

AUDIT BUREAU OF CIRCULATIONS

Newspapers - Peninsular Malaysia

/ Analysis of Average Net Sales by State

	Ter	Pahang	S'gor / Wilayah	Melaka	N Sembilan	Johore	Others	Grand Total
Bahasa Newspapers								
Berita Harian (a)	9,455	14,105	59,114	9,178	13,144	29,500	10,513	192,917
Berita Minggu (b)	13,243	23,146	95,821	13,350	21,861	50,468	14,723	305,256
Utusan Malaysia (a)	8,535	11,082	76,346	8,611	12,904	20,331	5,982	197,033
Mingguan Malaysia (b)	18,495	28,212	170,166	18,557	30,155	50,309	10,545	459,793
Kosmo (a)	8,082	2,930	53,610	1,680	4,001	11,084	-	108,798
Kosmo Ahad (b)	7,700	3,681	53,251	2,716	5,884	10,727	-	109,892
Harian Metro (a)	18,235	13,243	93,250	6,724	4,894	58,056	274	289,315
Metro Ahad (b)	16,632	17,115	102,080	9,606	9,395	62,629	1,097	314,321
Total	100,377	113,514	703,638	70,422	102,238	293,104	43,134	1,977,325
English Newspapers								
New Straits Times (a)	3,129	5,122	73,281	4,608	5,090	16,853	6,104	139,763
New Sunday Times (b)	3,514	4,922	80,371	5,369	6,504	16,704	6,043	153,409
The Malay Mail (a)	152	199	19,199	235	355	153	152	20,816
Weekend Mail (b)	214	531	25,200	746	684	996	551	31,415
The Sunday Mail (b)	-	-	-	-	-	-	-	-
The Star (a)	1,519	6,766	190,669	7,837	9,150	15,506	5,258	309,181
Sunday Star (b)	1,579	7,625	186,021	9,697	11,384	16,972	5,593	322,741
The Edge (b)	55	181	19,615	307	214	632	986	24,043
Total	10,162	25,346	594,356	28,799	33,381	67,816	24,687	1,001,368
Chinese Newspapers								
Nanyang Siang Pau (a)	1,097	6,094	36,190	7,467	6,687	21,376	169	105,480
Nanyang Siang Pau - Night Sales (a)	-	-	6,087	643	746	403	5	8,569
Sin Chew Jit Poh (a)	1,266	9,950	101,388	12,836	13,534	87,473	45,986	336,401
Sin Chew Jit Poh - Night Sales (a)	-	240	13,845	250	460	5,632	-	20,762
China Press (a)	1,375	11,124	69,049	5,983	9,721	20,133	2,561	144,341
China Press - Night Sales (a)	-	868	48,296	1,170	1,441	15,882	-	87,198
Guang Ming Daily (a)	538	4,346	29,784	2,267	4,935	8,332	173	99,706
Guang Ming Daily - Night Sales (a)	-	392	7,664	356	1,009	5	-	27,748
Kwong Wah Yit Poh / Penang Sin Poe (a)	-	-	-	-	-	-	-	-
Oriental Daily News (a)	78	3,827	57,641	1,819	2,768	18,904	-	102,500
Total	4,354	36,841	369,944	32,791	41,301	178,140	48,894	932,705
Free & Controlled Distribution								
The Sun (a)	235	885	210,379	4,176	3,216	8,887	-	256,486
Malaysian Today (01.6.07 - 31.8.07)	-	-	-	-	-	-	-	-
Total	235	885	210,379	4,176	3,216	8,887	0	256,486
Grand Total	115,128	176,586	1,878,317	136,188	180,136	547,947	116,715	4,167,884

