

# THE ABC REPORT

Circulation Figures  
for the period ending  
31 December 2009



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

**Circulation Figures  
Newspapers—West Malaysia Publications**

	01.07.05 to 30.06.06	01.07.06 to 30.06.07	01.07.07 to 30.06.08	01.07.08 to 30.06.09	01.07.09 to 31.12.09	Average net sales per publishing day at published rates	Average net sales per publishing day at reduced rate	Cover Price (RM)	No. of publishing days 01.07.09 to 31.12.09	Summary Analysis of Average Net Sales by State													GRAND TOTAL											
										Perlis	Kedah	Penang	Perak	Kelantan	Terengganu	Pahang	Selangor/ Wilayah	Melaka	N. Sembilan	Johor	Others													
<b>Bahasa Newspapers</b>																																		
Berita Harian (a)	203,704	192,917	192,982	183,187	154,868	131,625	23,243	1.50	156	2,170	9,176	4,789	12,559	9,778	7,357	10,984	48,968	7,469	10,123	24,198	7,297	154,868												
Berita Minggu (b)	333,334	305,256	297,950	275,143	230,539	217,786	12,753	2.00	26	2,692	12,911	5,929	19,007	12,056	9,851	16,521	76,307	10,658	17,010	37,608	9,989	230,539												
Utusan Malaysia (a)	213,445	197,033	197,952	181,346	169,548	157,062	12,486	1.50	157	3,029	13,793	7,371	15,199	7,594	6,552	8,851	59,812	7,220	10,605	23,955	5,567	169,548												
Mingguan Malaysia (b)	483,240	459,793	458,296	413,727	370,421	367,591	2,830	2.00	26	4,436	29,710	21,735	38,279	17,423	13,663	22,728	132,180	15,486	25,605	40,473	8,703	370,421												
Kosmo (a)	-	100,798	115,967	129,633	172,253	171,858	395	1.00	157	3,234	15,750	12,813	15,643	6,736	7,724	8,456	73,855	4,175	9,273	14,594	-	172,253												
Kosmo Ahad (b)	-	109,892	120,848	130,375	175,256	174,754	502	1.00	26	2,390	17,224	14,282	16,894	6,860	7,468	8,870	72,217	4,472	10,353	14,226	-	175,256												
Harian Metro (a)	249,575	289,315	324,097	338,552	358,676	358,368	308	1.50	155	5,448	32,907	19,910	28,167	17,651	20,884	19,139	120,080	11,521	13,242	69,653	74	358,676												
Metro Ahad (b)	263,649	314,321	363,319	386,795	405,506	404,994	512	1.80	26	5,589	34,736	20,223	34,282	19,506	21,209	23,712	133,759	15,933	18,573	77,968	16	405,506												
<b>TOTAL</b>	<b>1,746,947</b>	<b>1,969,325</b>	<b>2,071,411</b>	<b>2,038,758</b>	<b>2,037,067</b>					<b>28,988</b>	<b>166,207</b>	<b>107,052</b>	<b>180,030</b>	<b>97,604</b>	<b>94,708</b>	<b>119,261</b>	<b>717,178</b>	<b>76,934</b>	<b>114,784</b>	<b>302,675</b>	<b>31,646</b>	<b>2,037,067</b>												
<b>English Newspapers</b>																																		
New Straits Times (a)	139,468	139,763	136,530	120,770	111,158	82,415	28,743	1.20	155	576	3,470	5,838	7,754	2,046	2,810	3,586	60,075	3,798	4,319	13,029	3,857	111,158												
New Sunday Times (b)	152,575	153,409	156,910	141,986	131,518	104,479	27,039	1.20	26	520	4,125	7,256	9,798	2,553	2,966	3,992	70,729	5,254	5,975	14,305	4,045	131,518												
The Star (a)	310,008	309,181	304,904	295,479	286,857	261,732	25,125	1.20	155	685	8,813	32,972	20,430	1,909	1,321	6,463	178,237	7,650	8,875	14,830	4,672	286,857												
