

# **19 YEARS AUDITED CIRCULATION TREND BY MEDIA SPECIALIST ASSOCIATION (MSA) 1988 - 2007**

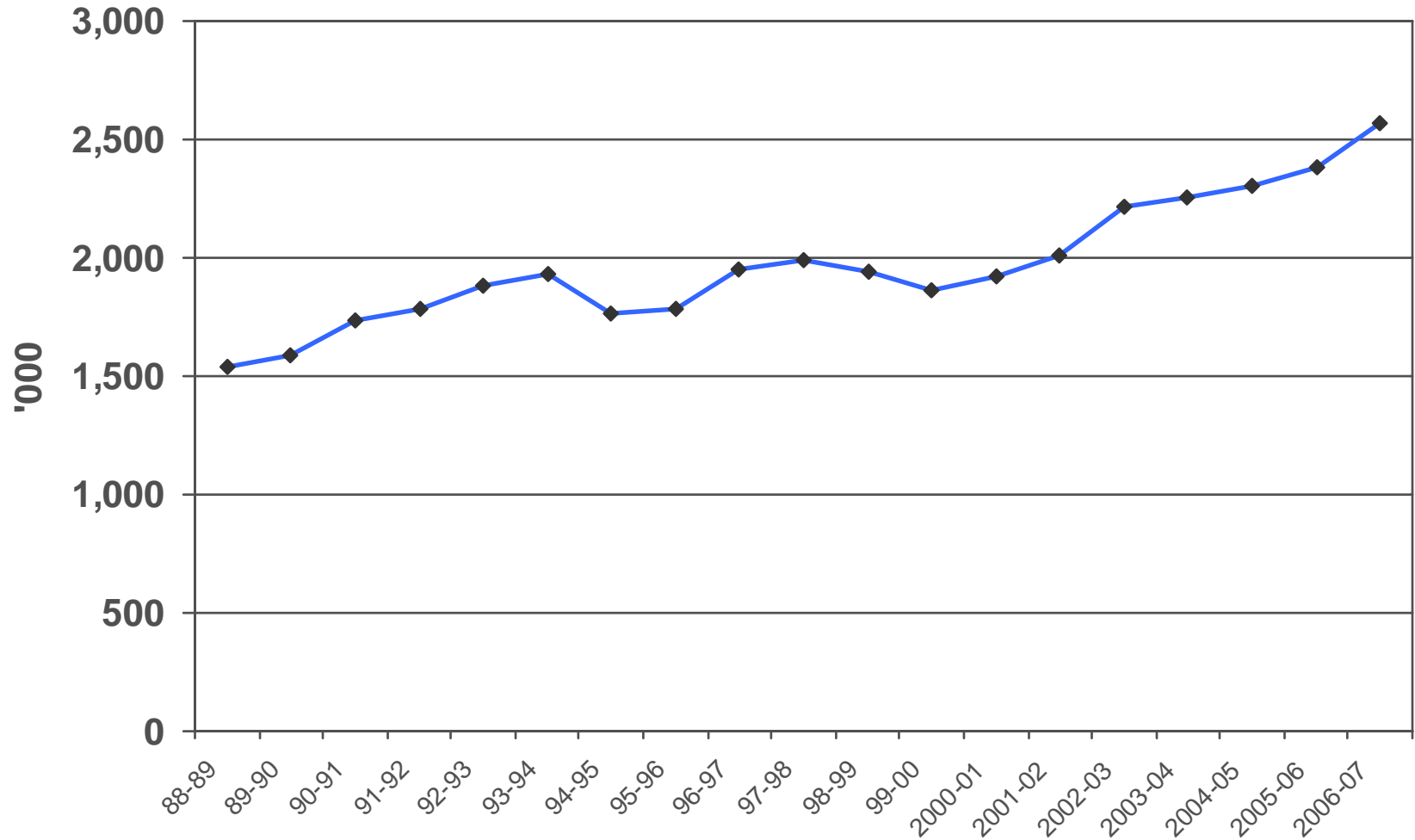
**5<sup>th</sup> December 2007**

**Eastin Hotel**



**MediaSpecialistsAssociation**

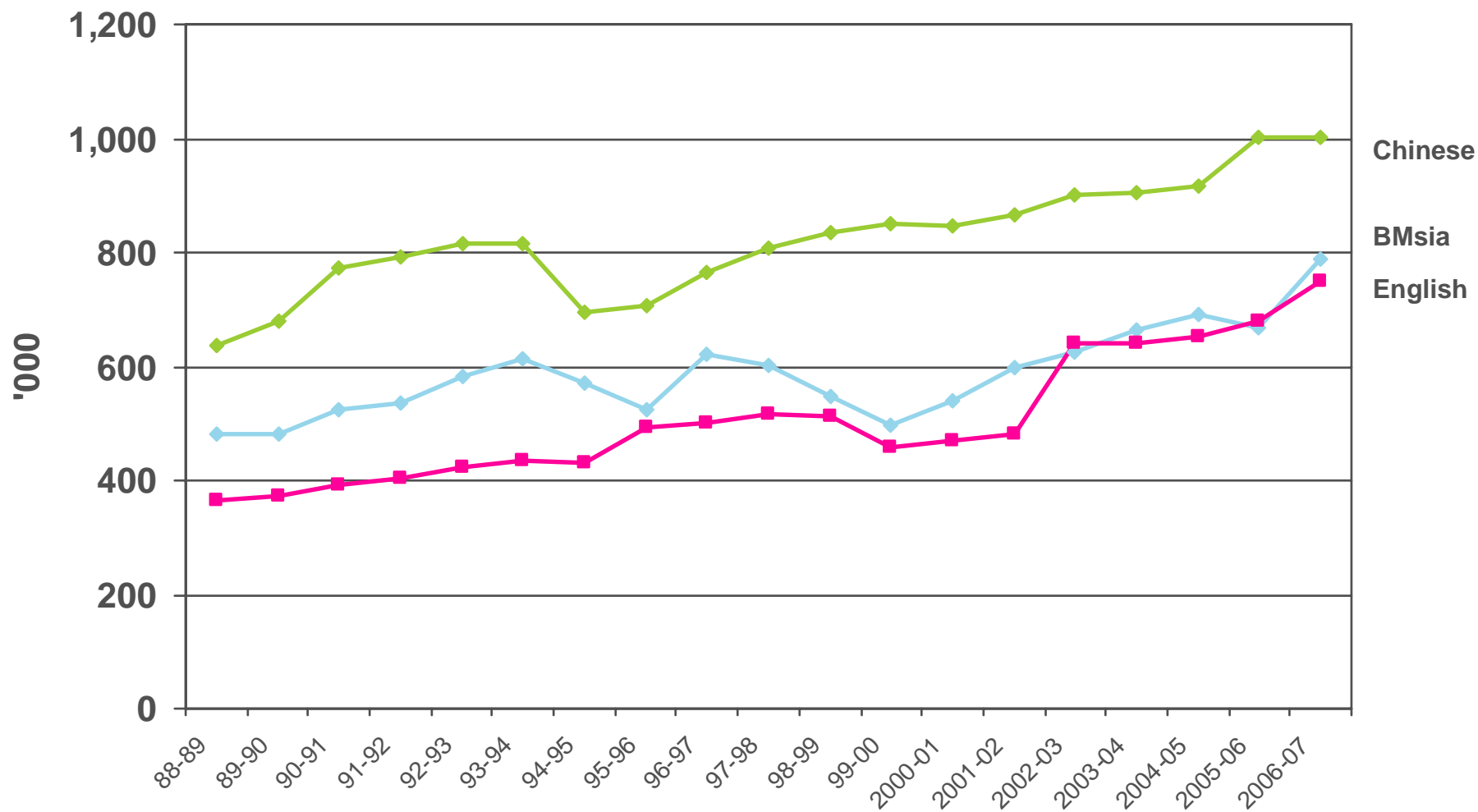
# Total Newspaper Circulation 1988 – 2007 (Peninsular Malaysia)



