



AUDIT BUREAU
OF CIRCULATIONS
MALAYSIA

Delivering Trust

CIRCULATION FIGURES
NEWSPAPERS - SARAWAK
PRINT EDITION
PAID CIRCULATION
Average Net Circulation per Publishing Day
TOTAL CIRCULATION

| | Jan 15 to Jun 15 | Jul 14 to Dec 14 | Jan 14 to Jun 14 | Jul 13 to Dec 13 | Jan 13 to June 13 | Jul 12 to Dec 12 | Jan 12 to Jun 12 | Jan 15 to Jun 15 | Jul 14 to Dec 14 | Jan 14 to Jun 14 | Jul 13 to Dec 13 | Jan 13 to Jun 13 | Jul 12 to Dec 12 | Jan 12 to Jun 12 | Jan 15 to Jun 15 | Jan 15 to Jun 15 |
|---------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| NAME OF MEMBER | Copies | Copies | Copies | Copies | Copies | Copies | Copies | Pub Days | Pub Days | Pub Days | Pub Days | Pub Days | Pub Days | Pub Days | Cover Pr | Circulation Pr |
| | | | | | | | | Days | Days | Days | Days | Days | Days | Days | RM/ Copy | RM/ Copy |
| Bahasa Newspapers | | | | | | | | | | | | | | | | |
| Utusan Borneo | 36,251 | 36,264 | 36,333 | 36,328 | 36,335 | 36,007 | 35,922 | 177 | 182 | 177 | 182 | 178 | 182 | 178 | 1.00 | 0.62 |
| Utusan Malaysia * | 2,084 | 2,409 | 2,357 | 2,355 | 2,628 | 2,991 | 3,602 | 155 | 158 | 155 | 157 | 155 | 156 | 156 | 1.50 | 1.08 |
| Mingguan Malaysia* | 4,177 | 4,307 | 4,424 | 4,424 | 4,484 | 4,630 | 6,650 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 2.00 | 1.57 |
| Berita Harian* | 1,458 | 1,602 | 1,925 | 4,531 | 2,912 | 5,053 | 3,324 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.80/2.00 | 1.25 |
| BH Ahad* | 1,595 | 1,690 | 2,167 | 2,471 | 2,874 | 2,747 | 3,326 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 2.00 | 1.54 |
| Kosmo!* | 0 | 0 | 0 | 3,832 | 6,504 | 5,878 | 0 | - | - | - | 157 | 155 | 156 | - | - | - |
| Kosmo! Ahad* | 0 | 0 | 0 | 717 | 1,756 | 1,703 | 0 | - | - | - | 26 | 26 | 27 | - | - | - |
| Harian Metro * | 6,494 | 9,741 | 12,677 | 13,581 | 14,951 | 14,549 | 13,058 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.80/2.00 | 1.43 |
| Metro Ahad * | 6,533 | 9,007 | 11,818 | 12,787 | 13,891 | 13,737 | 12,250 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 2.00 | 1.58 |
| SUB TOTAL | 58,592 | 65,020 | 71,701 | 81,026 | 86,335 | 87,295 | 78,132 | | | | | | | | | |
| English Newspapers | | | | | | | | | | | | | | | | |
| The Borneo Post | 65,990 | 66,023 | 66,124 | 66,166 | 66,462 | 66,095 | 65,813 | 151 | 156 | 151 | 156 | 154 | 155 | 152 | 1.00 | 0.65 |
| The Sunday Post | 70,073 | 70,191 | 70,359 | 70,436 | 70,782 | 70,432 | 70,354 | 26 | 26 | 26 | 26 | 24 | 27 | 27 | 1.00 | 0.64 |
| New Straits Times * | 941 | 1,490 | 1,308 | 1,161 | 1,261 | 1,291 | 1,392 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.50/2.00 | 1.06 |
| New Sunday Times * | 970 | 993 | 1,056 | 1,163 | 1,209 | 1,268 | 1,452 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 1.50/2.00 | 1.07 |
| Daily Star* | 3,490 | 6,543 | 9,337 | 9,541 | 6,840 | 7,614 | 5,993 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.20 | 0.75 |
| Sunday Star * | 3,482 | 5,976 | 8,702 | 8,460 | 6,910 | 6,228 | 6,399 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 1.50 | 0.90 |
| The Edge * | 232 | 214 | 208 | 201 | 187 | 192 | 217 | 26 | 26 | 26 | 27 | 25 | 27 | 26 | 5.00 | 3.23 |
| SUB TOTAL | 145,178 | 151,430 | 157,094 | 157,128 | 153,651 | 153,120 | 151,620 | | | | | | | | | |
| Chinese Newspapers | | | | | | | | | | | | | | | | |
| See Hua Daily News | 67,926 | 67,920 | 67,908 | 67,820 | 67,599 | 67,372 | 67,162 | 181 | 184 | 181 | 184 | 181 | 184 | 182 | 1.00 | 0.58 |
| International Times | 29,275 | 28,788 | 28,526 | 27,066 | 25,389 | 24,061 | 22,423 | 174 | 178 | 173 | 178 | 173 | 178 | 174 | 1.00 | 0.21 |
| United Daily News | 58,534 | 58,886 | 59,150 | 59,101 | 59,033 | 59,016 | 58,528 | 175 | 182 | 176 | 182 | 177 | 182 | 177 | 1.00 | 0.53 |
| China Press - Morning* | 12 | 14 | 15 | 15 | 16 | 11 | 7 | 178 | 181 | 178 | 181 | 179 | 181 | 181 | 1.30 | 0.93 |
| Sin Chew - Day * | 56,373 | 57,934 | 58,331 | 58,392 | 58,463 | 58,788 | 59,112 | 174 | 182 | 174 | 182 | 175/177 | 182 | 175/177 | 1.20/1.30 | 0.93 |
| SUB TOTAL | 212,120 | 213,542 | 213,930 | 212,394 | 210,500 | 209,248 | 207,232 | | | | | | | | | |
| GRAND TOTAL | 415,890 | 429,992 | 442,725 | 450,548 | 450,486 | 449,663 | 436,984 | | | | | | | | | |

