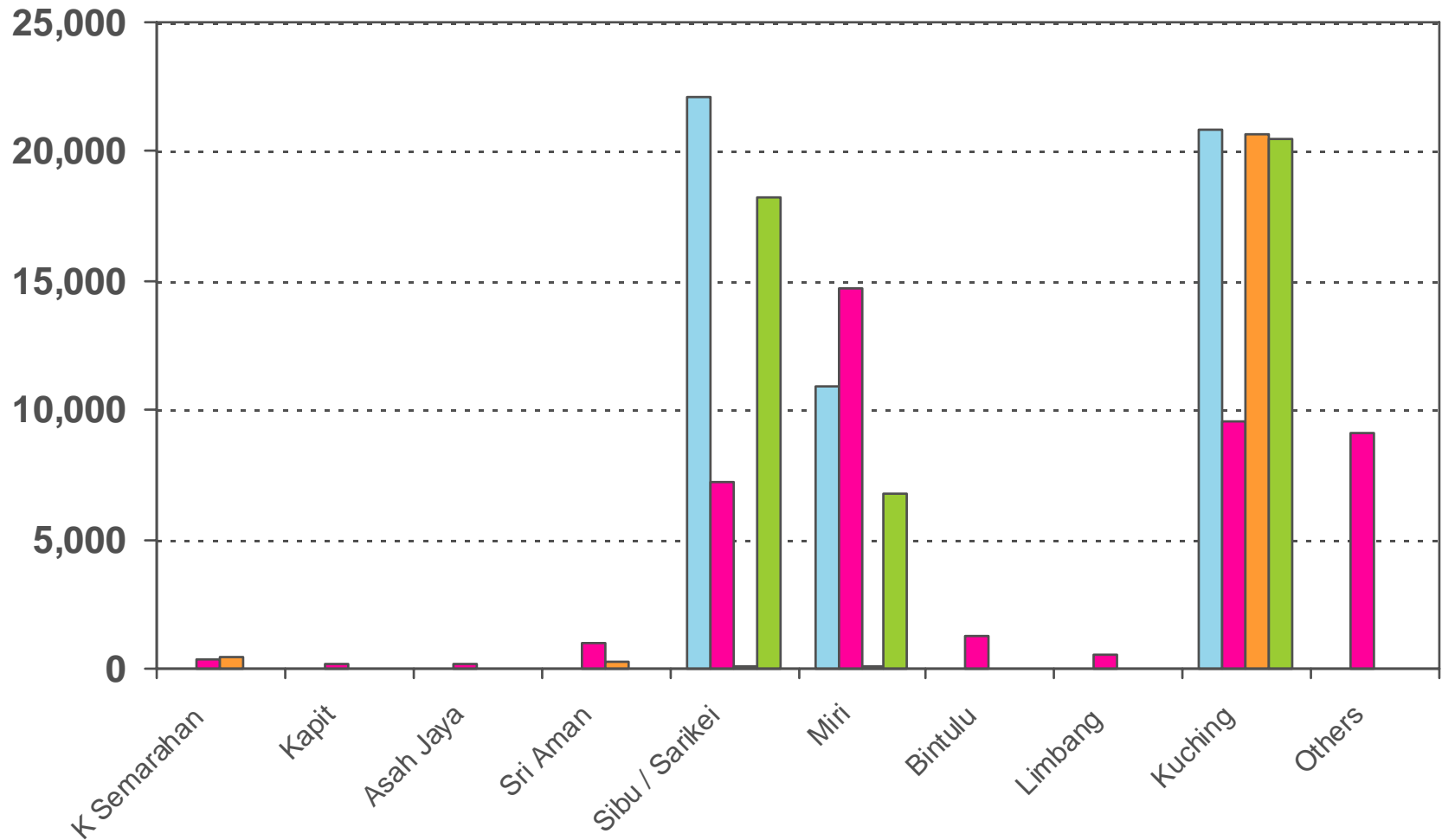
# Bahasa Malaysia Papers Distribution By District (Sarawak) 2006 - 2007



# English Papers Distribution By District (Sarawak) 2006 - 2007



# Chinese Papers Distribution By District (Sarawak) 2006 - 2007



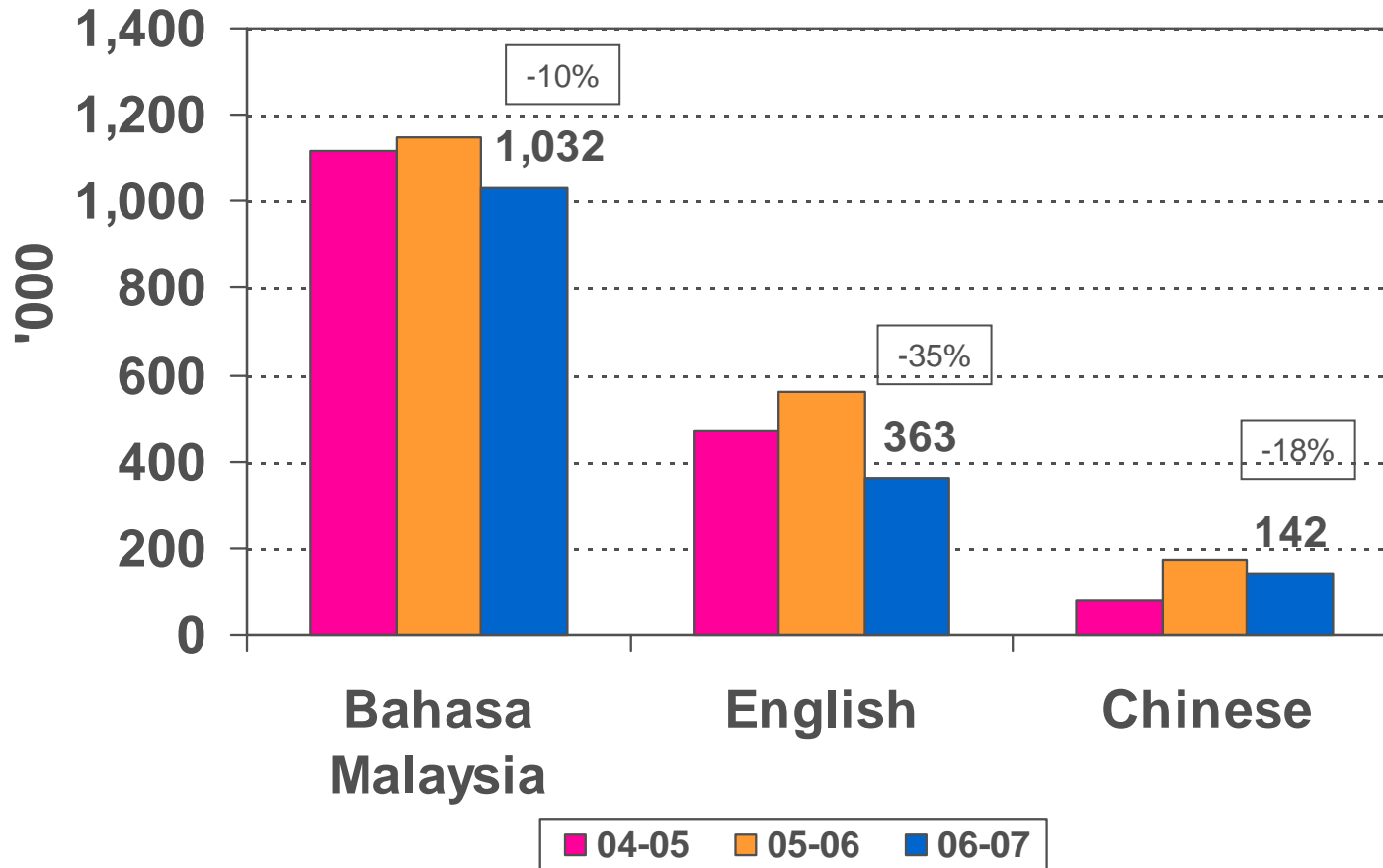


# MAGAZINES



AUDIT BUREAU OF CIRCULATIONS  
(Incorporated in Malaysia)