◆ Total New spaper Circulation



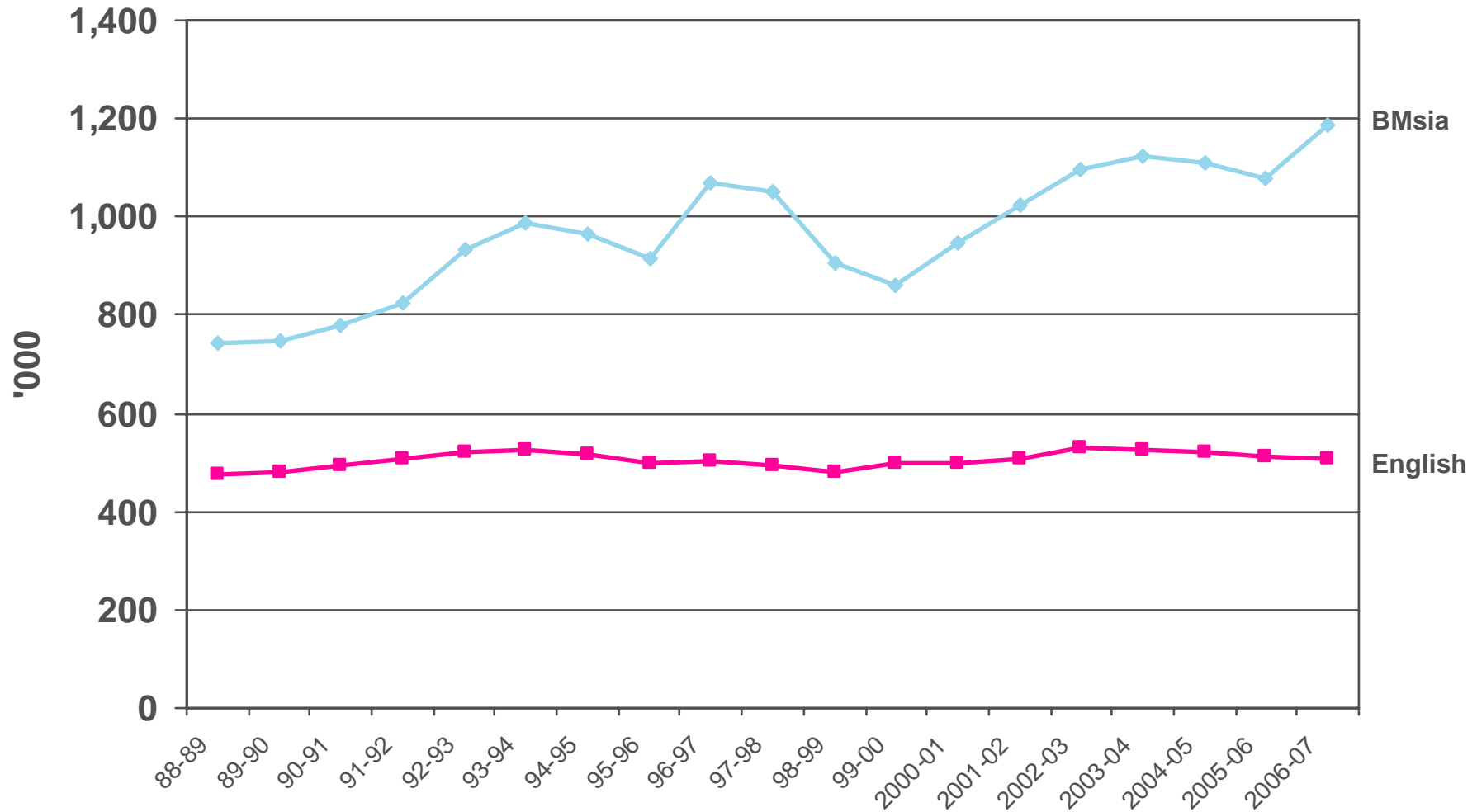
# Daily Newspaper Circulation By Language 1988 – 2007 (Peninsular Malaysia)



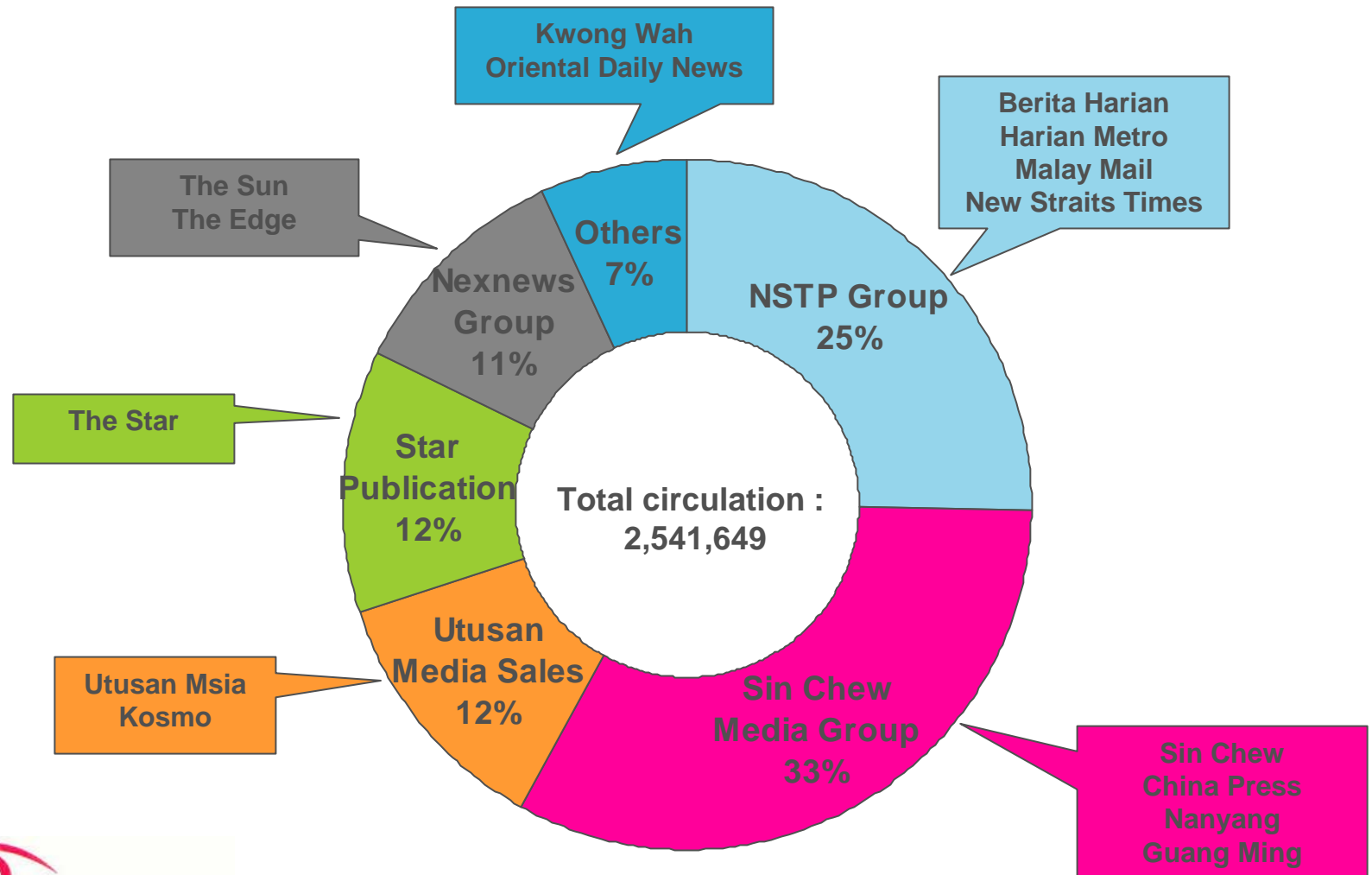
Note : Kwong Wah 06-07 average net sales not available. Average net sales reflected based on 05-06.  
 BM dailies circulation increased due to new addition - Kosmo.  
 The Sun circulation increased to 265,000 copies wef. Oct'06.



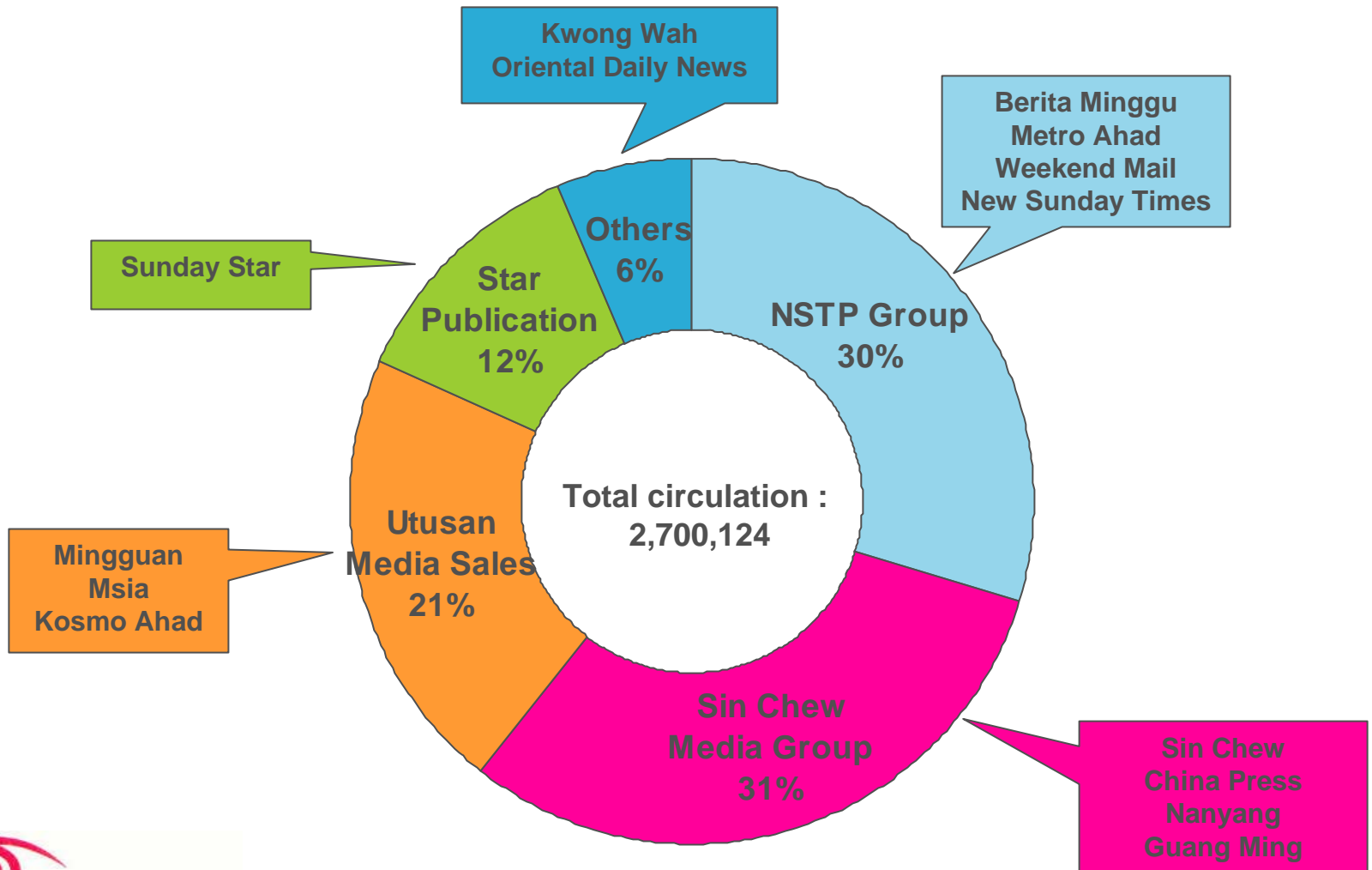
# Sunday Newspaper Circulation By Language 1988 – 2007 (Peninsular Malaysia)