* Circulation figures of these members should not be added to National Circulation Figures ; Included for comparison purposes only.

| | Jan 15 to Jun 15 | Jul 14 to Dec 14 | Jan 14 to Jun 14 | Jul 13 to Dec 13 | Jan 13 to Jun 13 | Jul 12 to Dec 12 | Jan 12 to Jun 12 |
|---------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | No. of Pub Days | No. of Pub Days | No. of Pub Days | No. of Pub Days | No. of Pub Days | No. of Pub Days | No. of Pub Days |
| | Days | Days | Days | Days | Days | Days | Days |
| No. of Publishing Days - Sin Chew Day | | | | | | | |
| Kuching | 174 | 182 | 174 | 182 | 175 | 182 | 175 |
| Sibu and Miri | 174 | 182 | 174 | 182 | 177 | 182 | 177 |



AUDIT BUREAU
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MALAYSIA

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CIRCULATION FIGURES
NEWSPAPERS - SARAWAK
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
Average Net Circulation per Publishing Day
At BCP / Normal Trade Terms

| | Jan 15 to Jun 15 | Jul 14 to Dec 14 | Jan 14 to Jun 14 | Jul 13 to Dec 13 | Jan 13 to June 13 | Jul 12 to Dec 12 | Jan 12 to Jun 12 | Jan 15 to Jun 15 | Jul 14 to Dec 14 | Jan 14 to Jun 14 | Jul 13 to Dec 13 | Jan 13 to Jun 13 | Jul 12 to Dec 12 | Jan 12 to Jun 12 | Jan 15 to Jun 15 | Jan 15 to Jun 15 |
|---------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| NAME OF MEMBER | Copies | Copies | Copies | Copies | Copies | Copies | Copies | Days | Days | Days | Days | Days | Days | Days | Days | Days |
| | | | | | | | | | | | | | | | | |
| Bahasa Newspapers | | | | | | | | | | | | | | | | |
| Utusan Borneo | 36,251 | 36,264 | 36,333 | 36,328 | 36,335 | 36,007 | 35,922 | 177 | 182 | 177 | 182 | 178 | 182 | 178 | 1.00 | 0.62 |
| Utusan Malaysia * | 2,084 | 2,409 | 2,357 | 2,355 | 2,628 | 2,991 | 3,602 | 155 | 158 | 155 | 157 | 155 | 156 | 156 | 1.50 | 1.08 |
| Mingguan Malaysia* | 4,177 | 4,307 | 4,424 | 4,424 | 4,484 | 4,630 | 6,650 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 2.00 | 1.57 |
| Berita Harian* | 1,458 | 1,602 | 1,925 | 4,531 | 2,912 | 5,053 | 3,324 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.80/2.00 | 1.25 |
| BH Ahad* | 1,595 | 1,690 | 2,167 | 2,471 | 2,874 | 2,747 | 3,326 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 2.00 | 1.54 |
| Kosmo!* | 0 | 0 | 0 | 3,832 | 6,504 | 5,878 | 0 | - | - | - | 157 | 155 | 156 | - | - | - |
| Kosmo! Ahad* | 0 | 0 | 0 | 717 | 1,756 | 1,703 | 0 | - | - | - | 26 | 26 | 27 | - | - | - |
| Harian Metro * | 6,494 | 9,741 | 12,677 | 13,581 | 14,951 | 14,549 | 13,058 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.80/2.00 | 1.43 |
| Metro Ahad * | 6,533 | 9,007 | 11,818 | 12,787 | 13,891 | 13,737 | 12,250 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 2.00 | 1.58 |
| SUB TOTAL | 58,592 | 65,020 | 71,701 | 81,026 | 86,335 | 87,295 | 78,132 | | | | | | | | | |
| English Newspapers | | | | | | | | | | | | | | | | |
| The Borneo Post | 61,327 | 61,333 | 61,434 | 61,476 | 61,772 | 61,395 | 61,224 | 151 | 156 | 151 | 156 | 154 | 155 | 152 | 1.00 | 0.65 |
