

The ABC Report

Circulation Figures
for the period ending
30 June 2010



AUDIT BUREAU OF CIRCULATIONS
(Incorporated in Malaysia)

Circulation Figures Newspapers - West Malaysia Publications

Return of Average Net Sales/Distribution
Figures approved as at 18 November 2010

	PERIOD								AVERAGE NET SALES PER PUBLISHING DAY AT REDUCED RATE			COVER PRICE (RM)			NO. OF PUBLISHING DAYS			SUMMARY ANALYSIS OF AVERAGE NET SALES BY STATE												
	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	01.01.10 to 30.06.10	01.07.09 to 30.06.10	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	PERLIS	KEDAH	PENANG	PERAK	KELANTAN	TERENGGANU	PAHANG	SELANGOR/WILAYAH	MELAKA	N. SEMBILAN	JOHOR	OTHERS	GRAND TOTAL						
BAHASA NEWSPAPERS																														
Berita Harian (a)	203,704	192,917	192,982	183,187	154,868	166,400	160,597	130,561	30,036	1.50	310	2,210	9,745	5,049	12,828	10,708	7,963	11,349	51,319	7,552	10,249	24,306	7,319	160,597						
Berita Minggu (b)	333,334	305,256	297,950	275,143	230,539	231,925	231,231	218,206	13,025	2.00	52	2,730	13,239	5,958	18,919	12,614	10,224	16,985	76,173	10,470	17,073	37,213	9,633	231,231						
Utusan Malaysia (a)	213,445	197,033	197,952	181,346	169,548	171,582	170,558	157,831	12,727	1.50	312	2,555	13,350	7,551	14,863	7,790	6,684	8,945	62,988	7,416	10,690	21,882	5,844	170,558						
Mingguan Malaysia (b)	483,240	459,793	458,296	413,727	370,421	373,905	372,163	369,177	2,986	2.00	52	4,556	29,431	19,905	37,857	17,999	14,097	23,001	132,355	15,953	25,703	42,449	8,857	372,163						
Kosmo (a)	-	100,798	115,967	129,633	172,253	172,251	172,252	170,488	1,764	1.00	312	2,729	15,175	12,364	14,859	6,779	7,421	8,660	76,054	4,339	9,514	14,358	-	172,252						
Kosmo Ahad (b)	-	109,892	120,848	130,375	175,256	176,977	176,116	173,937	2,179	1.00	52	2,207	16,015	11,877	14,234	6,834	6,225	9,877	51,413	5,905	32,463	19,066	-	176,116						
Harian Metro (a)	249,575	289,315	324,097	338,552	358,676	398,161	378,354	377,904	450	1.50	309	5,708	33,942	20,338	29,280	19,168	21,373	21,642	125,803	12,380	14,687	71,914	2,119	378,354						
Metro Ahad (b)	263,649	314,321	363,319	386,795	405,506	457,331	431,418	430,540	878	1.80	52	5,991	36,082	20,964	36,008	20,948	22,594	25,612	142,308	16,981	20,346	81,451	2,133	431,418						
TOTAL	1,746,947	1,969,325	2,071,411	2,038,758	2,037,067	2,148,532	2,092,689	2,028,644	64,045			28,686	166,979	104,006	178,848	102,840	96,581	126,071	718,413	80,996	140,725	312,639	35,905	2,092,689						
ENGLISH NEWSPAPERS																														
New Straits Times (a)	139,468	139,763	136,530	120,770	111,158	107,513	109,341	79,839	29,502	1.20	309	548	3,358	5,800	7,479	2,121	2,520	3,498	59,955	3,578	4,137	12,668	3,679	109,341						
New Sunday Times (b)	152,575	153,409	156,910	141,986	131,518	127,591	129,554	102,198	27,356	1.20	52	495	4,056	7,172	9,759	2,713	2,728	3,874	70,019	4,927	5,892	14,079	3,840	129,554						
The Star (a)	310,008	309,181	304,904	295,479	286,857	285,960	286,409	258,419	27,990	1.20	309	667	8,789	32,982	20,307	1,894	1,393	6,476	177,694	7,606	8,878	14,748	4,975	286,409						
Sunday Star (b)	320,964	322,741	313,609	304,357	295,815	295,290	295,552	276,602	18,950	1.50	52	580	10,557	35,366	24,614	2,155	1,444	7,074	173,162	8,947	10,960	15,316	5,377	295,552						
The Edge (b)	21,864	24,043	25,041	23,369	22,641	22,821	22,729	22,566	163	5.00	51	10	122	1,204	628	73	55	172	18,367	275	204	723	896	22,729						
TOTAL	944,879	949,137	936,994	885,961	847,989	839,175	843,585	739,624	103,961			2,300	26,882	82,524	62,787	8,956	8,140	21,094	499,197	25,333	30,071	57,534	18,767	843,585						
Chinese Newspapers																														
Sin Chew Daily (a)	324,333	336,401	361,638	374,757	381,608	383,549	382,578	381,667	911	1.30	358	694	6,520	14,666	51,788	2,538	1,610	10,696	109,736	15,014	15,571	96,873	56,872	382,578						
Sin Chew Daily - Night Sales (a)	22,562	20,762	22,137	21,370	21,192	19,854	20,524	20,524	-	1.30	361	-	-	-	364	-	-	269	13,708	205	420	5,558	-	20,524						
China Press (a)	138,218	144,341	152,801	159,034	159,896	161,794	160,841	160,826	15	1.30	361	225	2,811	4,166	17,457	2,160	1,628	13,345	73,861	7,129	11,659	23,160	3,240	160,841						
China Press - Night Sales (a)	89,052	87,198	87,997	85,390	82,533	78,375	80,459	80,454	5	1.30	361	-	1,580	4,536	12,227	-	-	711	42,576	1,108	1,449	16,272	-	80,459						
Guang Ming Daily (a)	105,878	99,706	101,033	97,765	96,024	94,287	95,158	95,158	-	1.20	361	1,093	4,199	39,465	6,593	618	573	3,022	29,732	1,005	3,191	5,503	164	95,158						
Guang Ming Daily - Night Sales (a)	28,877	27,748	29,531	27,778	27,024	25,607	26,317	26,317	-	1.20	361	227	1,868	16,003	115	-	-	355	6,663	269	817	-	-	26,317						
Oriental Daily News (a)	97,567	102,500	100,505	97,882	103,066	104,602	103,827	103,081	746	1.00	365	107	1,578	1,507	8,230	-	-	1,160	77,306	1,117	721	12,101	-	103,827						
TOTAL	806,487	818,656	855,642	863,976	871,343	868,068	869,704	868,027	1,677			2,346	18,556	80,343	96,774	5,316	3,811	29,558	353,582	25,847	33,828	159,467	60,276	869,704						
TAMIL NEWSPAPER																														
Makkal Osai				30,994	34,919																									
FREE & CONTROL DISTRIBUTION																														
The Sun (a)	174,179	256,486	270,506	287,935	300,587	300,512	300,550	-	-	Free	249	158	2,667	36,640	9,466	818	429	1,214	220,432	5,750	3,505	15,889	3,582	300,550						
Malaysian Today	-	-	72,666	44,978	43,500	44,000	43,666	-	-	Free	36	-	12	36	27	12	12	17	43,456	22	20	47	5	43,666						
TOTAL	174,179	256,486	343,172	332,913	344,087	344,512	344,216					158	2,679	36,676	9,493	830	441	1,231	263,888	5,772	3,525	15,936	3,587	344,216						
GRAND TOTAL	3,672,492	3,993,604	4,207,219	4,152,602	4,135,405	4,200,287	4,150,194					33,490	215,096	303,549	347,902	117,942	108,973	177,954	1,835,080	137,948	208,149	545,576	118,535	4,150,194						