# Daily Newspaper Circulation Grouping By Company (Pen. Malaysia) - July 2006 – June 2007



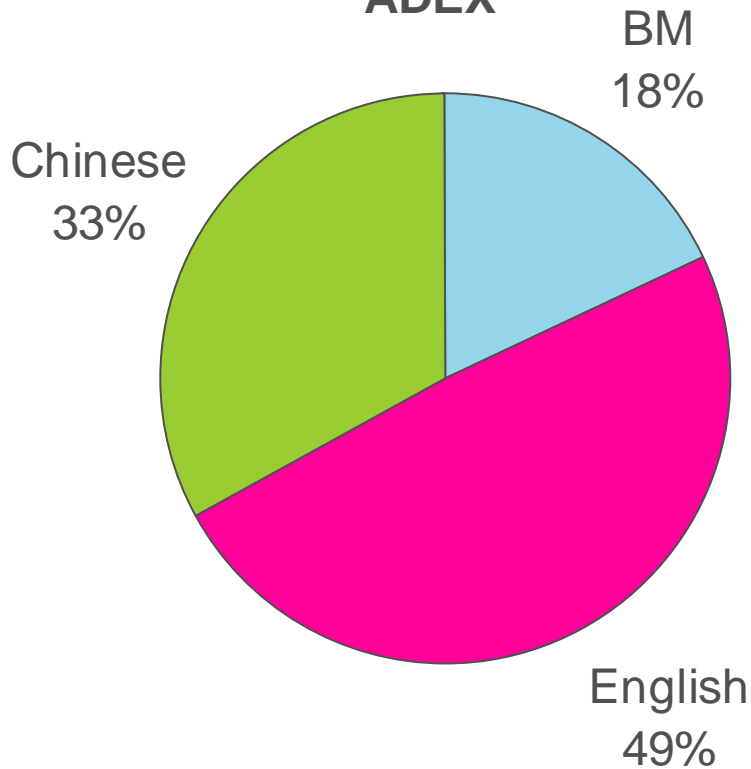
# Sunday Newspaper Circulation Grouping By Company (Pen. Malaysia) - July 2006 – June 2007