Sunday Star (b)	320,964	322,741	313,609	304,357	295,815	277,633	18,182	1.50	26	597	10,621	35,492	24,769	2,195	1,380	7,037	173,224	9,011	11,000	15,492	4,997	295,815												
The Edge (b)	21,864	24,043	25,041	23,369	22,641	22,475	166	5.00	26	11	132	1,194	610	70	56	173	18,261	278	203	732	921	22,641												
<b>TOTAL</b>	<b>944,879</b>	<b>949,137</b>	<b>936,994</b>	<b>885,961</b>	<b>847,989</b>					<b>2,389</b>	<b>27,161</b>	<b>82,752</b>	<b>63,361</b>	<b>8,773</b>	<b>8,533</b>	<b>21,251</b>	<b>500,526</b>	<b>25,991</b>	<b>30,372</b>	<b>58,388</b>	<b>18,492</b>	<b>847,989</b>												
<b>Chinese Newspapers</b>																																		
Sin Chew Daily (a)	324,333	336,401	361,638	374,757	381,608	380,742	866	1.30	181	693	6,473	14,465	50,823	2,539	1,620	10,719	110,570	14,936	15,284	96,771	56,715	381,608												
Sin Chew Daily - Night Sales (a)	22,562	20,762	22,137	21,370	21,192	21,192	-	1.30	181	-	-	-	344	-	-	275	14,174	219	420	5,760	-	21,192												
China Press (a)	138,218	144,341	152,801	159,034	159,896	159,881	15	1.30	181	197	2,735	4,114	17,320	2,148	1,632	13,275	73,507	7,084	11,552	23,028	3,304	159,896												
China Press - Night Sales (a)	89,052	87,198	87,997	85,390	82,533	82,528	5	1.30	181	-	1,566	4,556	12,482	-	-	728	43,961	1,167	1,501	16,572	-	82,533												
Guang Ming Daily (a)	105,878	99,706	101,033	97,765	96,024	96,024	-	1.20	181	1,086	4,255	37,991	6,694	626	581	3,465	30,104	1,603	3,830	5,614	175	96,024												
Guang Ming Daily - Night Sales (a)	28,877	27,748	29,531	27,778	27,024	27,024	-	1.20	181	230	1,911	16,314	119	-	-	359	6,931	321	839	-	-	27,024												
Oriental Daily News (a)	97,567	102,500	100,505	97,882	103,066	102,290	776	1.00	184	109	1,628	1,505	8,176	-	-	1,184	76,472	1,112	732	12,148	-	103,066												
<b>TOTAL</b>	<b>806,487</b>	<b>818,656</b>	<b>855,642</b>	<b>863,976</b>	<b>871,343</b>					<b>2,315</b>	<b>18,568</b>	<b>78,945</b>	<b>95,958</b>	<b>5,313</b>	<b>3,833</b>	<b>30,005</b>	<b>355,719</b>	<b>26,442</b>	<b>34,158</b>	<b>159,893</b>	<b>60,194</b>	<b>871,343</b>												
<b>Tamil Newspaper</b>																																		
Makkal Osai	-	-	-	30,994	34,919	34,919	-	1.30	182	-	-	-	-	-	-	-	-	-	-	-	-	-	-											
<b>Free &amp; Control Distribution</b>																																		
The Sun (a)	174,179	256,486	270,506	287,935	300,587	-	-	Free	126	160	2,702	37,102	9,600	831	430	1,230	223,061	5,820	3,551	16,100	-	300,587												
Malaysian Today	-	-	72,666	44,978	43,500	-	-	Free	24	-	14	38	34	14	14	20	43,173	10	30	55	98	43,500												
<b>TOTAL</b>	<b>174,179</b>	<b>256,486</b>	<b>343,172</b>	<b>332,913</b>	<b>344,087</b>					<b>160</b>	<b>2,716</b>	<b>37,140</b>	<b>9,634</b>	<b>845</b>	<b>444</b>	<b>1,250</b>	<b>266,234</b>	<b>5,830</b>	<b>3,581</b>	<b>16,155</b>	<b>98</b>	<b>344,087</b>												
<b>GRAND TOTAL</b>	<b>3,672,492</b>	<b>3,993,604</b>	<b>4,207,219</b>	<b>4,121,608</b>	<b>4,100,486</b>					<b>33,852</b>	<b>214,652</b>	<b>305,889</b>	<b>348,983</b>	<b>112,535</b>	<b>107,518</b>	<b>171,767</b>	<b>1,839,657</b>	<b>135,197</b>	<b>182,895</b>	<b>537,111</b>	<b>110,430</b>	<b>4,100,486</b>												

