

**AUDIT BUREAU OF CIRCULATIONS**  
Circulation Figures  
Newspapers - East Malaysia Publications

Return of Average Net Sales/Distribution  
Figures approved as at 26 May 2011

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 01.07.10 to 31.12.10	Summary Analysis of Average Net Sales by Major Cities											
	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 30.06.10	01.07.10 to 31.12.10					Kota Kinabalu	Sandakan	Tawau	Kudat	Pendalaman	Labuan				Others	Grand Total	
<b>English Newspapers</b>																						
Daily Express (a)	29,826	30,123	30,557	30,467	28,789	27,897	27,897	-	1.20	180	24,563	1,610	1,724	-	-	-						
Daily Express Sunday (b)	-	-	-	32,168	31,795	-	-	-	-	-	-	-	-	-	-	-						
Borneo Post Sabah (a)	21,085	21,002	21,522	21,439	22,309	23,235	19,155	4,080	1.20	184	16,059	1,995	5,181	-	-	-				23,235		
New Sabah Times (a)	23,804	23,235	23,655	22,807	22,482	22,540	22,540	-	1.20	180	16,125	1,595	1,831	1,169	-	1,718				3 22,540		
New Straits Times (a)	2,169	2,013	-	1,784	-	1,361	-	-	2.00	156	950	121	119	-	-	-				171 1,361		
New Sunday Times	2,280	2,112	-	1,989	-	1,455	-	-	1.80	25	1,003	148	144	-	-	-				160 1,455		
The Star (a)	-	-	-	2,263	-	2,041	-	-	2.00	180	-	-	-	-	-	-				2,041 2,041		
The Sunday Star (b)	-	-	-	2,341	-	2,116	-	-	2.00	25	-	-	-	-	-	-				2,116 2,116		
<b>Total</b>	<b>79,164</b>	<b>78,485</b>	<b>107,902</b>	<b>114,885</b>	<b>73,580</b>	<b>80,645</b>	<b>69,592</b>	<b>4,080</b>			<b>58,700</b>	<b>5,469</b>	<b>8,999</b>	<b>1,169</b>	<b>1,718</b>	<b>99</b>			<b>4,491</b>	<b>80,645</b>		
<b>Chinese Newspapers</b>																						
Overseas Chinese Daily News (a)	18,498	18,300	17,981	17,311	16,665	16,101	16,101	-	1.20	180	14,816	646	639	-	-	-				16,101		
Overseas Chinese Daily News Sunday (b)	-	-	18,434	17,724	-	-	-	-	-	-	-	-	-	-	-	-				-		
Morning Post (a)	9,395	9,291	9,338	9,283	9,118	8,974	6,195	2,779	1.20	180	-	-	8,974	-	-	-				8,974		
Asia Times (a)	19,333	19,403	19,460	19,334	19,184	19,108	19,021	-	87 1.20	182	9,769	3,300	2,798	715	1,409	820				297 19,108		
See Hua Daily News (a)	21,147	21,286	21,855	23,339	26,698	23,378	23,378	-	1.20	184	18,113	2,208	6,377	-	-	-				26,698		
Merdeka Daily News (a)	-	6,858	6,957	6,910	6,814	6,695	6,695	-	1.00	181	40	6,391	-	-	-	-				264 6,695		
<b>Total</b>	<b>68,373</b>	<b>75,138</b>	<b>94,025</b>	<b>93,901</b>	<b>51,781</b>	<b>77,576</b>	<b>71,390</b>	<b>6,186</b>			<b>42,738</b>	<b>12,545</b>	<b>18,788</b>	<b>715</b>	<b>1,409</b>	<b>820</b>			<b>561</b>	<b>77,576</b>		
<b>Bahasa Newspapers</b>																						
Berita Harian	6,385	5,950	6,107	5,564	-	4,501	-	-	2.00	156	3,268	433	393	-	-	-				407 4,501		
Berita Minggu	8,246	7,576	7,839	6,953	-	4,845	-	-	2.00	25	3,420	588	462	-	-	-				375 4,845		
Utusan Borneo Sabah	-	-	-	10,535	13,255	13,825	12,475	1,350	1.20	184	11,669	618	1,538	-	-	-				13,825		
Utusan Malaysia	-	-	-	1,298	-	-	-	-	-	-	-	-	-	-	-	-				-		
Mingguan Malaysia	-	-	-	2,013	-	-	-	-	-	-	-	-	-	-	-	-				-		
Harian Metro	-	-	-	-	-	2,258	-	-	2.30	156	2,251	-	-	-	-	-				7 2,258		
Metro Ahad	-	-	-	-	-	2,268	-	-	2.50	25	2,241	-	-	-	-	-				27 2,268		
<b>Total</b>	<b>14,631</b>	<b>13,526</b>	<b>13,946</b>	<b>26,363</b>	<b>13,255</b>	<b>27,697</b>	<b>12,475</b>	<b>1,350</b>			<b>22,849</b>	<b>1,639</b>	<b>2,393</b>						<b>816</b>	<b>27,697</b>		