# ADEX Vs Daily Newspaper Circulation

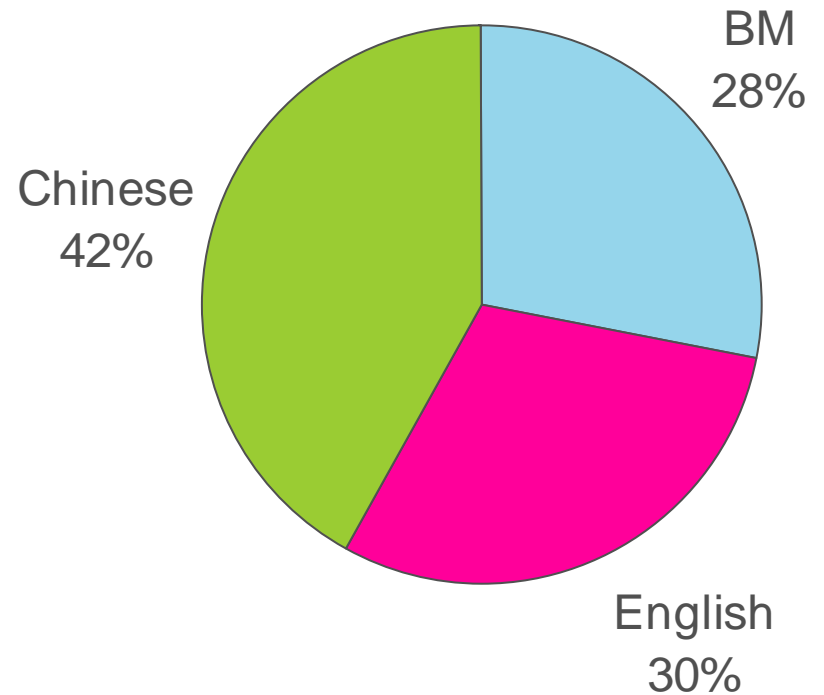
## July 2006 – June 2007

### ADEX



Total ADEX: RM 2.527 billion

### Circulation

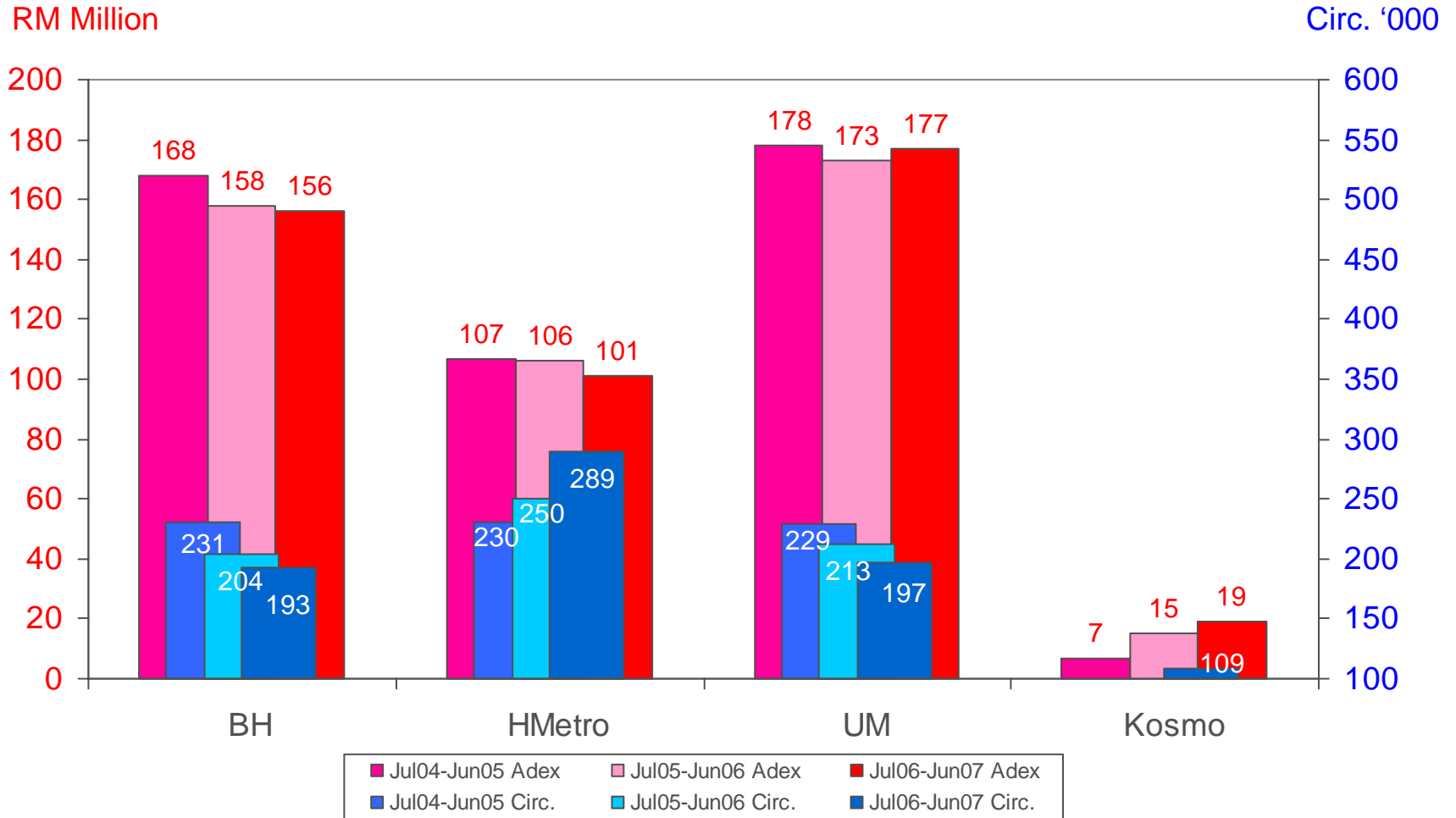


Total Circulation: 2.969 million



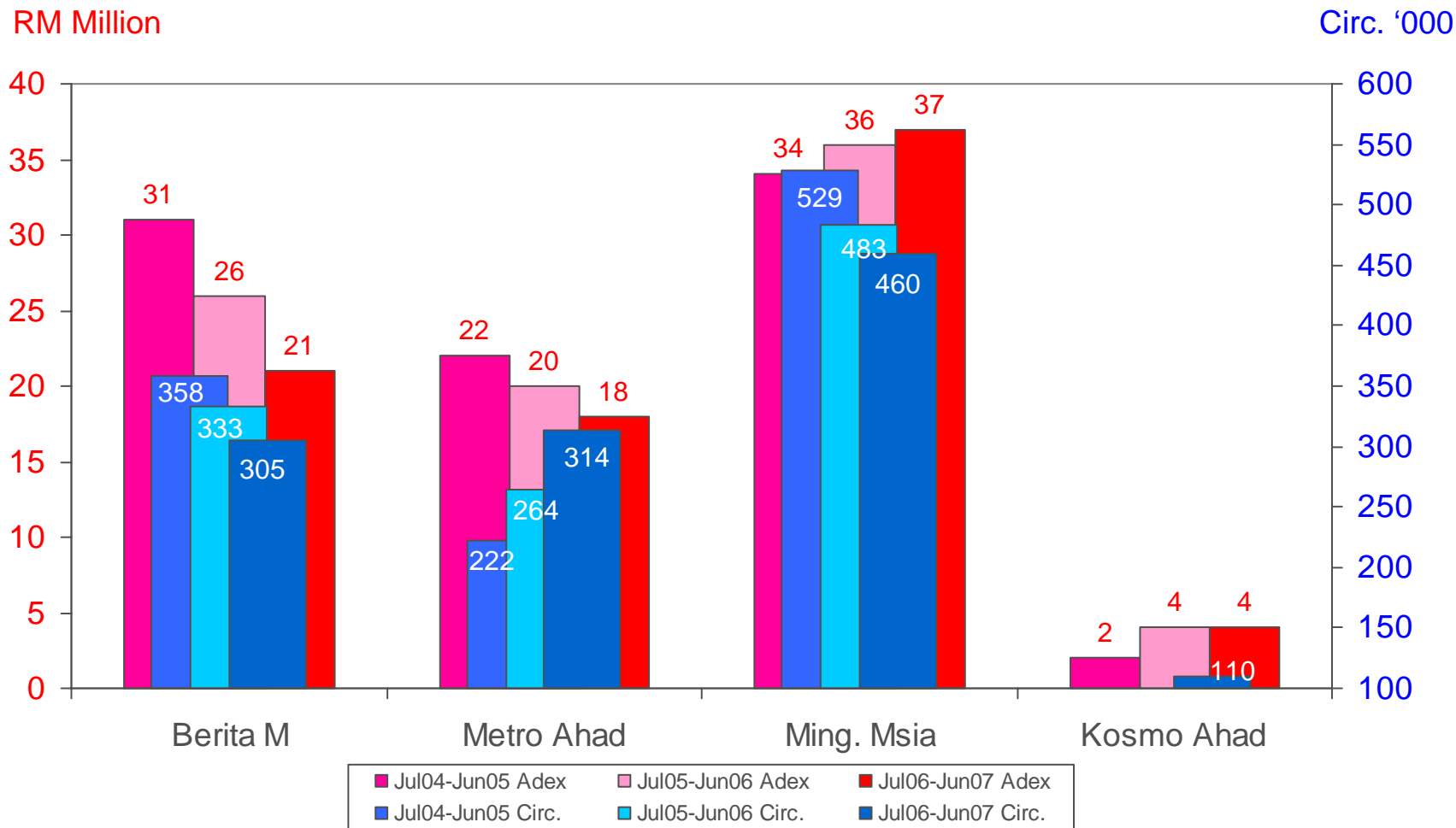
# Print Adex vs Circulation

## - Pen. Malaysia Bahasa Daily Newspaper



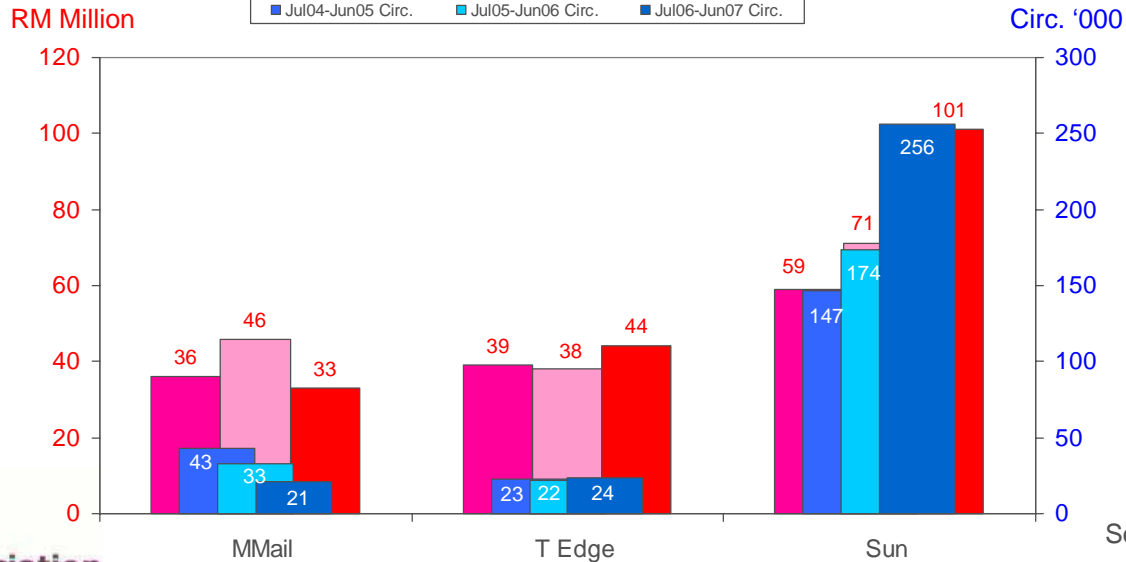
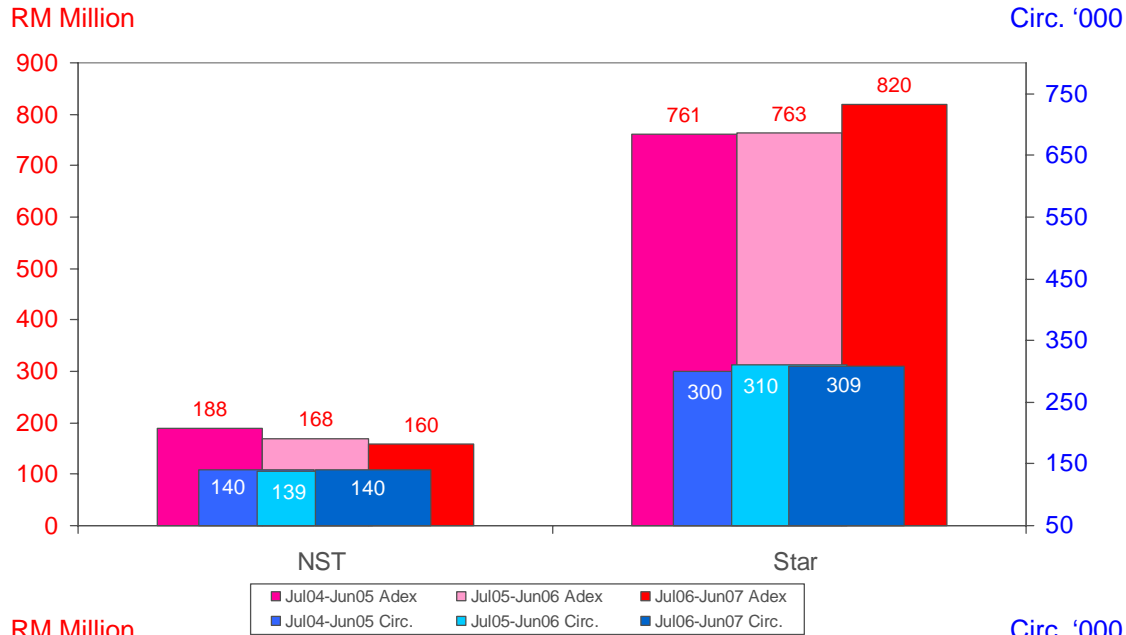
# Print Adex vs Circulation