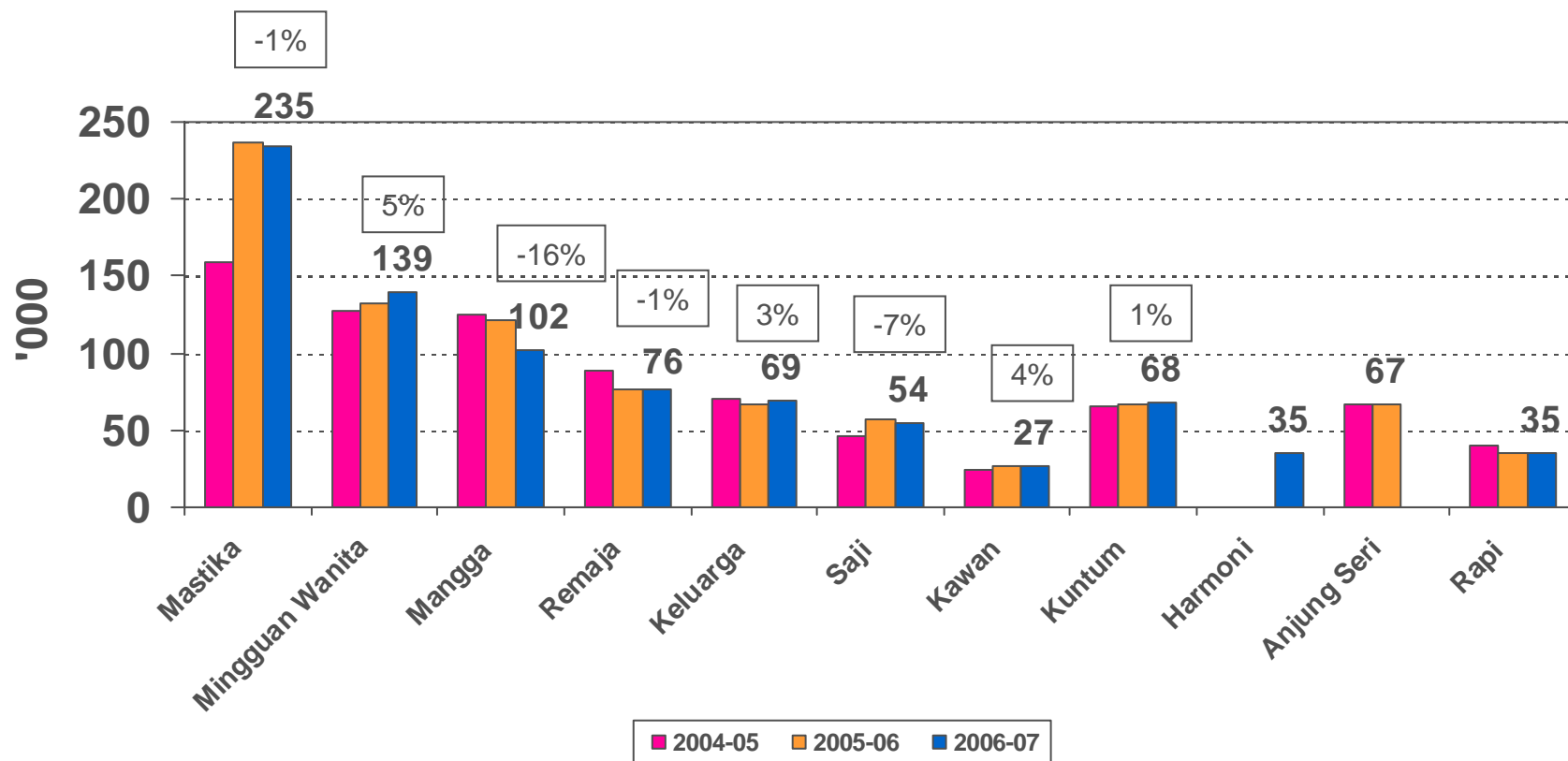
# Total Audited Magazine by Language Circulation