<b>Grand Total (Sabah)</b>	<b>162,168</b>	<b>167,149</b>	<b>215,873</b>	<b>235,149</b>	<b>138,616</b>	<b>185,918</b>					<b>124,287</b>	<b>19,653</b>	<b>30,180</b>	<b>1,884</b>	<b>3,127</b>	<b>919</b>			<b>5,868</b>	<b>#####</b>		
<b>SARAWAK</b>																						
<b>English Newspapers</b>																						
Borneo Post (a)	53,783	60,643	61,598	63,392	65,841	65,570	61,080	4,490	1.00	157	-	-	-	-	-	-				65,570		
New Straits Times	3,393	3,410	-	2,838	-	1,927	-	-	1.80	156	17,938	166	492	-	-	-				1,927		
The Sunday Post	-	-	65,551	67,213	70,634	70,212	65,722	4,490	1.00	25	-	-	-	-	-	-				6 70,212		
New Sunday Times	3,532	3,581	-	2,914	-	1,977	-	-	1.80	25	-	-	-	-	-	-				1,977		
The Star (a)	-	-	-	2,679	-	3,442	-	-	1.20	156	-	-	-	-	-	-				3,442 3,442		
The Sunday Star (b)	-	-	-	2,949	-	3,951	-	-	1.20	-	-	-	-	-	-	-				3,951 3,951		
<b>Total</b>	<b>60,708</b>	<b>67,634</b>	<b>127,149</b>	<b>141,985</b>	<b>136,475</b>	<b>147,079</b>	<b>126,802</b>	<b>8,980</b>			<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>37,610</b>	<b>31,834</b>	<b>246</b>			<b>69,990</b>	<b>7,399</b>	<b>#####</b>
<b>Chinese Newspapers</b>																						
See Hua Daily News (a)	53,585	53,898	54,132	57,413	63,414	65,676	60,244	5,432	1.00	184	-	-	-	-	24,043	13,579	-	-	28,054	-	65,676	
United Daily News (a)	42,110	44,058	45,353	50,535	-	-	-	-	-	-	-	-	-	-	-	-				-		
United Daily News Sunday (b)	-	-	-	49,677	51,661	-	-	-	-	-	-	-	-	-	-	-				-		
International Times (a)	22,103	21,540	-	22,575	22,846	-	-	-	-	-	-	-	-	-	-	-				-		
Sin Chew Daily (a)	43,066	45,449	51,278	55,737	56,256	57,648	60,244	5,432	1.20	182	-	-	-	-	22,285	8,434	-	-	26,929	-	57,648	
<b>Total</b>	<b>160,864</b>	<b>164,945</b>	<b>223,015</b>	<b>238,192</b>	<b>119,670</b>	<b>123,324</b>	<b>60,244</b>	<b>5,432</b>			<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>46,328</b>	<b>22,013</b>			<b>54,983</b>		<b>#####</b>	
<b>Bahasa Newspapers</b>																						
Utusan Borneo	-	-	-	29,893	-	34,813	30,196	4,617	1.00	182	-	-	-	-	14,228	9,959	-	-	10,626	-	34,813	
Berita Harian	4,246	4,274	4,339	4,344	-	2,516	-	-	2.00	156	98	375	799	186	1,055	3				2,516		
Berita Minggu	6,878	6,696	7,036	6,219	-	3,092	-	-	2.00	25	-	438	1,098	278	1,278	-				3 3,092		
Utusan Malaysia	-	-	-	4,359	-	-	-	-	-	-	-	-	-	-	-	-				-		
Mingguan Malaysia	-	-	-	7,002	-	-	-	-	-	-	-	-	-	-	-	-				-		
Harian Metro	-	-	-	-	-	7,802	-	-	2.30	156	-	-	-	487	773	270				6,272 7,802		
Metro Ahad	-	-	-	-	-	7,801	-	-	2.50	25	-	-	-	501	833	271				6,196 7,801		
<b>Total</b>	<b>11,124</b>	<b>10,970</b>	<b>11,375</b>	<b>51,817</b>	<b>56,024</b>	<b>30,196</b>	<b>4,617</b>			<b>25</b>	<b>98</b>	<b>16,029</b>	<b>13,462</b>	<b>1,005</b>	<b>25,427</b>	<b>3</b>			<b>25,427</b>	<b>3</b>	<b>56,024</b>	
<b>Grand Total (For Sarawak)</b>	<b>232,696</b>	<b>243,549</b>	<b>361,539</b>	<b>431,994</b>	<b>256,145</b>	<b>326,427</b>					<b>98</b>	<b>99,967</b>	<b>67,309</b>	<b>1,251</b>	<b>-</b>	<b>150,400</b>	<b>7,402</b>	<b>#####</b>				
<b>Grand Total (For East Malaysia)</b>	<b>394,864</b>	<b>410,698</b>	<b>577,412</b>	<b>667,143</b>	<b>394,761</b>	<b>512,345</b>																