| The Sunday Post | 65,410 | 65,501 | 65,669 | 65,746 | 66,092 | 65,732 | 65,764 | 26 | 26 | 26 | 26 | 24 | 27 | 27 | 1.00 | 0.64 |
| New Straits Times * | 941 | 1,490 | 1,308 | 1,161 | 1,261 | 1,291 | 1,392 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.50/2.00 | 1.06 |
| New Sunday Times * | 970 | 993 | 1,056 | 1,163 | 1,209 | 1,268 | 1,452 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 1.50/2.00 | 1.07 |
| Daily Star* | 3,490 | 6,543 | 9,337 | 9,541 | 6,840 | 7,614 | 5,993 | 154 | 155 | 154 | 155 | 154 | 154 | 155 | 1.20 | 0.75 |
| Sunday Star * | 3,482 | 5,976 | 8,702 | 8,460 | 6,910 | 6,228 | 6,399 | 26 | 26 | 26 | 26 | 26 | 27 | 26 | 1.50 | 0.90 |
| The Edge * | 232 | 214 | 208 | 201 | 187 | 192 | 217 | 26 | 26 | 26 | 27 | 25 | 27 | 26 | 5.00 | 3.23 |
| SUB TOTAL | 135,852 | 142,050 | 147,714 | 147,748 | 144,271 | 143,720 | 142,441 | | | | | | | | | |
| Chinese Newspapers | | | | | | | | | | | | | | | | |
| See Hua Daily News | 62,716 | 62,710 | 62,698 | 62,610 | 62,389 | 62,162 | 61,994 | 181 | 184 | 181 | 184 | 181 | 184 | 182 | 1.00 | 0.58 |
| International Times | 21,096 | 20,624 | 20,318 | 18,885 | 17,315 | 16,049 | 14,593 | 174 | 178 | 173 | 178 | 173 | 178 | 174 | 1.00 | 0.21 |
| United Daily News | 0 | 0 | 0 | 0 | 0 | 15,426 | 15,300 | 175 | 182 | 176 | 182 | 177 | 182 | 177 | 1.00 | 0.53 |
| China Press - Morning* | 12 | 14 | 15 | 15 | 16 | 11 | 7 | 178 | 181 | 178 | 181 | 179 | 181 | 181 | 1.30 | 0.93 |
| Sin Chew - Day * | 56,373 | 57,934 | 58,331 | 58,392 | 58,463 | 58,788 | 59,112 | 174 | 182 | 174 | 182 | 175/177 | 182 | 175/177 | 1.20/1.30 | 0.93 |
| SUB TOTAL | 140,197 | 141,282 | 141,362 | 139,902 | 138,183 | 152,436 | 151,006 | | | | | | | | | |
| GRAND TOTAL | 334,641 | 348,352 | 360,777 | 368,676 | 368,789 | 383,451 | 371,579 | | | | | | | | | |

* Circulation figures of these members should not be added to National Circulation Figures ; Included for comparison purposes only.



Delivering Trust

**CIRCULATION FIGURES
NEWSPAPERS - SARAWAK
PRINT EDITION
FREE & CONTROLLED CIRCULATION**

| | Jan 15 to Jun 15 | Jul 14 to Dec 14 | Jan 14 to Jun 14 | Jul 13 to Dec 13 | Jan 13 to June 13 | Jul 12 to Dec 12 | Jan 12 to Jun 12 | Jan 15 to Jun 15 No. of Pub Days | Jul 14 to Dec 14 No. of Pub Days | Jan 14 to Jun 14 No. of Pub Days | Jul 13 to Dec 13 No. of Pub Days | Jan 13 to Jun 13 No. of Pub Days | Jul 12 to Dec 12 No. of Pub Days | Jan 12 to Jun 12 No. of Pub Days |
|---------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|---------------------|---|---|---|---|---|---|---|
| | Copies | Copies | Copies | Copies | Copies | Copies | Copies | Days | Days | Days | Days | Days | Days | Days |
| English Newspapers | | | | | | | | | | | | | | |
| Malaysia SME Newspaper* | 0 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 0 | 13 | 13 | 13 | 13 | 13 | 13 |
| SUB TOTAL | 0 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | | | | | | | |

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