## - Pen. Malaysia Bahasa Sunday Newspaper



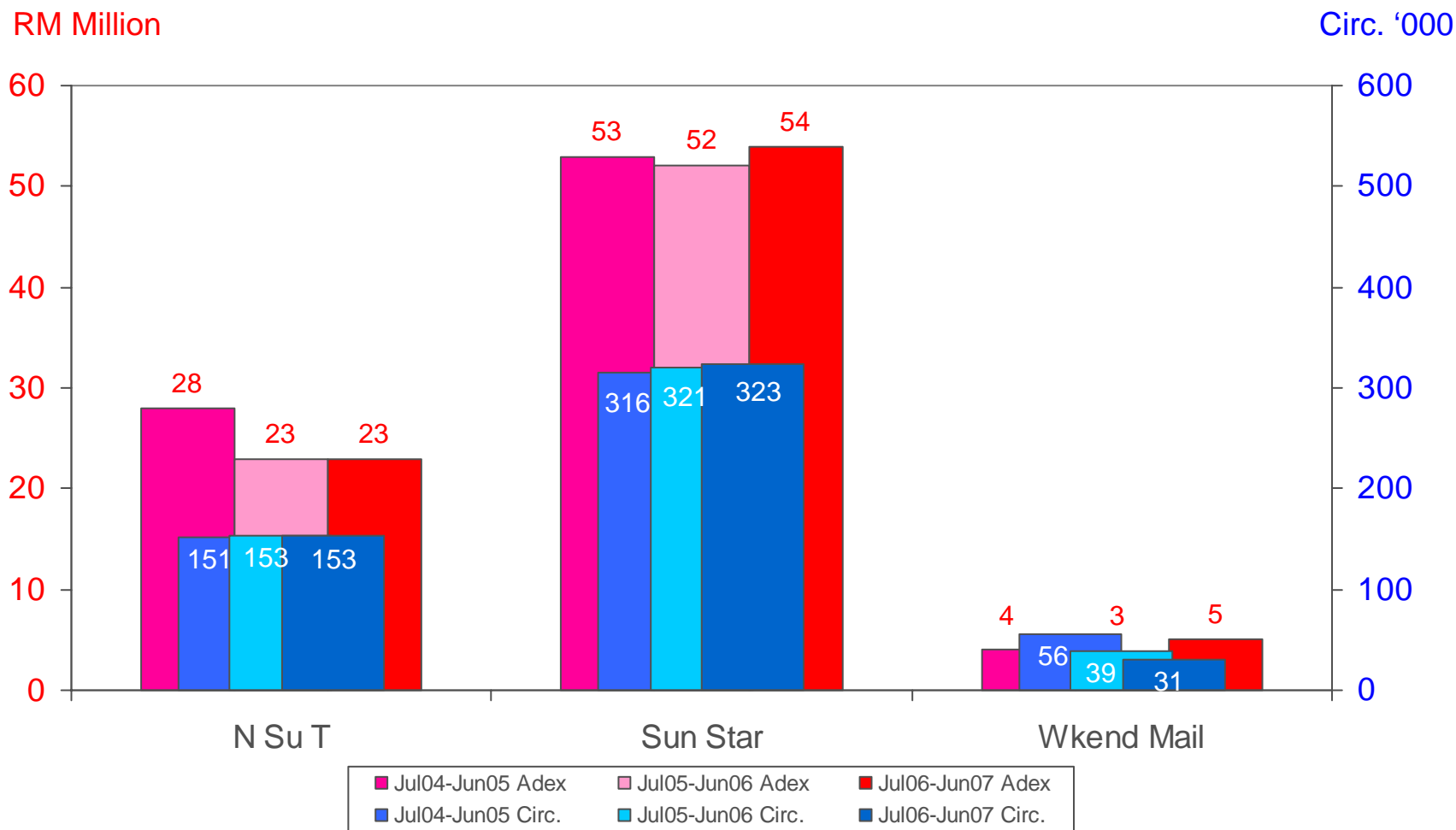
# Print Adex vs Circulation

## - Pen. Malaysia English Daily Newspaper



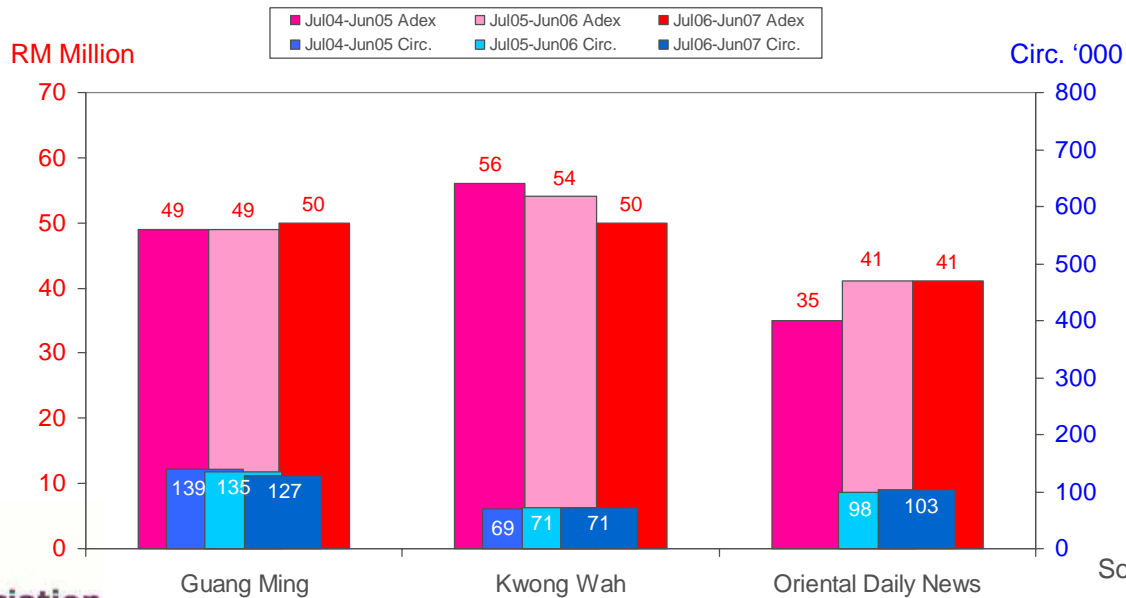
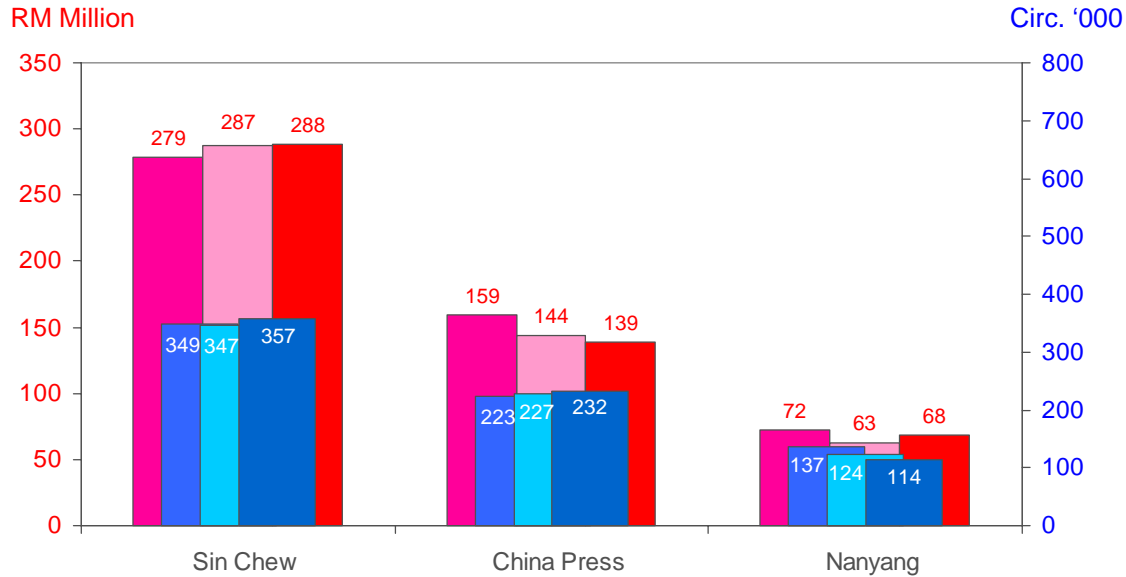
# Print Adex vs Circulation

## - Pen. Malaysia English Sunday Newspaper



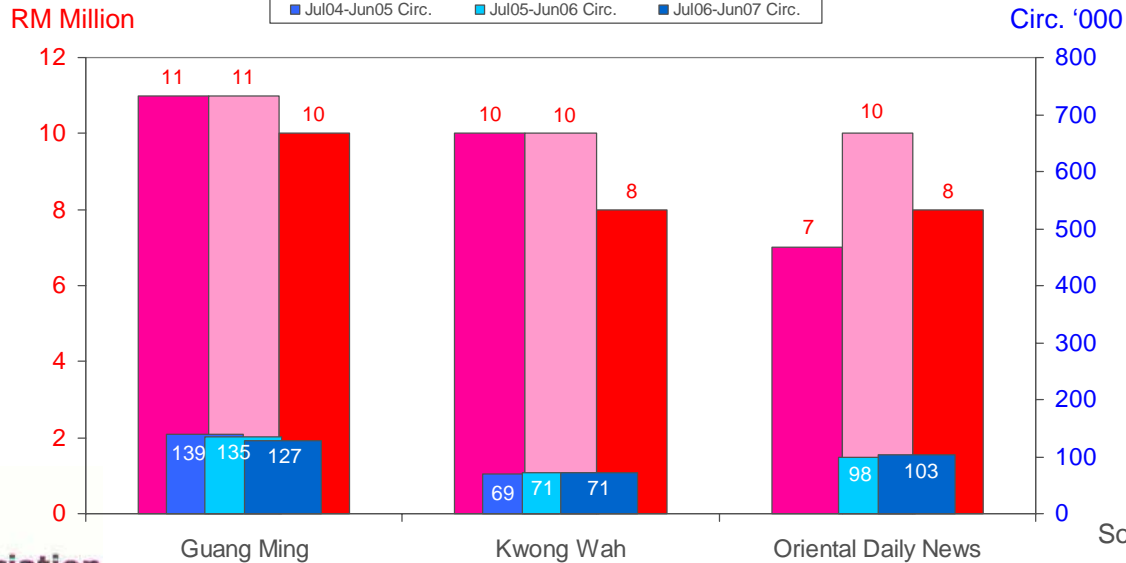
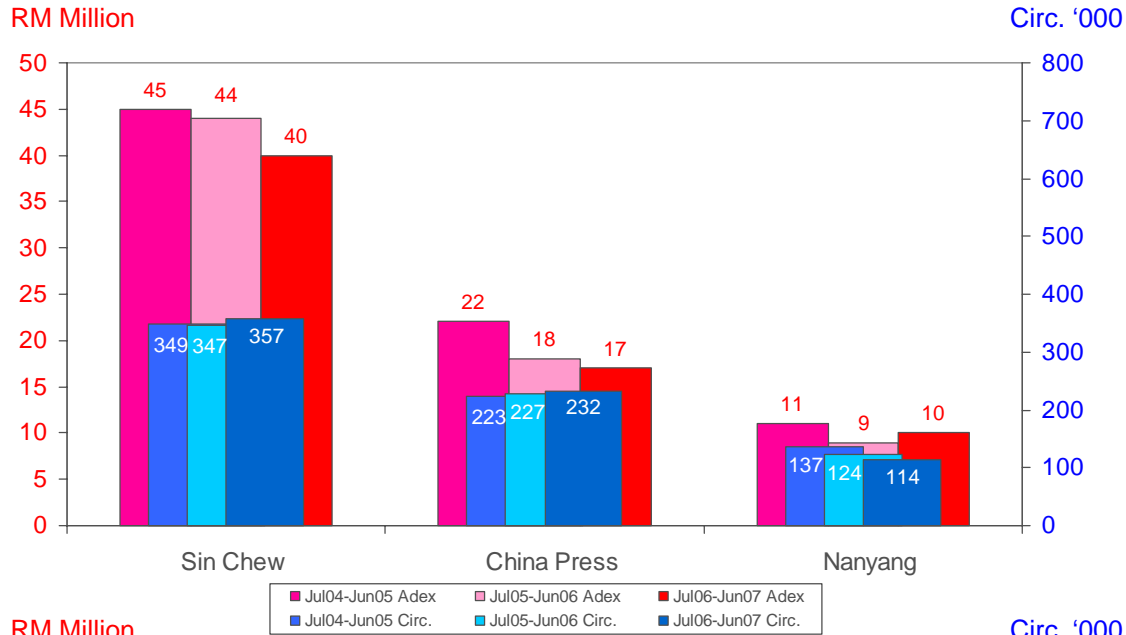
# Print Adex vs Circulation