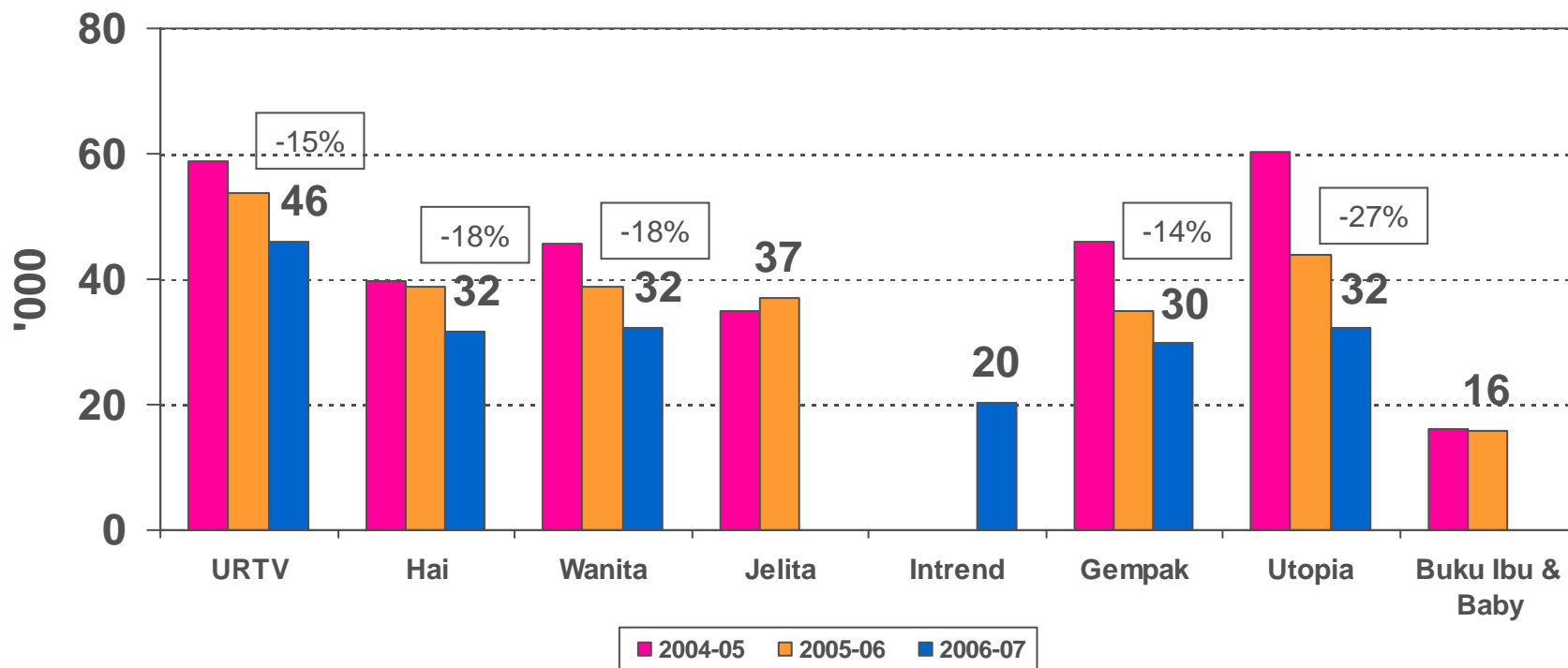
# BAHASA MALAYSIA MAGAZINES



# Audited Circulation Trends – Bahasa Malaysia Language Magazines



# Audited Circulation Trends – Bahasa Malaysia Language Magazines

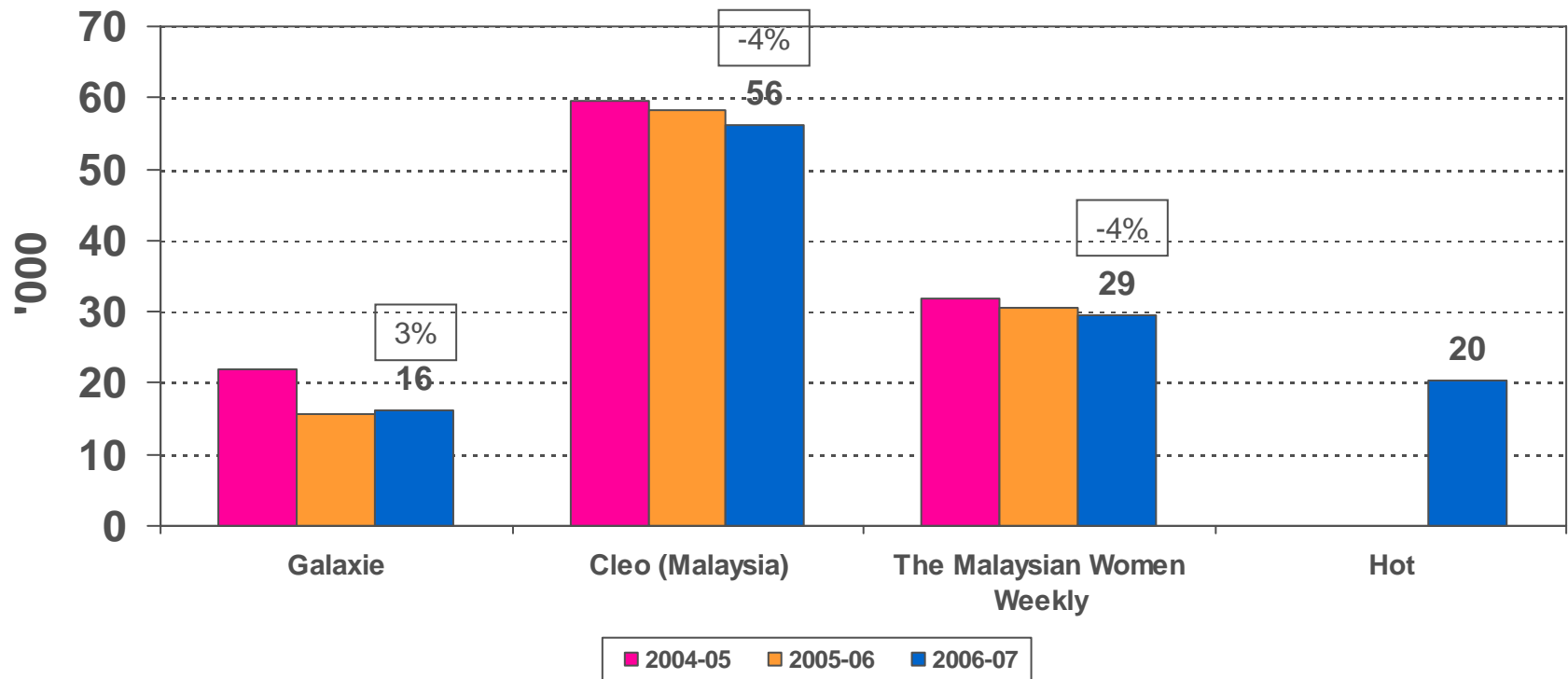


# ENGLISH LANGUAGE MAGAZINES



AUDIT BUREAU OF CIRCULATIONS  
(Incorporated in Malaysia)