RETURN OF AVERAGE NETT CIRCULATION OF NEWSPAPERS FOR THE PERIOD OF 01-07-2006 TO 30-06-2007

AUDIT BUREAU OF CIRCULATIONS

Newspapers - Sabah & Sarawak

SABAH	Period								Average net sales per publishing day at published rates	Average net sales per publishing day at reduced rates	Cover Price RM	No. of publishing days 01.07.06 to 31.12.06	Summary A						
	01.07.01 to 30.06.02	01.07.02 to 30.06.03	01.07.03 to 30.06.04	01.07.04 to 30.06.05	01.07.05 to 30.06.06	01.07.06 to 31.12.06	01.01.07 to 30.6.07	01.07.06 to 30.06.07					Kota Kinabalu	Sandakan	Tawau	Kudat			
English Newspapers																			
Daily Express (a)	26,573	27,249	28,951	29,670	29,826	30,005	30,244	30,123	30,123	3,224	1.20	355	20,859	1,852	2,062	1,379			
Borneo Post Sabah (a)	21,127	20,851	21,247	21,097	23,804	21,113	20,886	21,002	17,778		1.20	362	13,286	2,232	4,844				
New Sabah Times (a)	18,163	20,531	22,857	24,007	23,804	23,107	23,367	23,235	23,235		1.20	355	16,477	1,692	1,868	1,084			
New Straits Times (a)	-	-	-	-	2,169	2,085	1,941	2,013			1.80	308	1,297	255	228				
New Sunday Times	-	-	-	-	2,280	2,135	2,088	2,112			1.80	52	1,406	254	214				
Total	65,863	68,631	73,055	74,774	81,883	78,445	78,526	78,485					53,325	6,285	9,216	2,463			
Chinese Newspapers																			
Overseas Chinese Daily News (a)	19,064	18,616	18,726	18,471	18,498	18,316	18,284	18,300	18,300		1.20	355	14,042	691	706	576			
Morning Post (a)	9,742	9,602	9,623	9,562	9,395	9,275	9,309	9,291	9,291		1.20	354	-	-	9,291	-			
Asia Times (a)	16,557	16,958	17,802	18,843	19,333	19,387	19,420	19,403	19,275	128	1.20	357	9,762	3,310	2,834	768			
See Hua Daily News (a)	-	20,799	21,121	21,005	21,147	21,265	21,308	21,286	18,646	2,640	1.20	362	12,786	2,415	5,455				
Merdeka Daily News (a)	-	7,298	7,238	-	-	6,835	6,883	6,858	6,858		1.00	355	116	6,410	324	10			
Total	45,363	73,273	74,510	67,881	68,373	75,078	75,204	75,138					36,706	12,826	18,610	1,354			
Bahasa Newspapers																			
Berita Harian	-	-	-	-	6,385	6,042	5,858	5,950	5,950		2.00	308	4,294	608	553	-			
Berita Minggu	-	-	-	-	8,246	7,982	7,323	7,576	7,576		2.00	52	5,481	758	698	-			
Total	-	-	-	-	14,631	14,024	13,181	13,526					9,775	1,366	1,251	-			
Grand Total (Sabah)	111,226	141,904	147,565	142,655	164,887	167,547	166,911	167,149					99,806	20,477	29,077	3,817			
SARAWAK																			
English Newspapers													Kota Semarahan	Kapit	Asah Jaya	Sri Aman			
Borneo Post (a)	47,018	47,321	47,607	49,137	53,783	60,472	60,849	60,643	56,467	4,176	1.00	333	-	-	-	-			
New Straits Times	-	-	-	-	3,393	3,458	3,361	3,410	3,410		1.80	308	5	-	-	-			
The Sunday Post	-	-	-	-	-	-	63,891	63,891	63,891		1.00	24	-	-	-	-			
New Sunday Times	-	-	-	-	3,532	3,639	3,522	3,581	3,581		1.80	52	-	-	-	-			
Total	47,018	47,321	47,607	49,137	60,708	67,569	131,623	131,525					5	-	-	-			
Chinese Newspapers																			
See Hua Daily News (a)	52,741	52,742	53,301	53,206	53,585	53,980	53,814	53,898	49,140	4,758	1.00	365	-	-	-	-			
United Daily News (a)	-	-	39,879	40,947	42,110	43,723	44,403	44,058	44,058		1.00	358	366	137	177	962			
International Times (a)	24,143	24,355	24,087	23,795	22,103	20,651	22,460	21,540	21,439	101	1.00	352	462	-	-	252			
Sin Chew Daily (a)	-	37,824	-	-	43,066	44,684	46,214	45,449	45,449	-	1.00	357	-	-	-	-			
Total	76,884	114,921	117,267	117,948	160,864	163,038	166,891	164,945					828	137	177	1,214			
Bahasa Newspapers																			
Utusan Sarawak (a)	-	35,802	36,181	37,981	39,742	36,300	-	-	-		1.00	180	3,008	629	-	2,462			
Berita Harian	-	-	-	-	4,246	4,291	4,256	4,274	4,274		2.00	308	-	-	-	-			
Berita Minggu	-	-	-	-	6,878	6,793	6,599	6,696	6,696		2.00	52	-	-	-	-			
Total	-	35,802	36,181	37,981	50,866	47,384	10,855	10,970					3,008	629	-	2,462			
Grand Total (Sarawak)	123,902	198,044	201,055	205,066	272,438	277,991	309,369	307,440					3,841	766	177	3,676			
Grand Total (East Malaysia)	235,128	339,948	348,620	347,721	437,325	445,538	476,280	474,589											