## - Pen. Malaysia Chinese Daily Newspaper

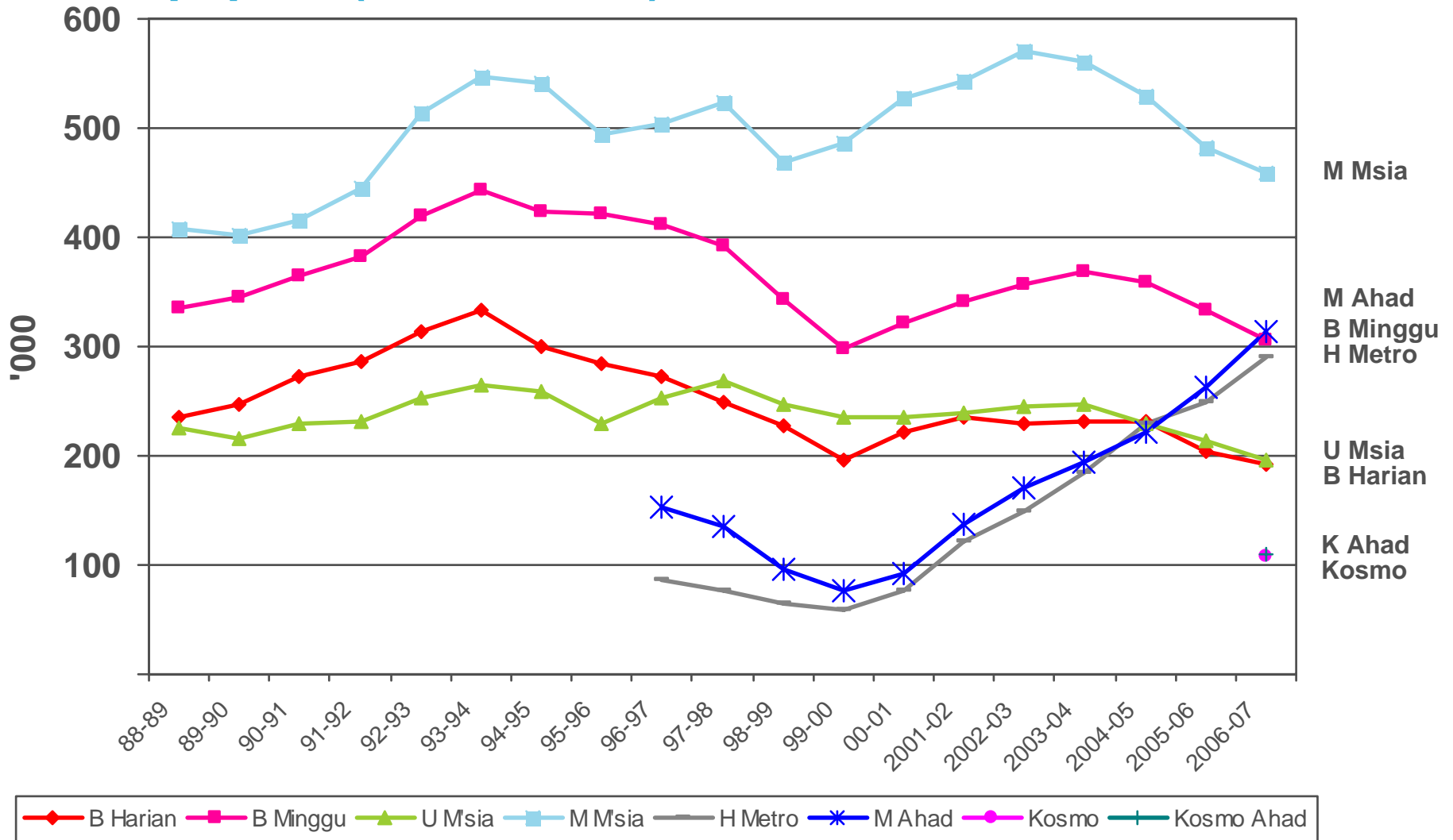


# Print Adex vs Circulation

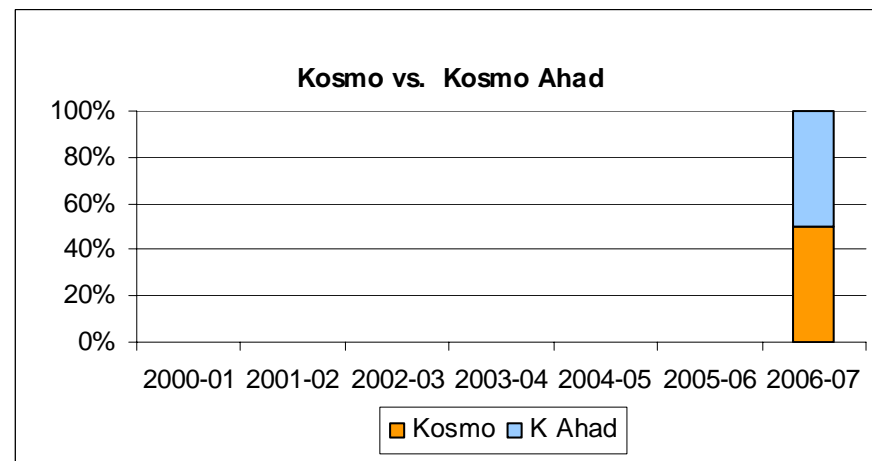
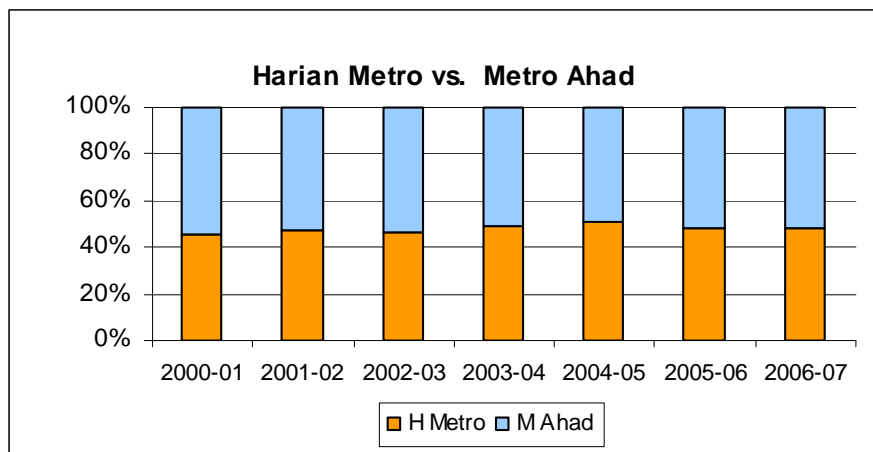
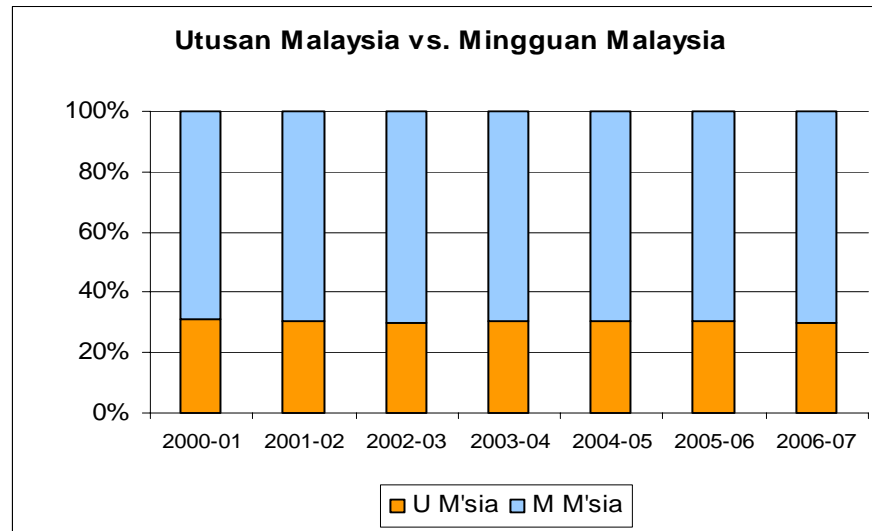
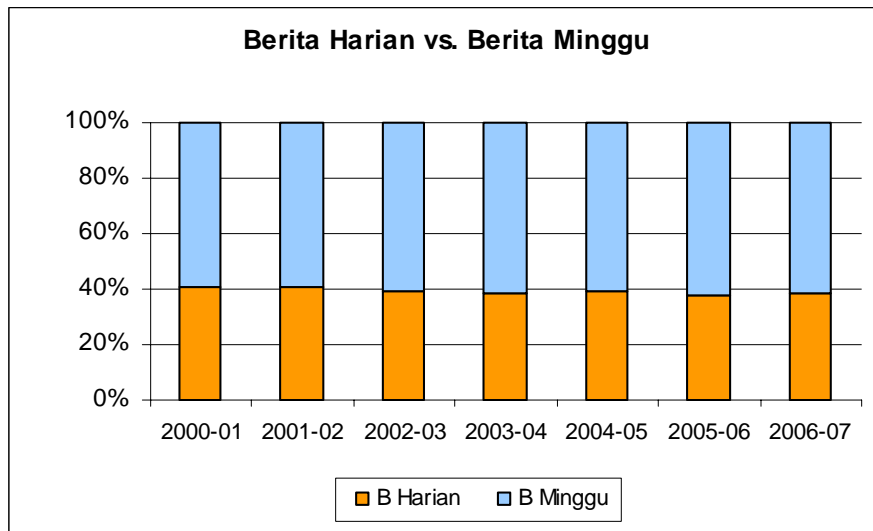
## - Pen. Malaysia Chinese Sunday Newspaper



