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

**Approved by Board on 19.04.2012**

| SABAH | 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 30.06.11 | 01.07.11 to 31.12.11 | 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 01.07.11 to 31.12.11 | Summary Analysis of Average Net Sales by Major Cities: Kota Kinabalu | Sandakan | Tawau | Kudat | Pendalaman | Labuan | | | | Others | Grand Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **English Newspapers** | | | | | | | | | | | | | | | | | | | | | | |
| Daily Express | 29,826 | 30,123 | 30,557 | 30,467 | 28,789 | 27,724 | 26,669 | 26,669 | - | 1.20 | 181 | 23,545 | 1,504 | 1,620 | - | - | - | | | | - | 26,669 |
| Daily Express Sunday | - | - | 32,168 | 31,795 | | | | | | | | | | | | | | | | | | |
| Borneo Post Sabah | 21,085 | 21,002 | 21,522 | 21,439 | 22,309 | 23,113 | 22,925 | 18,784 | 4,141 | 1.20 | 184 | 15,647 | 2,028 | 5,250 | - | - | - | | | | - | 22,925 |
| New Sabah Times | 23,804 | 23,235 | 23,655 | 22,807 | 22,482 | 22,483 | 21,726 | 21,726 | - | 1.20 | 181 | 15,673 | 1,470 | 1,703 | 1,106 | 1,681 | 91 | | | | 2 | 21,726 |
| New Straits Times | 2,169 | 2,013 | - | 1,784 | | 1,318 | 1,047 | | | 1.80 | 155 | 720 | 93 | 93 | | | | | | | 141 | 1,047 |
| New Sunday Times | 2,280 | 2,112 | - | 1,989 | | 1,389 | 1,183 | | | 1.80 | 26 | 818 | 117 | 103 | | | | | | | 145 | 1,183 |
| The Star | - | - | - | 2,263 | | 2,021 | 2,051 | | | 1.80 | 155 | | | | | | | | | | 2,051 | 2,051 |
| The Sunday Star | - | - | - | 2,341 | | 2,098 | 2,067 | | | 2.00 | 26 | | | | | | | | | | 2,067 | 2,067 |
| Total | 79,164 | 78,485 | 107,902 | 114,885 | 73,580 | 80,144 | 77,668 | 67,179 | 4,141 | | | 56,403 | 5,212 | 8,769 | 1,106 | 1,681 | 91 | | | | 4,406 | 77,668 |
| **Chinese Newspapers** | | | | | | | | | | | | | | | | | | | | | | |
| Overseas Chinese Daily News | 18,498 | 18,300 | 17,981 | 17,311 | 16,665 | 15,953 | 15,466 | 15,466 | - | 1.20 | 181 | 14,226 | 620 | 620 | - | - | - | | | | - | 15,466 |
| Overseas Chinese Daily News Sunday | - | - | 18,434 | 17,724 | - | - | - | | | | | | | | | | | | | | | |
| Morning Post | 9,395 | 9,291 | 9,338 | 9,283 | 9,118 | 8,944 | 8,900 | 6,131 | 2,769 | 1.20 | 180 | - | - | 8,900 | - | - | - | | | | - | 8,900 |
| **Harian Tawau Express (01.01.11 to 30.06.11)** | - | - | - | - | - | 2,072 | - | | | 1.20 | | - | - | - | - | - | - | | | | - | 0 |
| Asia Times | 19,333 | 19,403 | 19,460 | 19,334 | 19,184 | 19,070 | 19,025 | 18,919 | 106 | 1.20 | 182 | 9,794 | 3,300 | 2,800 | 720 | 1,392 | 820 | | | | 199 | 19,025 |
| See Hua Daily News | 21,147 | 21,286 | 21,855 | 23,339 | 25,263 | 26,851 | 27,215 | 23,915 | 3,300 | 1.20 | 184 | 18,185 | 2,208 | 6,822 | - | - | - | | | | - | 27,215 |