Circulation Figures Magazines

Return of Average Net Sales/Distribution
Figures approved as at 18 November 2010

	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	01.01.10 to 30.06.10	01.07.09 to 30.06.10	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 01.07.09 to 30.06.10
ADVERTISING & MARKETING											
MARKETING				12,583	-	-	-			Controlled	-
ADVERTISING & MARKETING MALAYSIA				-	8,273	7,522	7,933			Controlled	11
TOTAL				12,583	8,273	7,522	7,933				
BUSINESS											
CHINESE											
Shanghai (e)	8,744	8,746	6,102	5,613	5,359	5,565	5,461			5.00	12
Business & Financial	-	-	13,655	13,093	13,751	13,331	13,541			12.00	11
ENGLISH											
Personal Money (e)	11,828	11,204	13,796	14,526	13,890	13,712	13,800			9.00	12
Islamic Finance Asia	-	-	-	10,261	-	-	-			Controlled	
Malaysia SME Business Directory	-	-	65,000	-	-	-	-			Controlled	
Malaysia SME - The SME Paper	-	-	-	44,667	-	-	-			Controlled	
TOTAL	20,572	19,950	98,553	88,160	33,000	32,608	32,802				
CHILDREN & TEENAGERS											
BAHASA											
Kawan (e)	26,342	26,857	29,006	21,822	18,018	13,809	15,914			3.00	12
Kuntum (e)	67,248	68,130	60,626	52,832	49,880	57,824	54,212			2.00	11
YOUTH											
Remaja (f)	76,711	76,315	73,570	63,479	-	-	-			4.90	
Ge Mei Lia	-	-	-	-	-	114,324	114,469			3.00	10
TOTAL	170,301	171,302	163,202	138,133	67,898	185,957	184,595				
FOOD & BEVERAGE											
BAHASA											
Saji (e)	57,567	54,392	50,972	45,671	51,269	40,073	45,671			5.50	12
Rasa (e)	-	-	51,376	56,877	64,323	49,587	56,955			6.90	12
ENGLISH											
Flavours	-	-	9,714	9,896	11,094	9,647	10,370			10.80	6
TOTAL	57,567	54,392	112,062	112,444	126,686	99,307	112,996				
GENERAL INTEREST											
BAHASA											
Mastika (e)	236,541	234,720	217,905	209,419	175,961	151,460	163,711			3.80	12
Harmoni	-	34,955	41,123	44,258	42,222	39,357	40,727			4.50	23
ENGLISH											
Health Today (e)	21,927	23,072	24,618	24,869	22,460	24,960	23,596			Controlled	11
TOTAL	258,468	292,747	283,646	278,546	240,643	215,777	228,034				
HOME DÉCOR											
BAHASA											
Anjung Seri (e)	66,546	59,945	48,755	43,350						9.00	
TOTAL	66,546	59,945	48,755	43,350							
LIFESTYLE											
ENGLISH											
KL Lifestyle	75,000	74,394	74,795	76,186	-	77,755	-			Controlled	6
Malaysia Tatler	11,138	12,487	11,395	10,997	11,002	10,923	10,962			12.00	12
Malaysia International Gourmet Festival	29,800	29,800	49,600	49,600	-	-	-				
Expatriate Lifestyle	18,226	18,336	19,312	19,448	-	-	-			Controlled	
TOTAL	134,164	135,017	155,102	156,231	11,002	88,678	10,962				