# Audited Circulation Trends – English Language Magazines

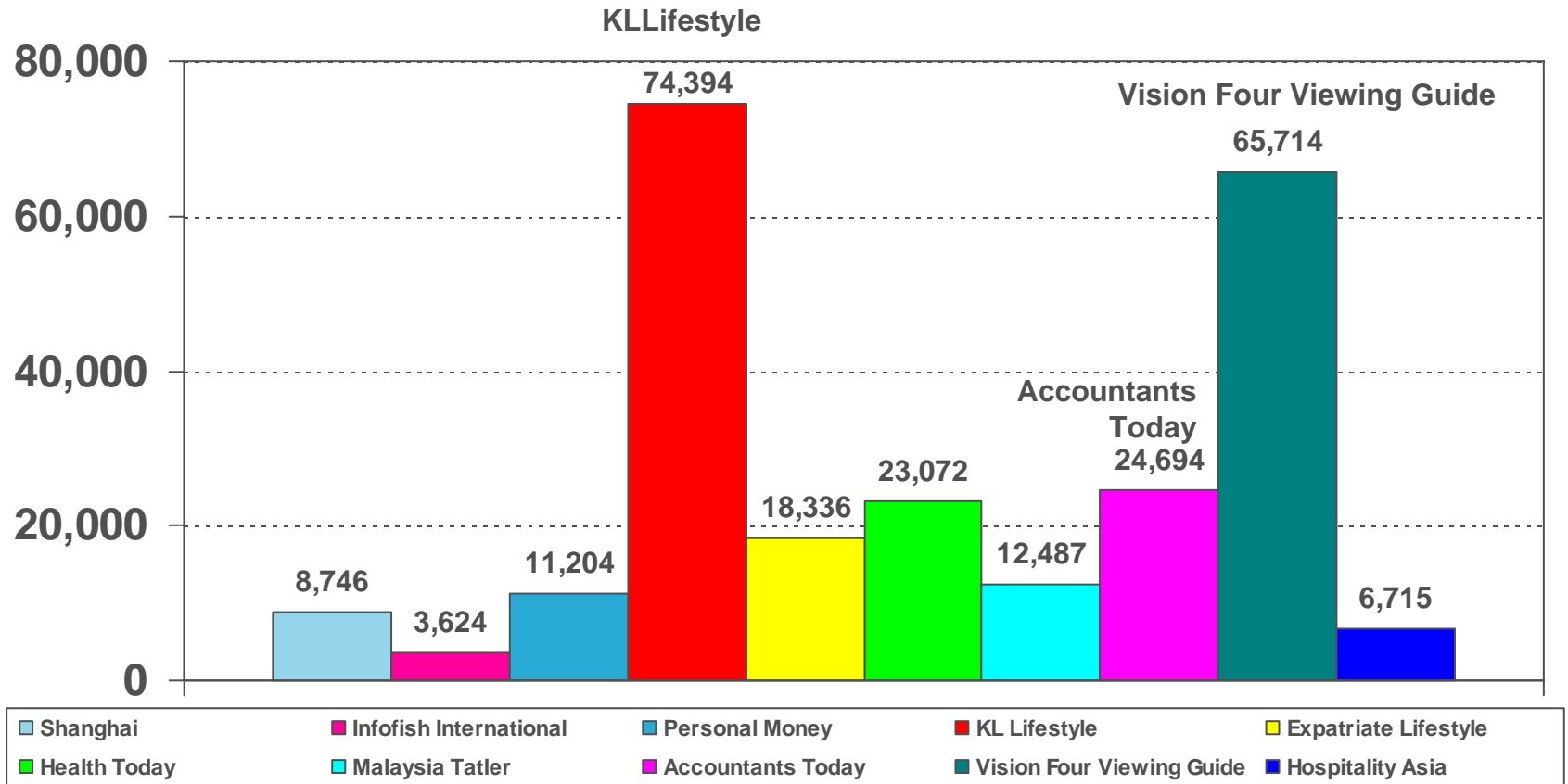


# AUDITED CIRCULATION SPECIALISED MAGAZINES





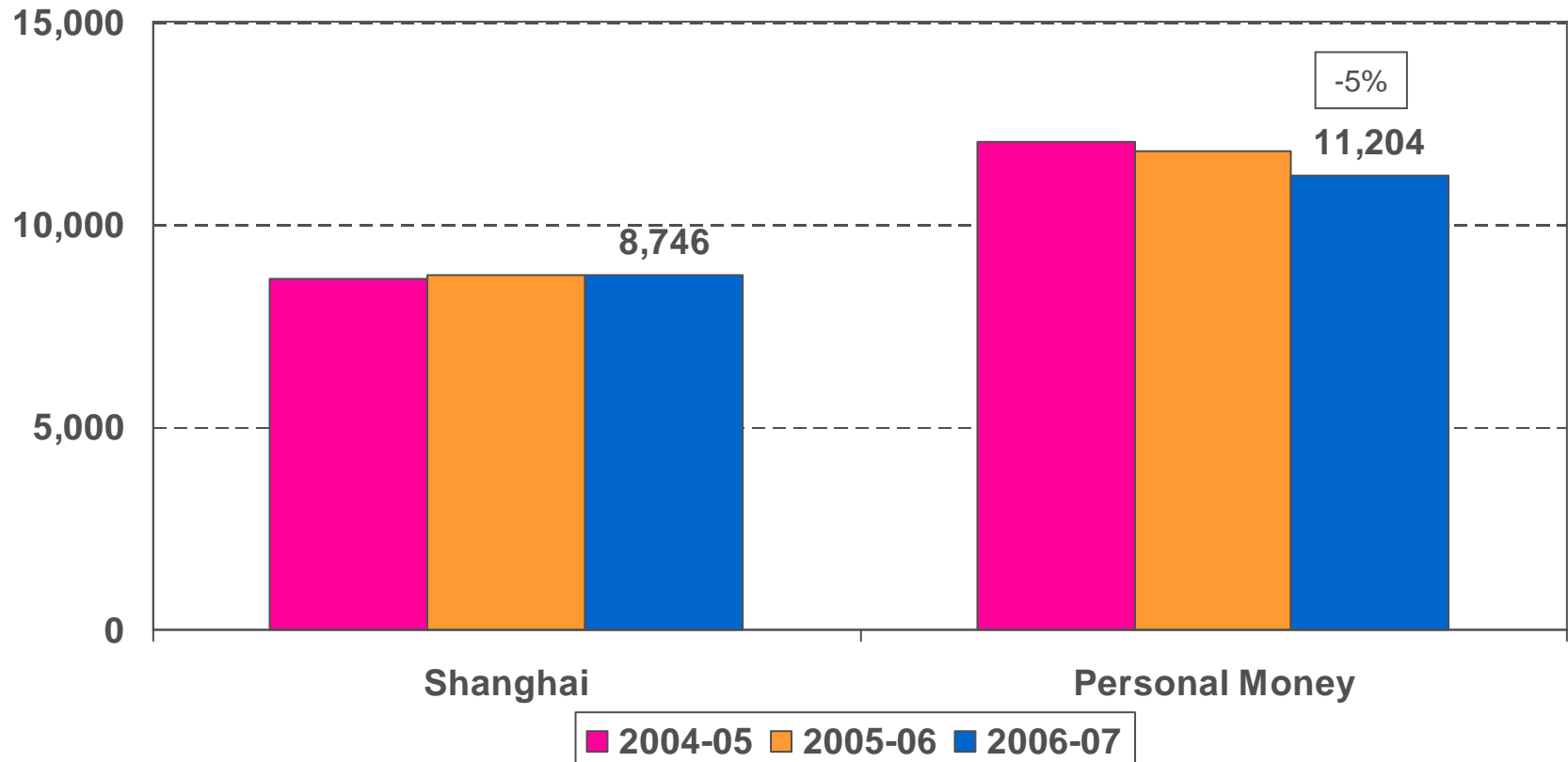
# Audited Circulation Trends – Trade, Technical, Specialist and Professional Journals



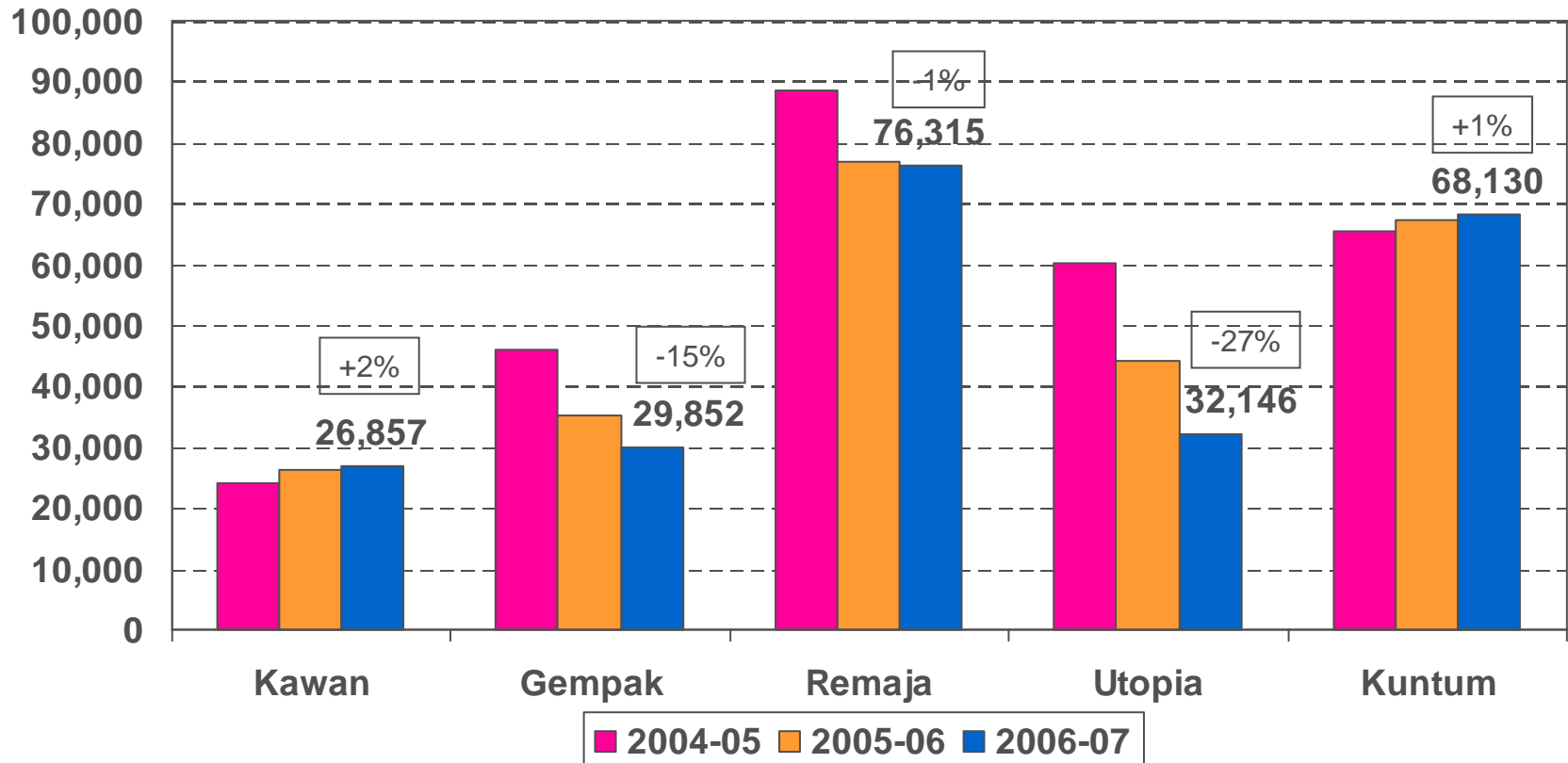
# **MAGAZINES AUDITED CIRCULATION BY CATEGORY**