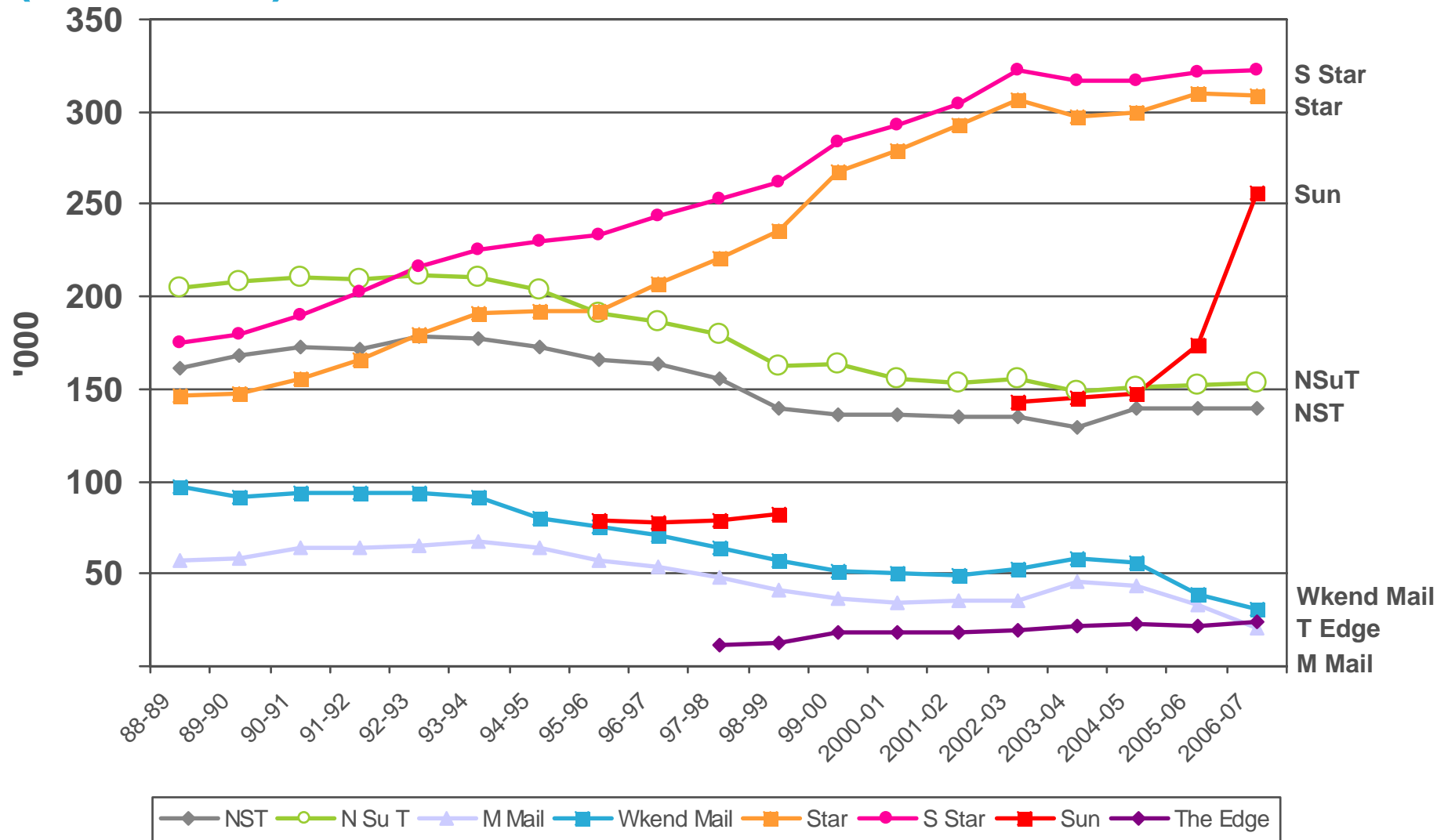
# Audited Circulation Trends – Bahasa Malaysia Newspapers (1988 – 2007)



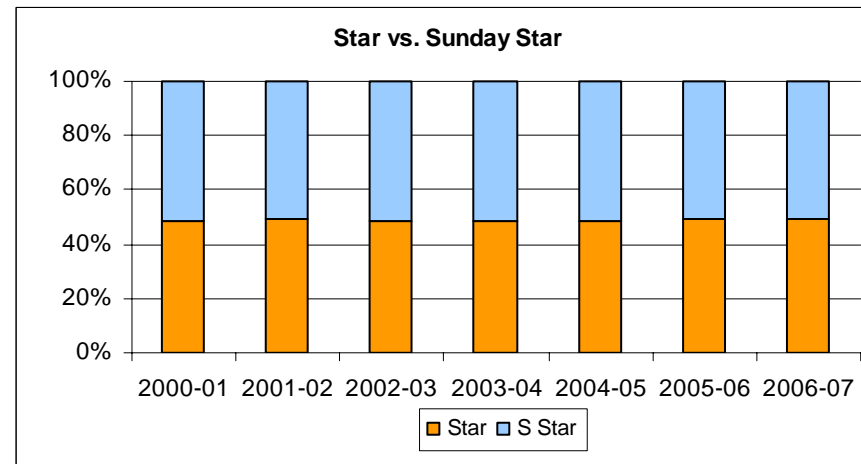
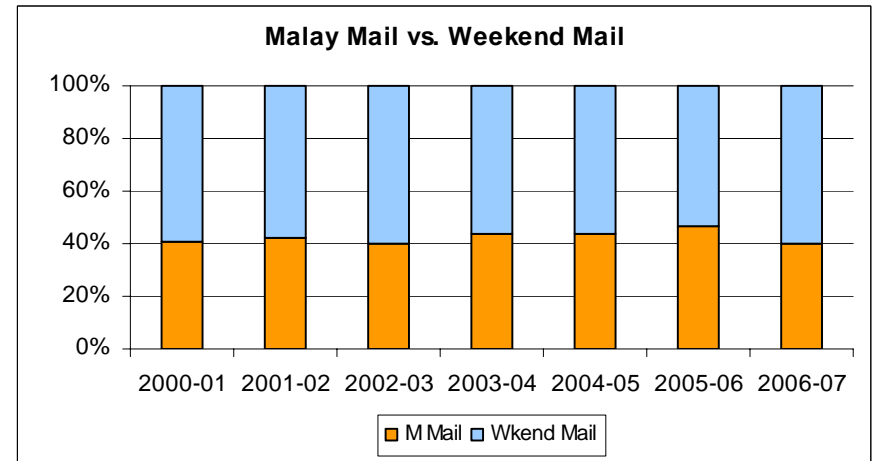
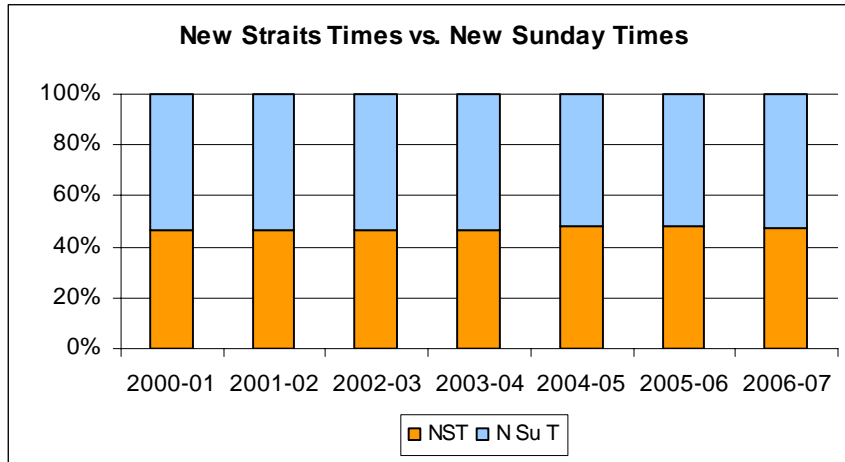
# Dailies Vs Sundays – Bahasa Malaysia Newspapers (Peninsular Malaysia) - 2000-2007