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Newspapers - Sabah & Sarawak

SABAH	Analysis of Average Net Sales by Major Cities						Grand Total
	Pendalaman	Labuan				Others	
English Newspapers							
Daily Express (a)	2,402	1,569					30,123
Borneo Post Sabah (a)		640					21,002
New Sabah Times (a)	1,991					123	23,235
New Straits Times (a)						233	2,013
New Sunday Times						238	2,112
Total	4,393	2,209				594	78,485
Chinese Newspapers							
Overseas Chinese Daily News (a)	1,406	879					18,300
Morning Post (a)	-	-				-	9,291
Asia Times (a)	1,016	803				910	19,403
See Hua Daily News (a)		630					21,286
Merdeka Daily News (a)	-	-				-	6,858
Total	2,422	2,312				910	75,138
Bahasa Newspapers							
Berita Harian	-	-				495	5,950
Berita Minggu	-	-				639	7,576
Total						1,134	13,526
Grand Total (Sabah)	6,815	4,521				1,504	167,149

SARAWAK

	Sibu / Sarikei	Miri	Bintulu	Limbang	Kuching	Others	Grand Total
English Newspapers							
Borneo Post (a)	17,407	13,580			29,656		60,643
New Straits Times	407	812	240	-	1,930	16	3,410
The Sunday Post	18,027	14,433			31,431		63,891
New Sunday Times	419	830	218		2,097	17	3,581
Total	36,260	29,655	458	-	65,114	33	131,525
Chinese Newspapers							
See Hua Daily News (a)	22,150	10,908		-	20,840		53,898
United Daily News (a)	7,189	14,695	1,235	555	9,582	9,160	44,058
International Times (a)	80	51	43	-	20,652		21,540
Sin Chew Daily (a)	18,207	6,753	-	-	20,489		45,449
Total	47,626	32,407	1,278	555	71,563	9,160	164,945
Bahasa Newspapers							
Utusan Sarawak (a)	8,170	5,377	4,857	745	11,052		36,300
Berita Harian	659	1,015	249		2,330	21	4,274
Berita Minggu	844	1,503	334		3,975	40	6,696
Total	9,673	7,895	5,440	745	17,357	61	47,270
Grand Total (Sarawak)	93,559	69,957	7,176	1,300	154,034	9,254	343,740
Grand Total (East Malaysia)							