# Audited Circulation Trends – Business

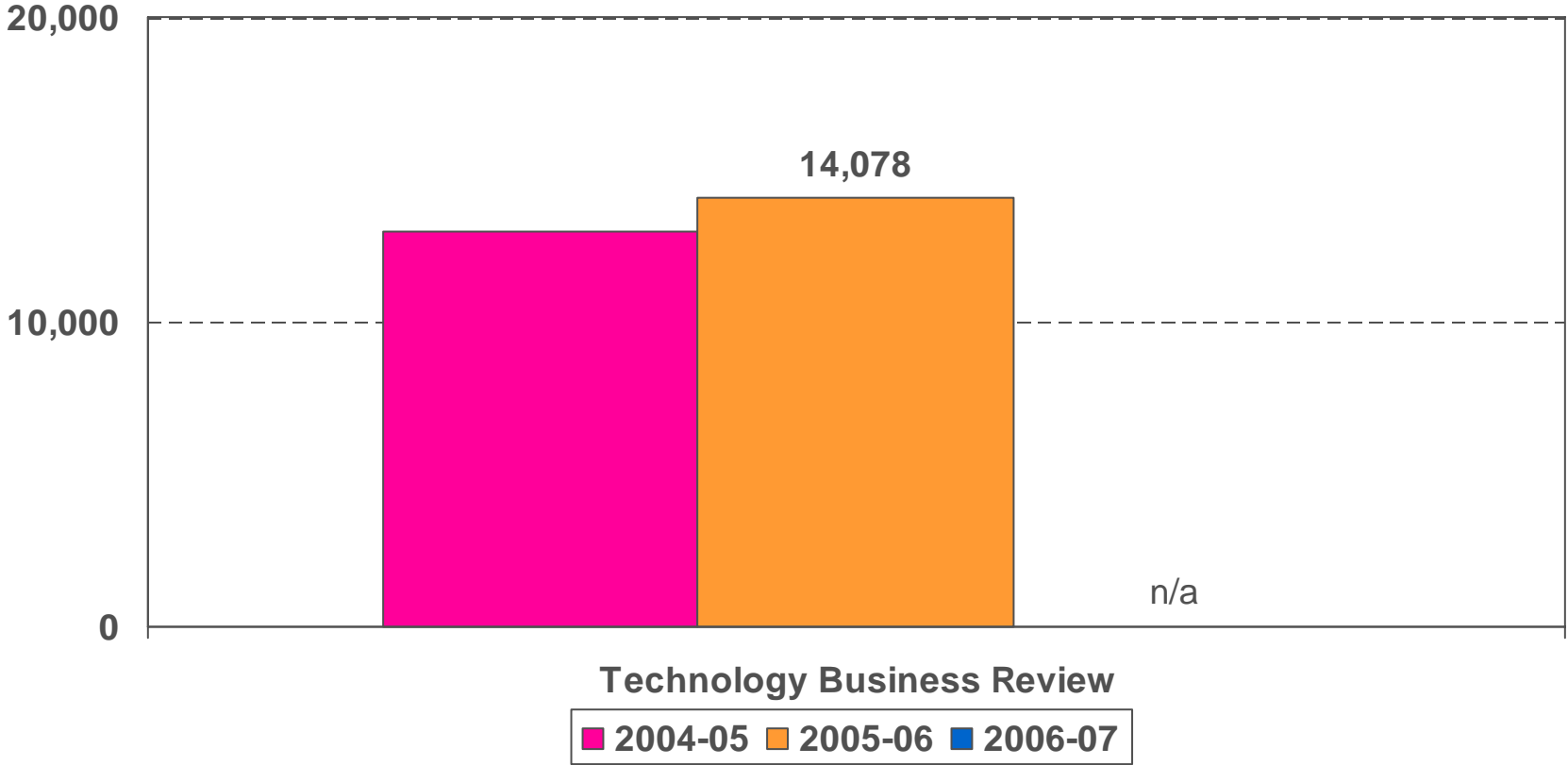


# Audited Circulation Trends – Children & Teenagers

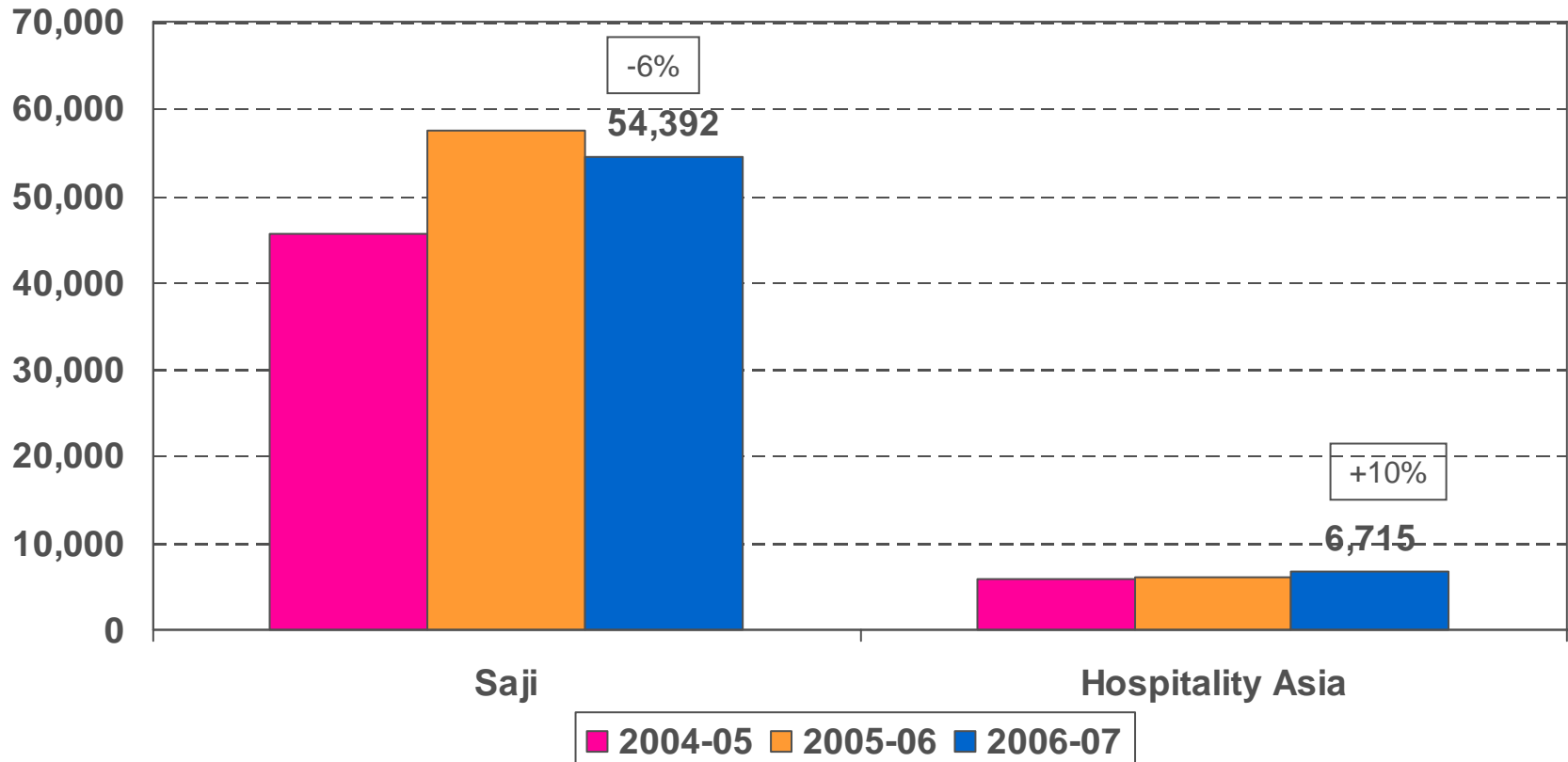


# Audited Circulation Trends