| Merdeka Daily News | - | 6,858 | 6,957 | 6,910 | 6,814 | 6,635 | 6,460 | 6,460 | - | 1.00 | 182 | 40 | 6,208 | | - | - | - | | | | 212 | 6,460 |
| Total | 68,373 | 75,138 | 94,025 | 93,901 | 77,044 | 79,525 | 77,066 | 70,891 | 6,175 | | | 42,245 | 12,336 | 19,142 | 720 | 1,392 | 820 | | | | 411 | 77,066 |
| **Bahasa Newspapers** | | | | | | | | | | | | | | | | | | | | | | |
| Berita Harian | 6,385 | 5,950 | 6,107 | 5,564 | - | 4,071 | 2,869 | | | 2.00 | 155 | 2,030 | 298 | 283 | - | - | - | | | | 258 | 2,869 |
| Berita Minggu | 8,246 | 7,576 | 7,839 | 6,953 | - | 4,561 | 3,559 | | | 2.00 | 26 | 2,475 | 423 | 350 | - | - | - | | | | 311 | 3,559 |
| Utusan Borneo Sabah | - | - | - | 10,535 | 13,255 | 13,911 | 14,184 | 12,805 | 1,379 | 1.20 | 184 | 11,567 | 723 | 1,894 | - | - | - | | | | - | 14,184 |
| Utusan Malaysia | - | - | - | 1,298 | - | 1,175 | 1,416 | | | 2.00 | 157 | | | | | | 193 | | | | 1,223 | 1,416 |
| Mingguan Malaysia | - | - | - | 2,013 | - | 1,742 | 1,953 | | | 2.00 | 26 | | | | | | 232 | | | | 1,721 | 1,953 |
| Harian Metro | - | - | - | - | - | 4,163 | 11,503 | | | 2.30 | 155 | 10,453 | 263 | 480 | | | | | | | 307 | 11,503 |
| Metro Ahad | - | - | - | - | - | 4,025 | 9,899 | | | 2.50 | 26 | 8,949 | 240 | 413 | | | | | | | 297 | 9,899 |
| Total | 14,631 | 13,526 | 13,946 | 26,363 | 13,255 | 33,648 | 45,383 | 12,805 | 1,379 | | | 35,474 | 1,947 | 3,420 | - | - | 425 | | | | 4,117 | 45,383 |
| **Grand Total (Sabah)** | 162,168 | 167,149 | 215,873 | 235,149 | 163,879 | 193,317 | 200,117 | | | | | 134,122 | 19,495 | 31,331 | 1,826 | 3,073 | 1,336 | | | | 8,934 | ###### |

**SARAWAK**

| | 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 30.06.11 | 01.07.11 to 31.12.11 | 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 01.07.11 to 31.12.11 | Kota Semarahan | Kapit | Asah Jaya | Sri Aman | Sibu / Sarikei | Miri | Bintulu | Limbang | Kuching | Others | Grand Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **English Newspapers** | | | | | | | | | | | | | | | | | | | | | | |
| Borneo Post | 53,783 | 60,643 | 61,598 | 63,392 | 65,841 | 65,615 | 65,721 | 61,165 | 4,556 | 1.00 | 156 | - | - | - | - | 18,063 | 14,839 | - | - | 32,819 | - | 65,721 |
| New Straits Times | 3,393 | 3,410 | - | 2,838 | - | 2,522 | 1,545 | | | 1.80 | 155 | | | | | 162 | 483 | 110 | - | 766 | 24 | 1,545 |
| The Sunday Post | - | - | 65,551 | 67,213 | 70,634 | 70,427 | 70,276 | 65,726 | 4,550 | 1.00 | 26 | - | - | - | - | 19,484 | 16,184 | - | - | 34,608 | | 70,276 |
| New Sunday Times | 3,532 | 3,581 | - | 2,914 | - | 2,284 | 1,527 | | | 1.80 | 26 | | | | | 192 | 501 | 100 | | 734 | | 1,527 |