	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	01.01.10 to 30.06.10	01.07.09 to 30.06.10	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 01.07.09 to 30.06.10
SPECIAL INTEREST											
ENGLISH											
Infofish International (e)	3,695	3,624	3,937	3,405	3,363	3,360	3,362			US\$10	6
Accountants Today (e)	23,733	24,694	25,331	25,848	24,336	25,150	24,743			Controlled	12
Asian Timber	-	-	-	6,597	6,601	6,593	6,596			Controlled	6
BAHASA											
Rapi	35,191	34,611	33,188	30,123	28,473	29,216	28,845			4.00	24
TOTAL	62,619	62,929	62,456	65,973	62,773	64,319	63,546				
SPORTS & MOTORING											
ENGLISH											
TOPGEAR MALAYSIA	-	-	12,557	12,252	11,830	12,040	11,934			10.00	12
PAR GOLF (E)	16,000	-	16,680	16,655	16,249	16,823	16,536			9.90	12
TOTAL	16,000		29,237	28,907	28,079	28,863	28,470				
TELEVISION & ENTERTAINMENT											
BAHASA											
URTV (f)	53,860	45,950	35,545	34,023	31,138	29,762	30,421			3.50	23
Mangga (e)	121,465	101,568	81,585	67,533	56,609	55,618	56,114			3.50	12
Hai (b)	38,719	31,599	22,940	18,568	16,047	15,812	15,925			2.50	23
ENGLISH											
Galaxie (f)	15,687	16,215	19,472	15,733	13,741	12,775	13,882			5.00	22
Vision Four Viewing Guide (e)	66,057	65,714	65,823	64,183	63,478	64,542	64,010			Controlled	12
Hot	20,469	-	-	-	-	-	-			4.90	
CHINESE											
Popclub Magazine	132,500	120,000	120,000	120,000	120,000	120,000	120,000			Controlled	4
TOTAL	428,288	401,515	345,365	320,040	301,013	298,509	300,352				
MEN'S LIFESTYLE											
ENGLISH											
FHM					6,236	5,895	6,065			10.00	12
TOTAL					6,236	5,895	6,065				
WOMEN'S FASHION & BEAUTY											
BAHASA											
Wanita (e)	38,844	32,204	31,804	32,532	28,651	28,045	28,345			6.80	12
Jelita (e)	37,099	34,851	30,040	24,830	-	-	-			7.00	-
Mingguan Wanita (b)	131,865	138,978	135,036	137,224	133,727	139,703	136,660			3.30	53
Intrend	-	20,285	20,886	22,134	22,557	21,655	22,105			7.50	12
Keluarga	67,328	69,483	70,465	69,268	68,783	62,165	65,475			6.00	12
CHINESE											
ifeel	-	13,652	17,092	16,563	17,061	16,832	16,946			6.50	12
Apple Magazine (f)	32,817	30,443	30,109	24,049	-	-	-			7.50	-
TOTAL	307,953	339,896	335,432	326,600	270,779	268,400	269,531				
OTHERS											
BAHASA											
PA & MA			35,889	39,103						6.00	
ENGLISH											
ADSclusive				-	70,000					-	
Asian Defence Journal				-	9,263					Controlled	
TOTAL			35,889	118,366							
GRAND TOTAL	1,522,478	1,537,693	1,669,699	1,689,333	1,156,382	1,295,835	1,245,286				

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)