## – Computing, IT & Communications

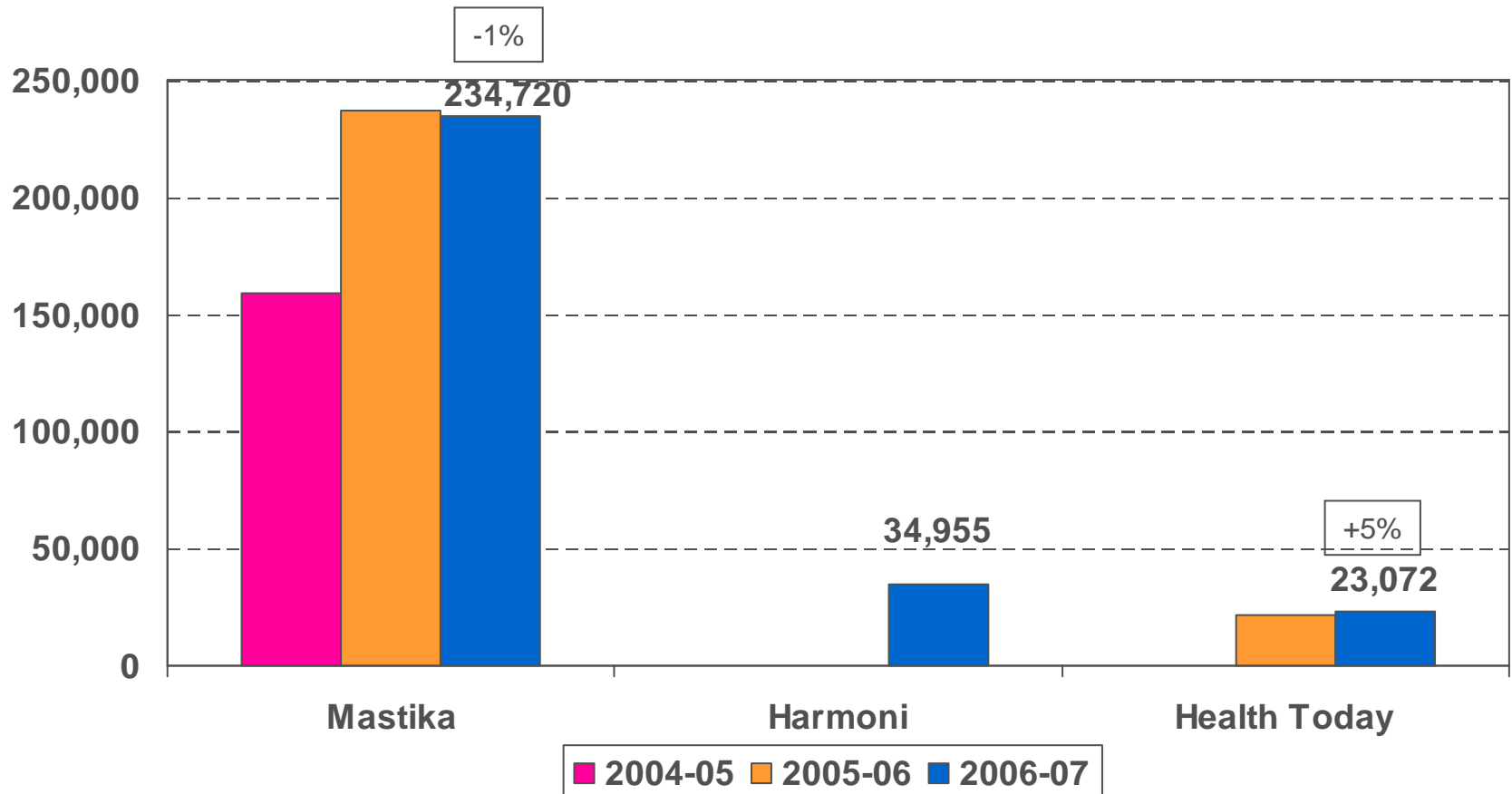


# Audited Circulation Trends – Food & Beverage

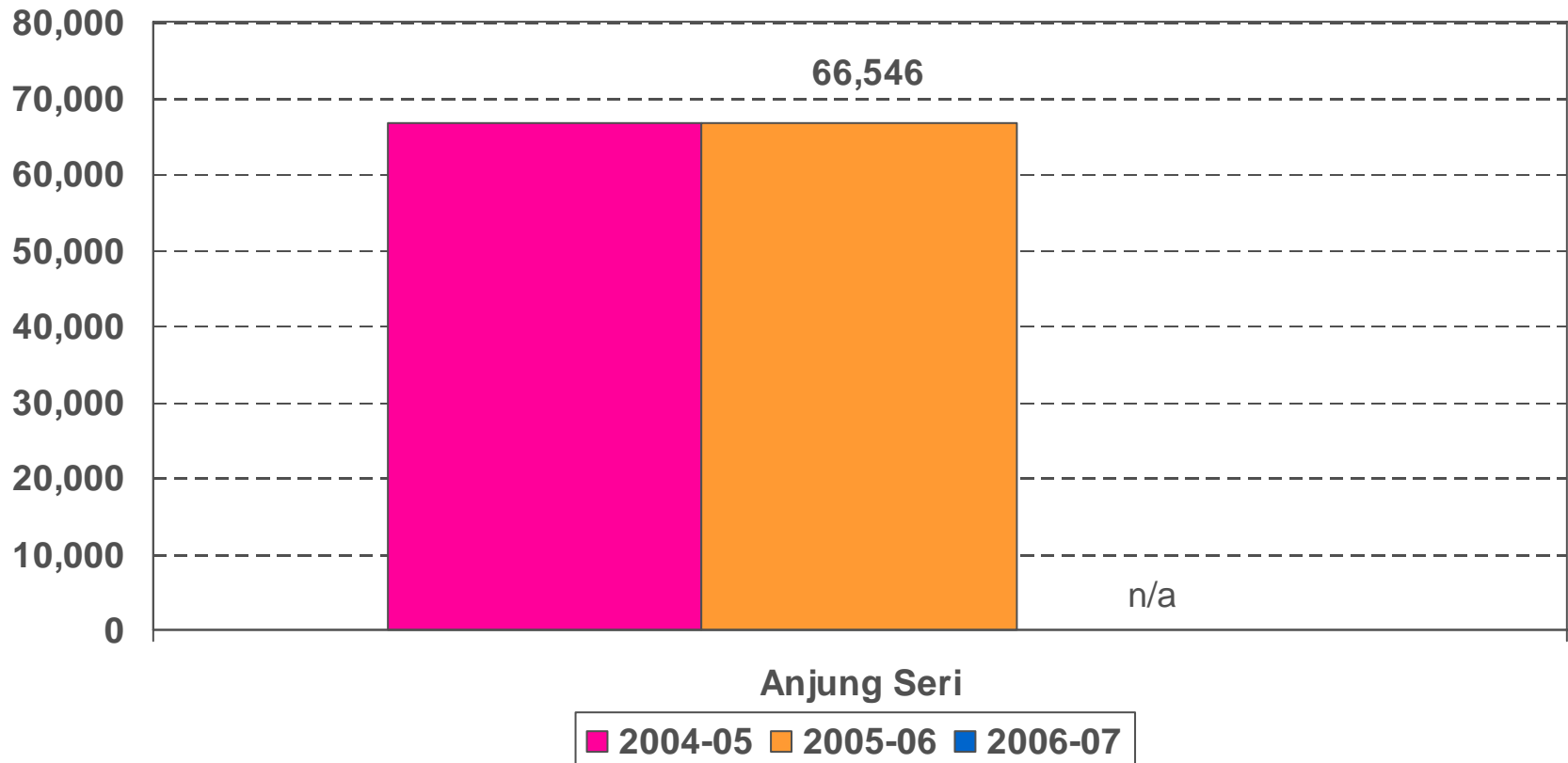


# Audited Circulation Trends

## – General Interest