RETURN OF AVERAGE NETT CIRCULATION OF MAGAZINES FOR THE PERIOD OF 01-07-2006 TO 30-06-2007

AUDIT BUREAU OF CIRCULATIONS

Magazines

English													
Infosh International (e)	5,175	5,048	3,991	3,560	3,695	3,404	3,843	3,624	-	-	US\$10	6	
Accountants Today (e)	17,780	19,204	20,783	22,383	23,733	24,405	24,984	24,694	-	-	-	12	
Retail World (h)	5,189	5,624	4,987	5,190	4,814				-	-	12.00		
Bahasa													
Rapi				40,401	35,191	33,578	35,644	34,611			3.90	24	
Total	28,144	29,876	29,761	71,534	67,433	61,387	64,471	62,929					
Sports & Motoring													
English													
Par Golf (e)	13,278	14,311	14,526	14,170	16,000						9.90		
Television & Entertainment													
Bahasa													
URTV (f)	94,545	99,613	87,489	58,946	53,860	51,394	40,506	45,950	-	-	3.50	24	
Mangga (e)	166,014	165,968	167,940	124,776	121,465	110,871	92,264	101,568	-	-	3.50	12	
Hai (b)	58,295	60,222	57,888	39,606	38,719	35,770	27,428	31,599	-	-	2.00	52	
English													
Galaxie (f)	32,235	33,459	29,793	21,831	15,687	15,407	17,097	16,215	-	-	3.00	23	
Vision Four Viewing Guide (e)	-	-	59,218	63,702	66,057	65,577	65,850	65,714	-	-		12	
Hot						19,214	21,932	20,469			4.90	26	
Chinese													
Popclub Magazine					132,500	120,000	120,000	120,000				4	
Total	351,089	359,262	402,328	308,861	428,288	418,233	385,077	401,515					
Travel & Leisure													
English													
Visitor's Guide to Malaysia (j)	70,000	70,000	70,000	70,000	70,110	70,000			-	-		1	
Women's Fashion & Beauty													
Bahasa													
Wanita (e)	83,806	80,890	65,750	45,530	38,844	33,335	31,073	32,204	-	-	6.80	12	
Jelita (e)	47,767	39,392	36,341	35,023	37,099				-	-	6.50		
Mingguan Wanita (b)	-	124,238	137,898	127,686	131,865	139,622	138,309	138,978	-	-	3.30	53	
Intrend						19,437	21,133	20,285	20,271	14	7.50	12	
Keluarga	58,361	65,979	65,102	70,626	67,328	66,012	72,954	69,483			5.90	12	
Chinese													
ifeel						13,413	13,891	13,652	9,413	4,239	5.50	12	
Apple Magazine (f)	34,993	-	-	34,741	32,817				-	-	6.50		
English													
Cleo (Malaysia) (e)	47,745	53,270	55,886	59,592	58,202	56,192	55,996	56,094	-	-	5.60	12	
The Malaysian Women's Weekly (e)	26,433	29,831	31,698	31,996	30,592	27,608	31,365	29,486	-	-	5.60	12	
Total	299,105	393,600	392,675	405,194	396,747	355,619	364,721	360,182					
Others													
Bahasa													
Gempak (f)	-	-	74,190	46,119	35,034	30,009	29,695	29,852	-	-	2.90	24	
Utopia (f)	-	-	79,977	60,220	44,009	33,263	30,937	32,146	-	-	2.90	25	
Buku Ibu & Bayi (m)	21,137	22,314	-	16,210	15,958				-	-	-		
English													
Babycare Book (m)	37,750	38,002	-	26,266	23,515				-	-	-		
Total	58,887	60,316	154,167	148,815	118,516	63,272	60,632	61,998					
Grand Total	1,338,547	1,442,358	1,612,136	1,628,172	1,884,638	1,684,447	1,528,033	1,536,947					

Notes:

Daily - (a), Weekly - (b), Bi-weekly - (c), Three issues in a week - (d), Monthly - (e), Fortnightly - (f), Every 20 days - (g), Bi-monthly - (h), Annual - (j), Per Edition - (m), Quarterly - (n)

* Normal Trade Terms - This refers to the day to day discount granted to wholesalers and retailers. Although this discount may vary from wholesaler to wholesaler and retailer to retailer, the normal trade term will be that which the wholesaler and retailer regards as constant. Where such discounts are varied on a temporary basis only (e.g. during a period of circulation promotion) then copies sold at this higher

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Magazines

rate of discount must be shown separately as copies at less than normal trade terms or reduced rate sales.