Circulation Figures  
Magazines

	01.07.05 to 30.06.06	01.07.06 to 30.06.07	01.07.07 to 30.06.08	01.07.08 to 30.06.09	01.07.09 to 31.12.09	Average net sales per publishing day at published rates	Average net sales per publishing day at reduced rate	Cover Price (RM)	No. of publishing days 01.07.09 to 31.12.09
<b>ADVERTISING &amp; MARKETING</b>									
Marketing	-	-	-	12,583	-	-	-	Controlled	-
Advertising & Marketing Malaysia	-	-	-	-	8,273	-	-	Controlled	6
<b>BUSINESS</b>									
<b>Chinese</b>									
Shanghai (e)	8,744	8,746	6,102	5,613	5,359	5,359	-	5.00	6
Business & Financial	-	-	13,655	13,093	-	-	-	12.00	-
<b>English</b>									
Personal Money (e)	11,828	11,204	13,796	14,526	13,890	13,890	-	9.00	6
Islamic Finance Asia	-	-	-	10,261	-	-	-	Controlled	5
Malaysia SME Business Directory	-	-	65,000	-	-	-	-	Controlled	-
Malaysia SME - The SME Paper	-	-	-	44,667	-	-	-	Controlled	-
<b>TOTAL</b>	<b>20,572</b>	<b>19,950</b>	<b>98,553</b>	<b>88,160</b>	<b>19,249</b>				
<b>CHILDREN &amp; TEENAGERS</b>									
<b>Bahasa</b>									
Kawan (e)	26,342	26,857	29,006	21,822	-	-	-	3.00	-
Kuntum (e)	67,248	68,130	60,626	52,832	49,880	49,880	-	2.00	5
<b>Youth</b>									
Remaja (f)	76,711	76,315	73,570	63,479	-	-	-	4.90	-
Ge Mei Lia	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>170,301</b>	<b>171,302</b>	<b>163,202</b>	<b>138,133</b>	<b>49,880</b>				
<b>FOOD &amp; BEVERAGE</b>									
<b>Bahasa</b>									
Saji (e)	57,567	54,392	50,972	45,671	-	-	-	5.50	-
Rasa (e)	-	-	51,376	56,877	-	-	-	6.90	-
<b>English</b>									
Flavours	-	-	9,714	9,896	11,094	11,094	-	10.80	3
<b>TOTAL</b>	<b>57,567</b>	<b>54,392</b>	<b>112,062</b>	<b>112,444</b>	<b>11,094</b>				
<b>GENERAL INTEREST</b>									
<b>Bahasa</b>									
Mastika (e)	236,541	234,720	217,905	209,419	-	-	-	3.80	-
Harmoni	-	34,955	41,123	44,258	-	-	-	4.00	-
<b>English</b>									
Health Today (e)	21,927	23,072	24,618	24,869	-	-	-	Controlled	-
<b>TOTAL</b>	<b>258,468</b>	<b>292,747</b>	<b>283,646</b>	<b>278,546</b>					
<b>HOME DÉCOR</b>									
<b>Bahasa</b>									
Anjung Seri (e)	66,546	59,945	48,755	43,350	-	-	-	9.00	-
<b>LIFESTYLE</b>									
<b>English</b>									
KL Lifestyle	75,000	74,394	74,795	76,186	-	-	-	Controlled	-
Malaysia Tatler	11,138	12,487	11,395	10,997	11,002	-	-	12.00	6
The Peak (h)	12,310	12,539	12,614	-	-	-	-	Controlled	-
Malaysia International Gourmet Festival	29,800	29,800	49,600	49,600	-	-	-	-	-
Expatriate Lifestyle	18,226	18,336	19,312	19,448	-	-	-	Controlled	-
<b>TOTAL</b>	<b>146,474</b>	<b>147,556</b>	<b>167,716</b>	<b>156,231</b>	<b>11,002</b>				

**SPECIAL INTEREST****English**

	01.07.05 to 30.06.06	01.07.06 to 30.06.07	01.07.07 to 30.06.08	01.07.08 to 30.06.09	01.07.09 to 31.12.09	Average net sales per publishing day at published rates	Average net sales per publishing day at reduced rate	Cover Price (RM)	No. of publishing days 01.07.09 to 31.12.09
Infotish International (e)	3,695	3,624	3,937	3,405	-	-	-	US\$10	-
Accountants Today (e)	23,733	24,694	25,331	25,848	-	-	-	Controlled	-
Asian Timber	-	-	-	6,597	-	-	-	Controlled	-