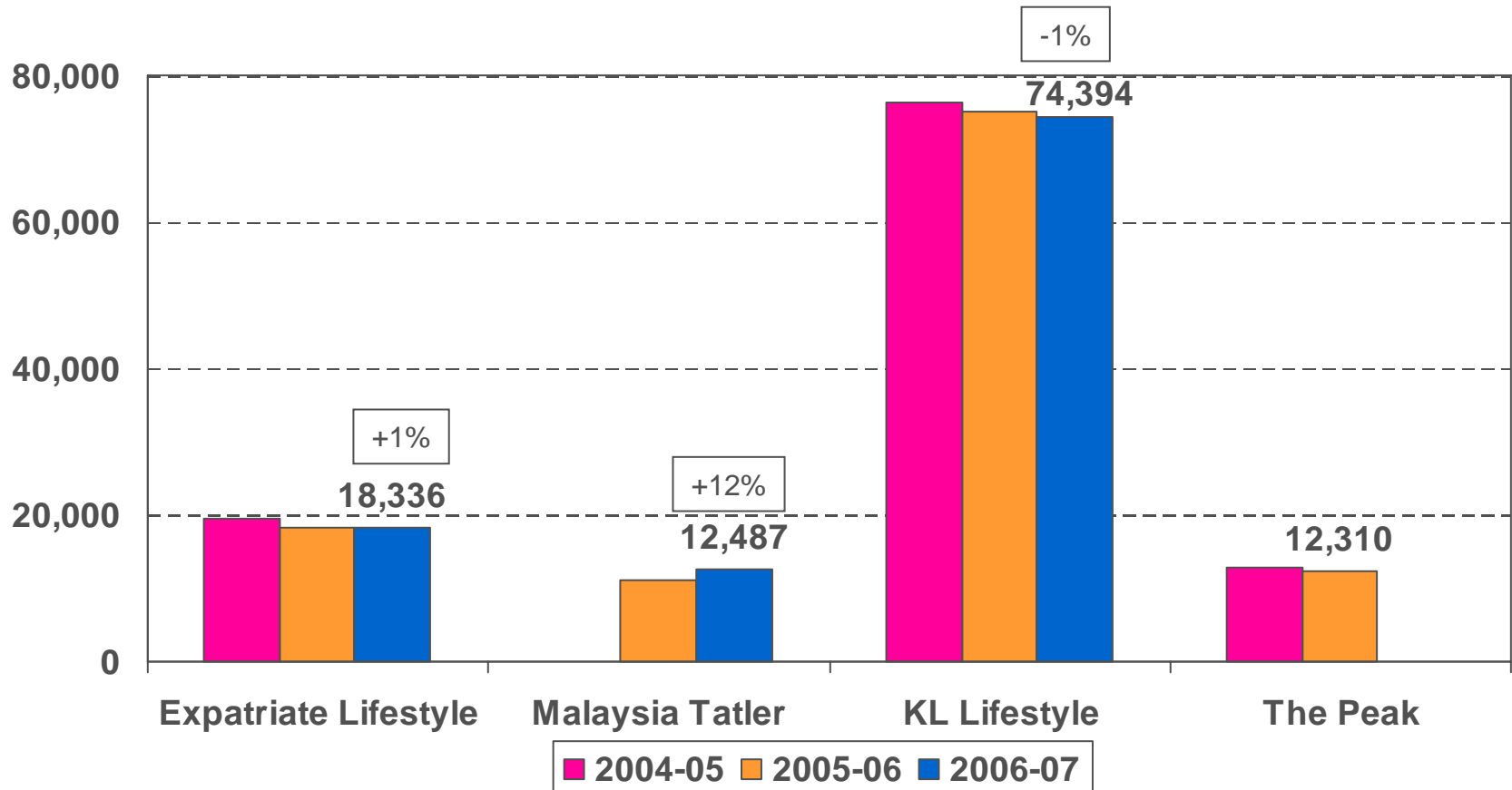


# Audited Circulation Trends – Home Interior

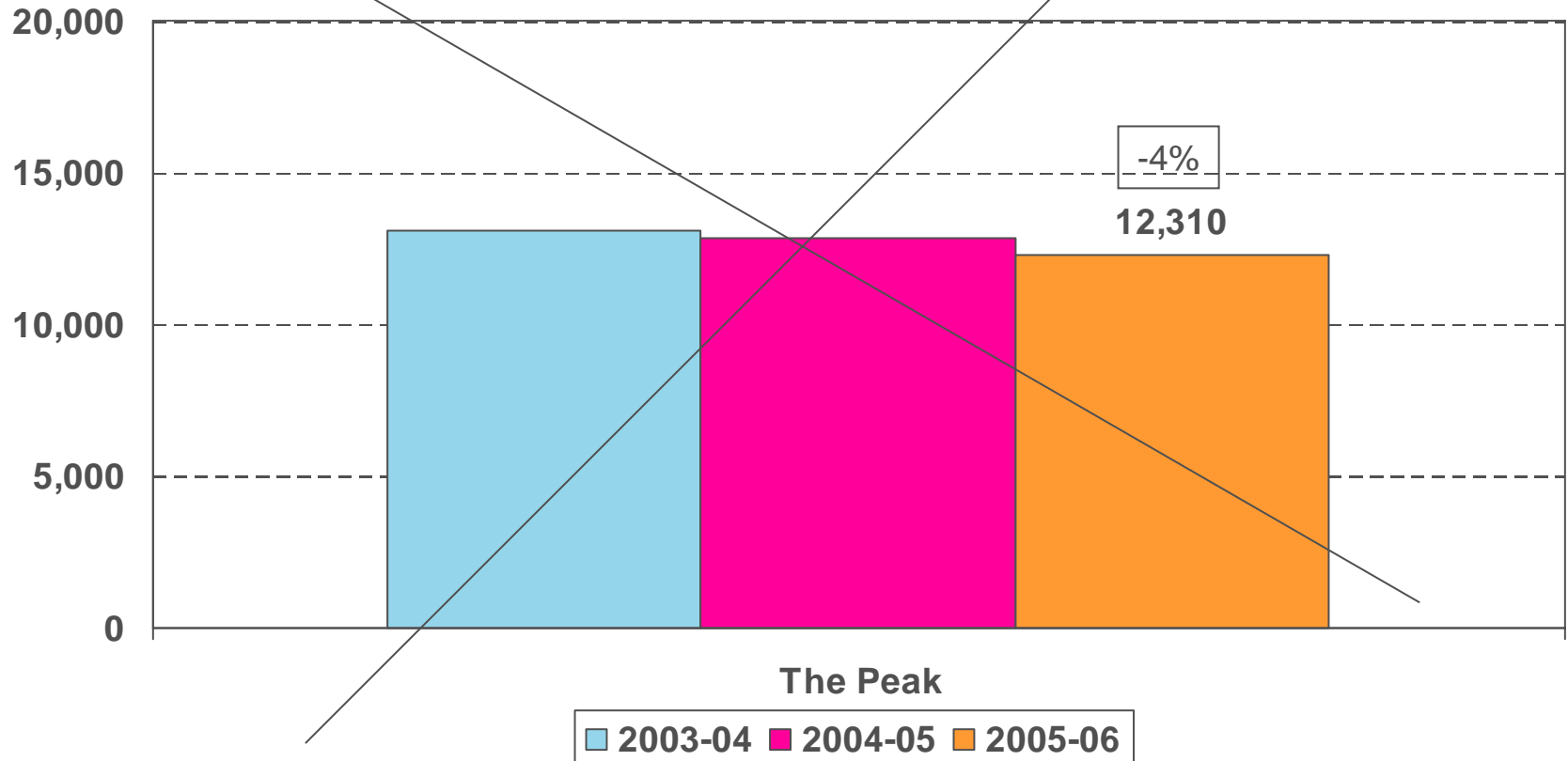




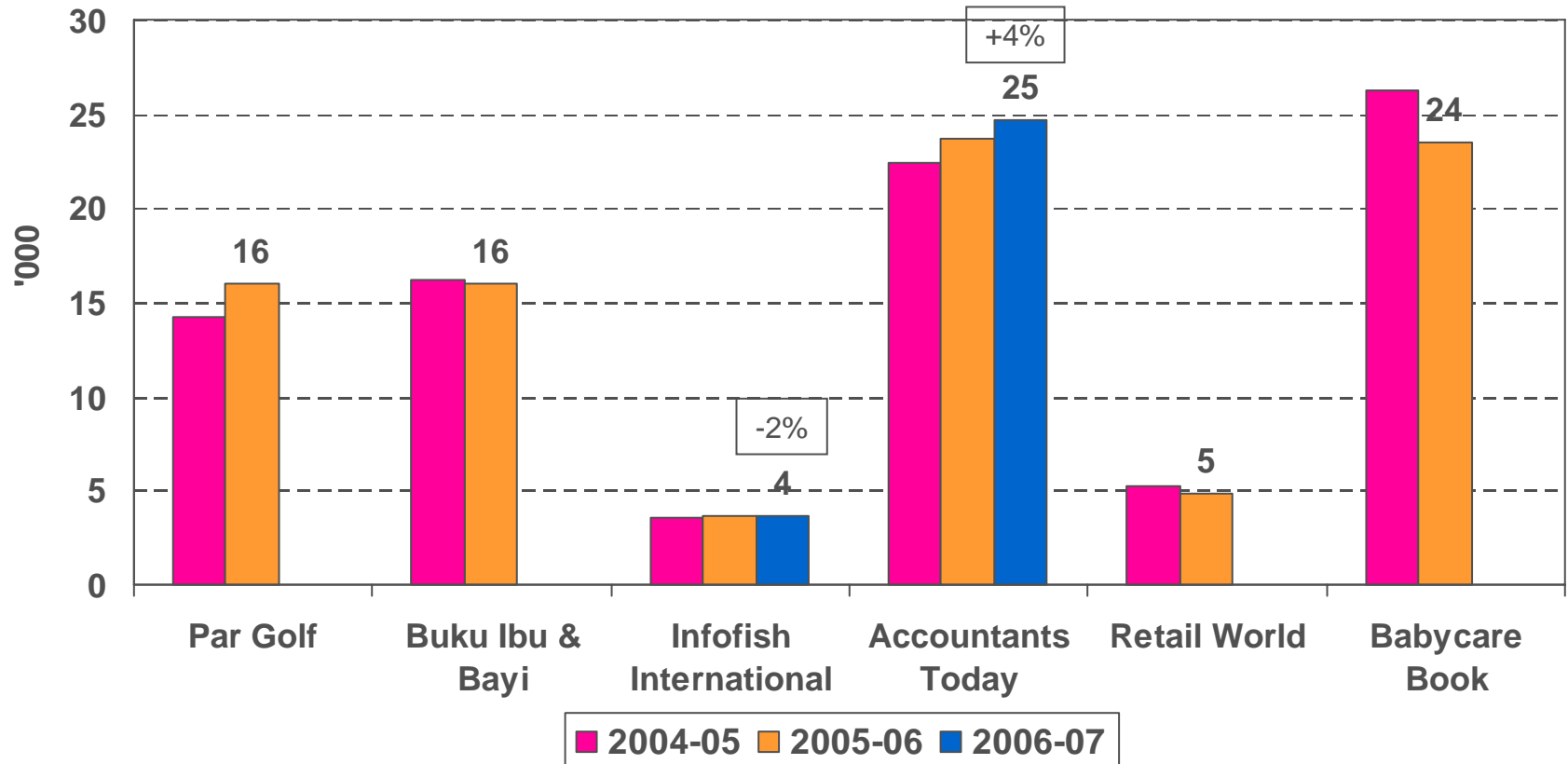
# Audited Circulation Trends – Lifestyle



