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															