



AUDIT BUREAU
OF CIRCULATIONS
MALAYSIA

Delivering Trust
AUDIT BUREAU OF CIRCULATIONS

CIRCULATION FIGURES
NEWSPAPERS - SABAH
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JULY 2012 to DECEMBER 2012

NAME OF MEMBER	At BCP /				Total	Free and			Av
	Normal				Average	Controlled	No. of		Cir
	Trade	<BCP>50%	<50% & >20%	<20%	Net Circulation	Circulation	Publishing	BCP	Price
	Terms			of BCP	Per Publishing Day	Per Publishing Day	Days	Per Copy	Per Copy
	Copies	Copies	Copies	Copies	Copies	Copies	Days	RM / Copy	RM / Copy
English Newspapers									
Borneo Post Sabah	18,472	0	4,532		23,004		184	1.20	0.54
Daily Express	26,484				26,484		182	1.20	1.20
New Sabah Times	19,935	132	1,106		21,173		180	1.20	0.86
New Straits Times*	1,248				1,248		154	1.20/1.80	0.83
New Sunday Times*	989				989		27	1.20/1.80	0.87
The Star *	2,291				2,291		154	1.20	0.84
Sunday Star*	2,288				2,288		27	1.50	1.02
The Edge*	242				242		27	5.00	3.73
Malaysia SME Newspaper						800	13		
SUB TOTAL	71,949	132	5,638	0	77,719	800			
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
Chinese Newspapers									
Asia Times	18,955	85	21		19,061		182	1.20	N/A
Overseas Chinese Daily News	14,995				14,995		182	1.20	1.20
See Hua Daily News (Sabah)	24,342		3,129		27,471		184	1.20	0.64
Morning Post	6,372	2,682			9,054		179	1.20	0.96
Harian Tawau Express	1,451	1,043	3,097		5,591		182	1.20	0.55
United Daily News*	344				344		182	1.00	0.52
China Press - Day*	22				22		181	1.30	0.93
Sin Chew - Day*	469				469		182	1.20/1.30/1.70	0.94
Guang Ming - Day*	82				82		181	1.20	0.80
SUB TOTAL	67,032	3,810	6,247	0	77,089				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
Bahasa Newspapers									
Utusan Borneo (Sabah)	12,883	0	1,424		14,307		184	1.20	0.58
Utusan Malaysia*	1,546				1,546		156	1.50	1.16
Mingguan Malaysia*	2,024				2,024		27	2.00	1.57
Berita Harian*	3,289				3,289		154	1.50/2.00	1.13
BH Ahad*	3,352				3,352		27	2.00	1.55
Harian Metro*	14,068				14,068		154	1.50/2.30	1.19
Metro Ahad*	12,084				12,084		27	2.00/2.50	1.58
SUB TOTAL	49,246	0	1,424	0	50,670				
GRAND TOTAL	188,227	3,942	13,309	0	205,478	800			
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									