# Audited Circulation Trends – Men

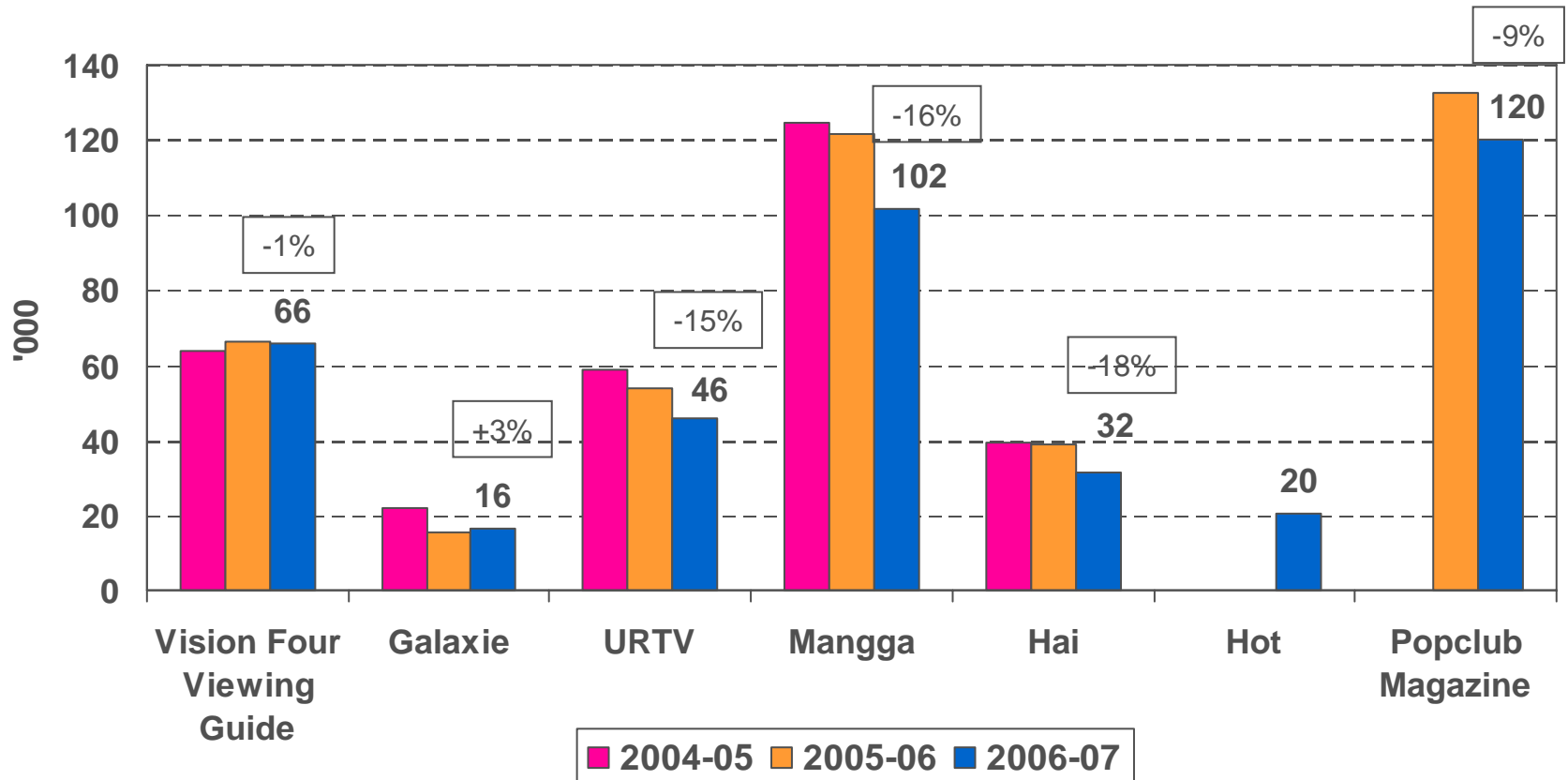


# Audited Circulation Trends – Special Interest

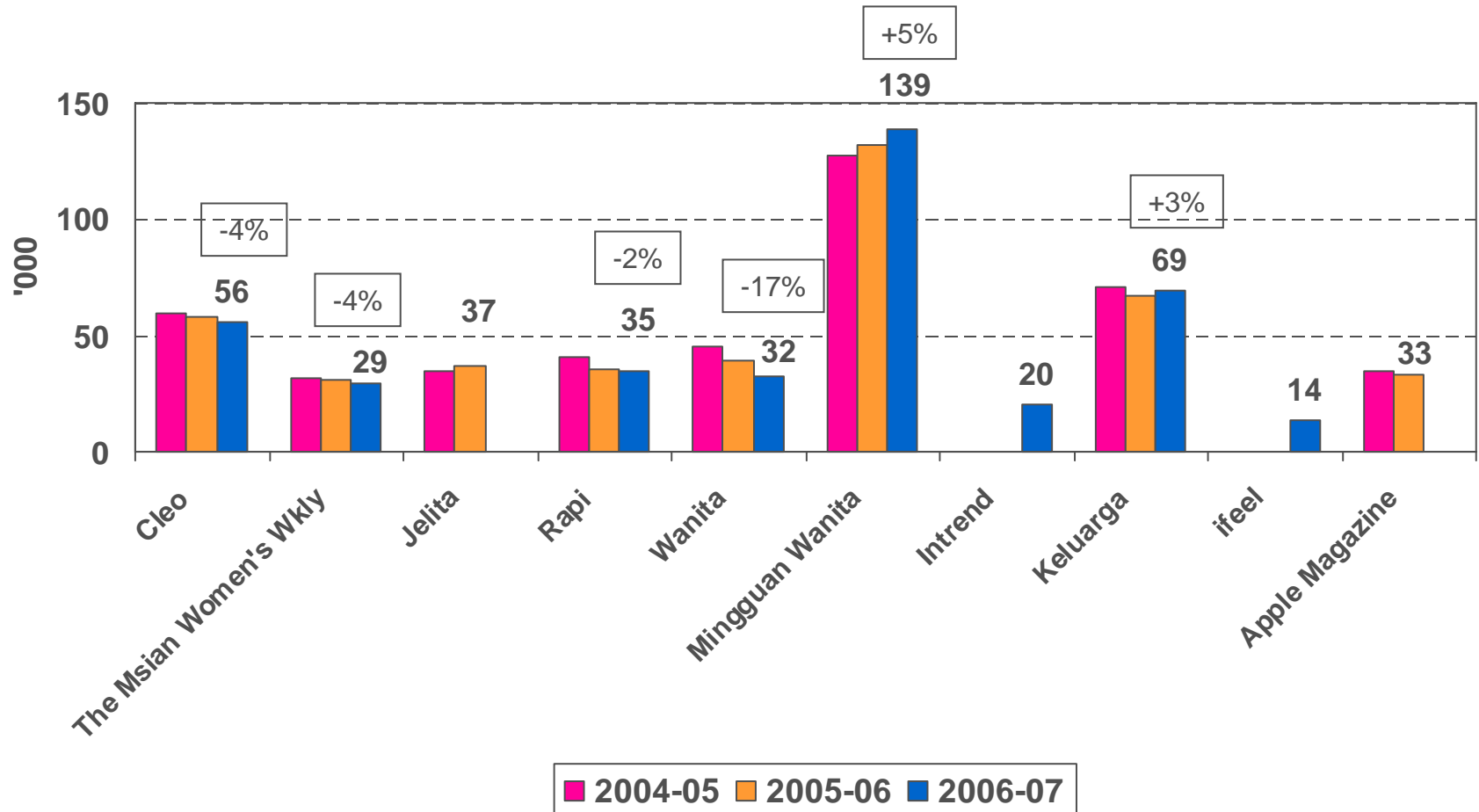


# Audited Circulation Trends

## – Television & Entertainment



# Audited Circulation Trends – Women's Fashion & Beauty





Advertisers, more than before, are driven to maximize the return on their media investments. ABC continues to act as a vital link between advertisers and media companies by providing detailed circulation data. This helps both parties maximize market intelligence and optimize return on investment.