| The Star (a) | - | - | - | 2,679 | - | 4,854 | 6,278 | | | 1.20 | 155 | | | | | | | | | | 6,278 | 6,278 |
| The Sunday Star | - | - | - | 2,949 | - | 5,330 | 6,832 | | | 1.20 | 26 | | | | | | | | | | 6,832 | 6,832 |
| Total | 60,708 | 67,634 | 127,149 | 141,985 | 136,475 | 151,032 | 152,179 | 126,891 | 9,106 | | | - | - | - | - | 37,901 | 32,007 | 210 | - | 68,927 | 13,134 | ###### |
| **Chinese Newspapers** | | | | | | | | | | | | | | | | | | | | | | |
| See Hua Daily News | 53,585 | 53,898 | 54,132 | 57,413 | 63,414 | 66,218 | 66,978 | 61,515 | 5,463 | 1.00 | 184 | - | - | - | - | 24,211 | 14,264 | - | - | 28,503 | - | 66,978 |
| United Daily News | 42,110 | 44,058 | 45,353 | 50,535 | 55,920 | 60,530 | 58,746 | 58,746 | - | 1.00 | 182 | | | | | 12,462 | 20,456 | | | 18,438 | 7,390 | 58,746 |
| United Daily News Sunday | - | - | 49,677 | 51,661 | - | - | - | | | | | | | | | | | | | | | |
| International Times | 22,103 | 21,540 | 22,575 | 22,846 | 24,301 | - | - | | | | | | | | | | | | | | | |
| Sin Chew Daily | 43,066 | 45,449 | 51,278 | 55,737 | 56,256 | 58,030 | 58,487 | | | 1.20 | 182 | - | - | - | - | 22,068 | 8,355 | - | - | 28,064 | | 58,487 |
| Total | 160,864 | 164,945 | 223,015 | 238,192 | 199,891 | 184,778 | 184,211 | 120,261 | 5,463 | | | - | - | - | - | 58,741 | 43,075 | - | - | 75,005 | - | ###### |
| **Bahasa Newspapers** | | | | | | | | | | | | | | | | | | | | | | |
| Utusan Borneo | - | - | - | 29,893 | - | 35,251 | 35,792 | 33,643 | 2,149 | 1.00 | 182 | | | | | 14,035 | 10,812 | | | 10,945 | | 35,792 |
| Berita Harian | 4,246 | 4,274 | 4,339 | 4,344 | - | 3,780 | 1,748 | | | 2.00 | | | | | | 353 | 714 | 179 | | 502 | | 1,748 |
| Berita Minggu | 6,878 | 6,696 | 7,036 | 6,219 | - | 4,183 | 2,145 | | | 2.00 | | | | | | 417 | 962 | 225 | | 541 | | 2,145 |
| Utusan Malaysia | - | - | - | 4,359 | - | 3,618 | | | | | | | | | | | | | | | | 0 |
| Mingguan Malaysia | - | - | - | 7,002 | - | 6,607 | 6,456 | | | | | | | | | | | | | | 6,456 | 6,456 |
| Harian Metro | - | - | - | - | - | 8,078 | 9,677 | | | 2.30 | | | | | | 825 | 915 | 449 | | 7,488 | | 9,677 |
| Metro Ahad | - | - | - | - | - | 8,003 | 9,175 | | | 2.50 | | | | | | 822 | 923 | 453 | | 6,977 | | 9,175 |
| Total | 11,124 | 10,970 | 11,375 | 51,817 | - | 69,519 | 64,993 | 33,643 | 2,149 | | | 0 | - | - | - | 16,452 | 14,326 | 1,306 | - | 26,453 | 6,456 | 64,993 |
| **Grand Total (For Sarawak)** | 232,696 | 243,549 | 361,539 | 431,994 | 336,366 | 405,328 | 401,383 | | | | | | | | | 113,094 | 89,408 | 1,516 | | 170,385 | 19,590 | ###### |
| **Grand Total (For East Malaysia)** | 394,864 | 410,698 | 577,412 | 667,143 | 500,245 | 598,645 | 601,500 | | | | | | | | | | | | | | | |