



Delivering Trust
AUDIT BUREAU OF CIRCULATIONS

CIRCULATION FIGURES
NEWSPAPERS - SARAWAK
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JANUARY 2012 to JUNE 2012

NAME OF MEMBER	At BCP /				Total	Free and			Average
	Normal	Below BCP	Below BCP	Below BCP	Average	Controlled	No. of	Basic	Circulation
	Trade	>50%	<50% & >20%	and < 20%	Net Circulation	Circulation	Publishing	Cover	Price
	Terms	of BCP	of BCP	of BCP	Per Publishing Day	Per Publishing Day	Days	Price per Copy	Per Copy
	Copies	Copies	Copies	Copies	Copies	Copies	Days	RM / Copy	RM / Copy
English Newspapers									
The Borneo Post	61,224	-	4,589	-	65,813		152	1.00	0.65
The Sunday Post	65,764	-	4,590	-	70,354		26	1.00	0.64
New Straits Times*	1,392				1,392		155	1.20/1.80	0.84
New Sunday Times*	1,452				1,452		26	1.20/1.80	0.89
The Star*	5,993				5,993		155	1.20	0.84
Sunday Star*	6,399				6,399		26	1.50	1.02
The Edge*	217				217		26	5.00	3.71
Malaysia SME Newspaper						1,600	13		
SUB TOTAL	142,441	0	9,179	0	151,620	1,600			
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
Chinese Newspapers									
United Daily News	15,300	43,328	-	-	58,628		177	1.00	0.51
International Times	14,593	-	330	7,500	22,423		174	1.00	0.19
See Hua Daily News	61,994	-	5,168	-	67,162		182	1.00	0.55
China Press - Day*	7				7		181	1.30	0.93
Sin Chew - Day*	59,112				59,112		175/177		
SUB TOTAL	151,006	43,328	5,498	7,500	207,332				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
Bahasa Newspapers									
Utusan Borneo	35,922	-	-	-	35,922		178	1.00	0.60
Utusan Malaysia*	3,602				3,602		156	1.50	1.15
Mingguan Malaysia*	6,650				6,650		26	2.00	1.57
Kosmo*	1,661				1,661		155	1.50/2.00	1.10
Kosmo Ahad*	1,645				1,645		26	2.00	1.55
Berita Harian*	3,324				3,324		156	1.20	0.94
Berita Minggu*	3,326				3,326		26	1.30	1.01
Harian Metro*	13,058				13,058		155	1.50/2.30	1.19
Metro Ahad*	12,250				12,250		26	2.00/2.50	1.58
SUB TOTAL	81,438	0	0	0	81,438				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
GRAND TOTAL	374,885	43,328	14,677	7,500	440,390	1,600			