**Bahasa**

Rapi	35,191	34,611	33,188	30,123	-	-	-	4.00	-
<b>TOTAL</b>	<b>62,619</b>	<b>62,929</b>	<b>62,456</b>	<b>65,973</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

**SPORTS & MOTORING****English**

TopGear Malaysia	-	-	12,557	12,252	11,830	11,338	492	10.00	6
Par Golf (e)	16,000	-	16,680	16,655	-	-	-	9.90	-
<b>TOTAL</b>	<b>16,000</b>	<b>-</b>	<b>29,237</b>	<b>28,907</b>	<b>11,830</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

**TELEVISION & ENTERTAINMENT****Bahasa**

URTV (f)	53,860	45,950	35,545	34,023	-	-	-	3.50	-
Mangga (e)	121,465	101,568	81,585	67,533	-	-	-	3.50	-
Hai (b)	38,719	31,599	22,940	18,568	-	-	-	2.50	-

**English**

Galaxie (f)	15,687	16,215	19,472	15,733	13,741	13,741	-	5.00	12
Vision Four Viewing Guide (e)	66,057	65,714	65,823	64,183	63,478	-	-	Controlled	6
Hot	-	20,469	-	-	-	-	-	4.90	-

**Chinese**

Popclub Magazine	132,500	120,000	120,000	120,000	120,000	-	-	Controlled	2
<b>TOTAL</b>	<b>428,288</b>	<b>401,515</b>	<b>345,365</b>	<b>320,040</b>	<b>197,219</b>				

**MEN'S LIFESTYLE****English**

FHM	-	-	-	-	6,236	-	-	10.00	-
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**WOMEN'S FASHION & BEAUTY****Bahasa**

Wanita (e)	38,844	32,204	31,804	32,532	-	-	-	6.80	-
Jelita (e)	37,099	34,851	30,040	24,830	-	-	-	7.00	-
Mingguan Wanita (b)	131,865	138,978	135,036	137,224	-	-	-	3.30	-
Intrend	-	20,285	20,886	22,134	22,557	22,504	53	7.50	6
Keluarga	67,328	69,483	70,465	69,268	-	-	-	6.00	-

**Chinese**

ifeel	-	13,652	17,092	16,563	17,061	14,845	2,216	6.50	6
Apple Magazine (f)	32,817	30,443	30,109	24,049	-	-	-	7.50	-
<b>TOTAL</b>	<b>396,747</b>	<b>425,476</b>	<b>422,370</b>	<b>326,600</b>	<b>39,618</b>				

**OTHERS****Bahasa**

PA & MA	-	-	35,889	39,103	-	-	-	6.00	-
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**English**

ADSclusive	-	-	-	70,000	-	-	-	-	-
Asian Defence Journal	-	-	-	9,263	-	-	-	Controlled	-
<b>TOTAL</b>			<b>35,889</b>	<b>109,103</b>					

<b>GRAND TOTAL</b>	<b>1,623,582</b>	<b>1,635,812</b>	<b>1,769,251</b>	<b>1,667,487</b>	<b>354,401</b>				
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# The true measure of a publication's audience strength is its audited circulation.

The Audit Bureau of Circulations Malaysia is a collaboration of advertisers, advertising agencies, as well as, media agencies and publishers, empowered to verify the authenticity of publishers' claimed circulation figures.

The ABC verified audited circulation numbers ensure that advertising expenditure is made on the basis of accurate audience size information, viz. total numbers, breakdown by geographical location, as well as, nature of the distribution.

Use of such information in media selection ensures advertisers' marketing budgets can be evaluated on the basis of cost-efficiency of the advertising ringgit (CPM).

Advertisers and advertising practitioners are encouraged to ensure they utilise publications that have had their circulation audited and verified by ABC Malaysia annually. It is without doubt that publishers committed to transparency in circulation data, provide advertisers assurance that their advertising communication reach is valid.

**INVEST YOUR ADVERTISING RINGGIT WISELY. USE ABC AUDITED PUBLICATIONS.**



AUDIT BUREAU OF CIRCULATIONS  
(Incorporated in Malaysia)