



Delivering Trust
AUDIT BUREAU OF CIRCULATIONS

CIRCULATION FIGURES
NEWSPAPERS - SARAWAK
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									
The Borneo Post	61,395		4,700	-	66,095		155	1.00	0.65
The Sunday Post	65,732		4,700	-	70,432		27	1.00	0.64
New Straits Times*	1,291				1,291		154	1.20/1.80	0.83
New Sunday Times*	1,268				1,268		27	1.20/1.80	0.87
The Star*	7,614				7,614		154	1.20	0.84
Sunday Star*	6,228				6,228		27	1.50	1.02
The Edge*	192				192		27	5.00	3.73
Malaysia SME Newspaper						1,000	13		
SUB TOTAL	143,720	0	9,400	0	153,120	1,000			
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
Chinese Newspapers									
United Daily News	15,426	43,590	-	-	59,016		182	1.00	0.52
International Times									
See Hua Daily News	62,162		5,210		67,372		184	1.00	0.55
China Press - Day*	11				11		181	1.30	0.93
Sin Chew - Day*	58,788				58,788		182	1.20/1.30/1.70	0.94
SUB TOTAL	136,387	43,590	5,210	0	185,187				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
Bahasa Newspapers									
Utusan Borneo	36,007	-	-	-	36,007		182	1.00	0.61
Utusan Malaysia*	2,991				2,991		156	1.50	1.16
Mingguan Malaysia*	4,630				4,630		27	2.00	1.57
Kosmo*	5,878				5,878		154	1.50/2.00	1.13
Kosmo Ahad*	1,703				1,703		27	2.00	1.55
Berita Harian*	5,053				5,053		156	1.20	0.93
BH Ahad*	2,747				2,747		27	1.30	0.89
Harian Metro*	14,549				14,549		154	1.50/2.30	1.19
Metro Ahad*	13,737				13,737		27	2.00/2.50	1.58
SUB TOTAL	87,295	0	0	0	87,295				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
GRAND TOTAL	367,402	43,590	14,610	0	425,602	1,000			