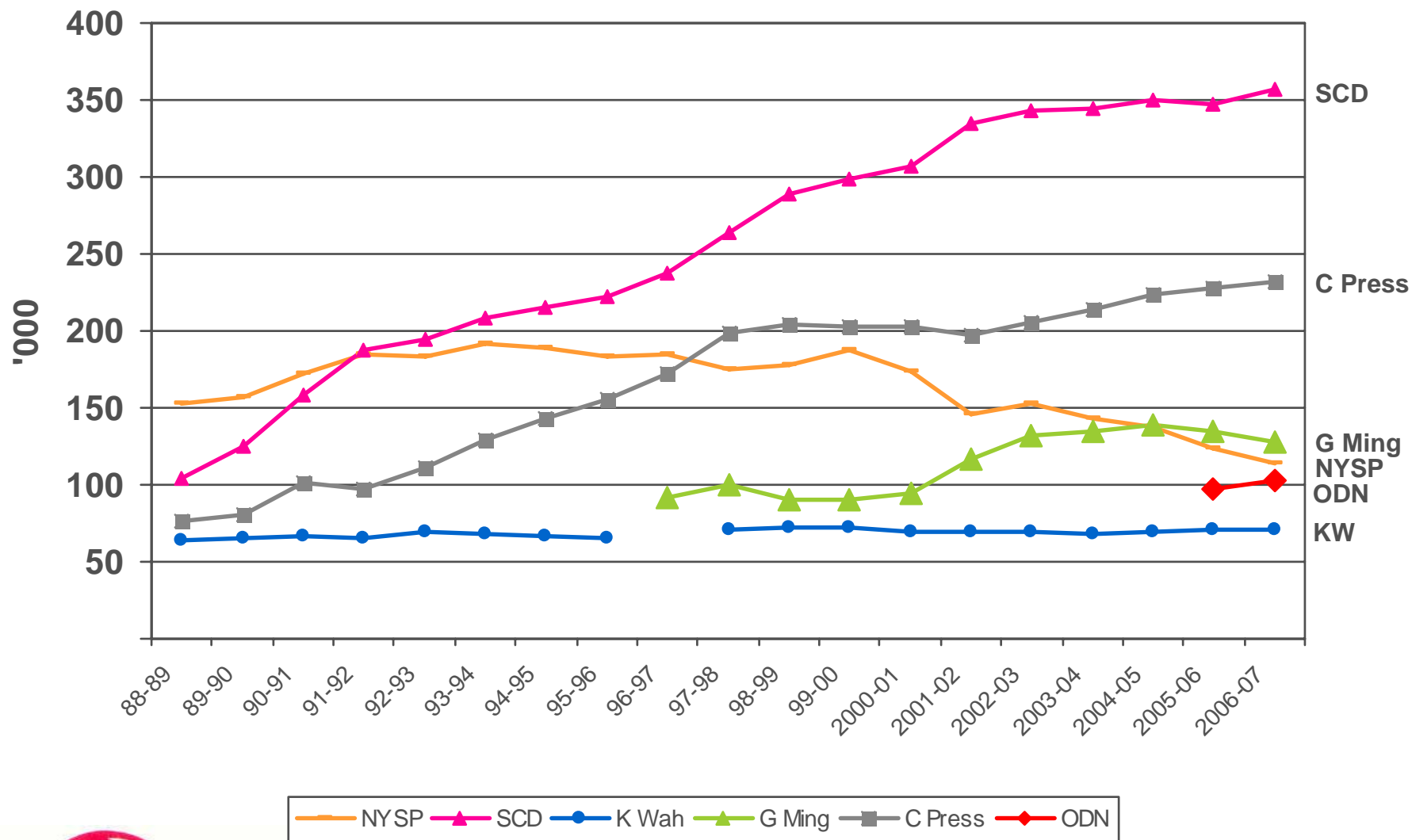
# Audited Circulation Trends – English Newspapers (1988-2007)



# Dailies Vs Sundays – English Newspapers (Peninsular Malaysia) - 2000-2007



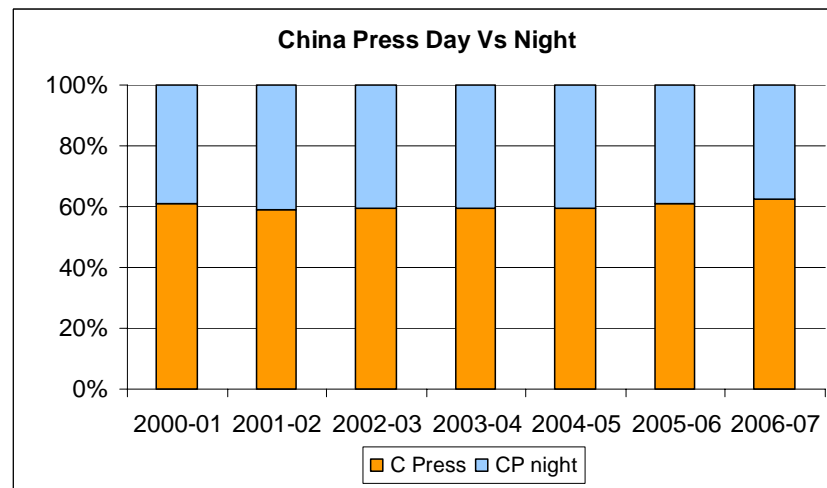
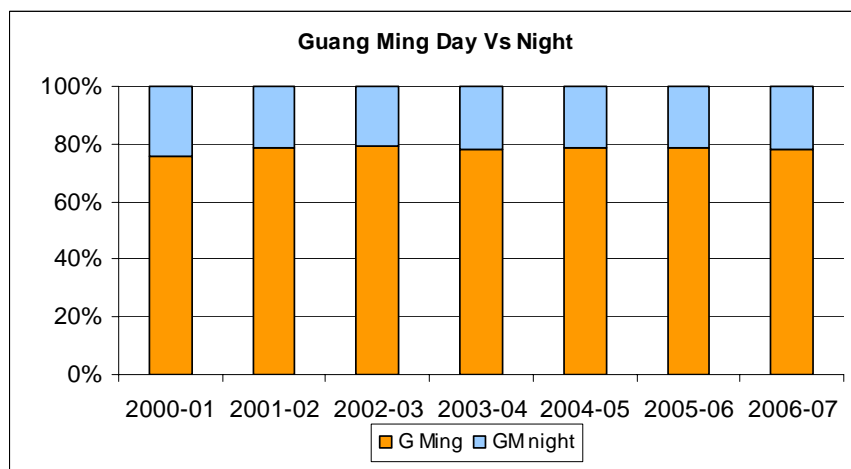
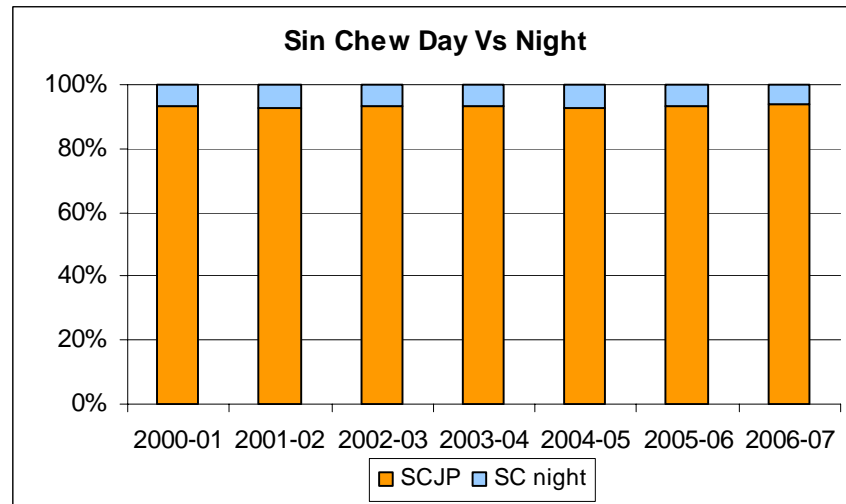
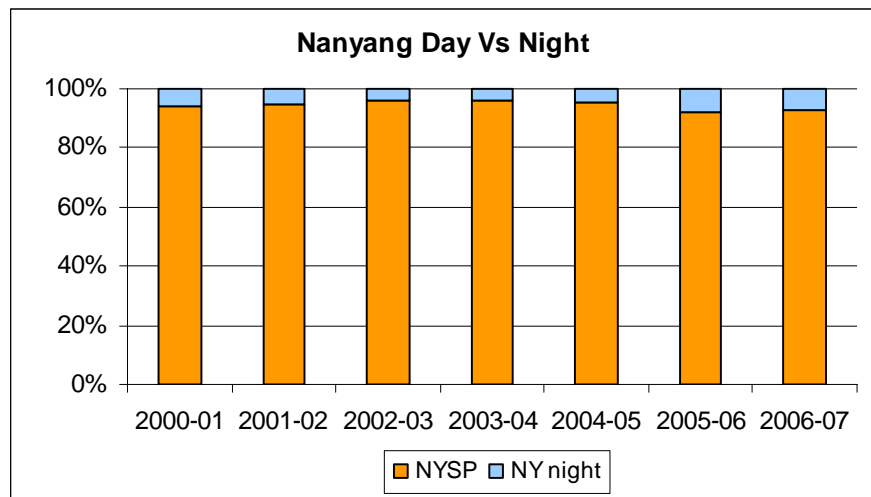
# Audited Circulation Trends – Chinese Newspapers (1988-2007)



Note : Kwong Wah 06-07 average net sales not available. However, 05-06 average net sales figures were included.



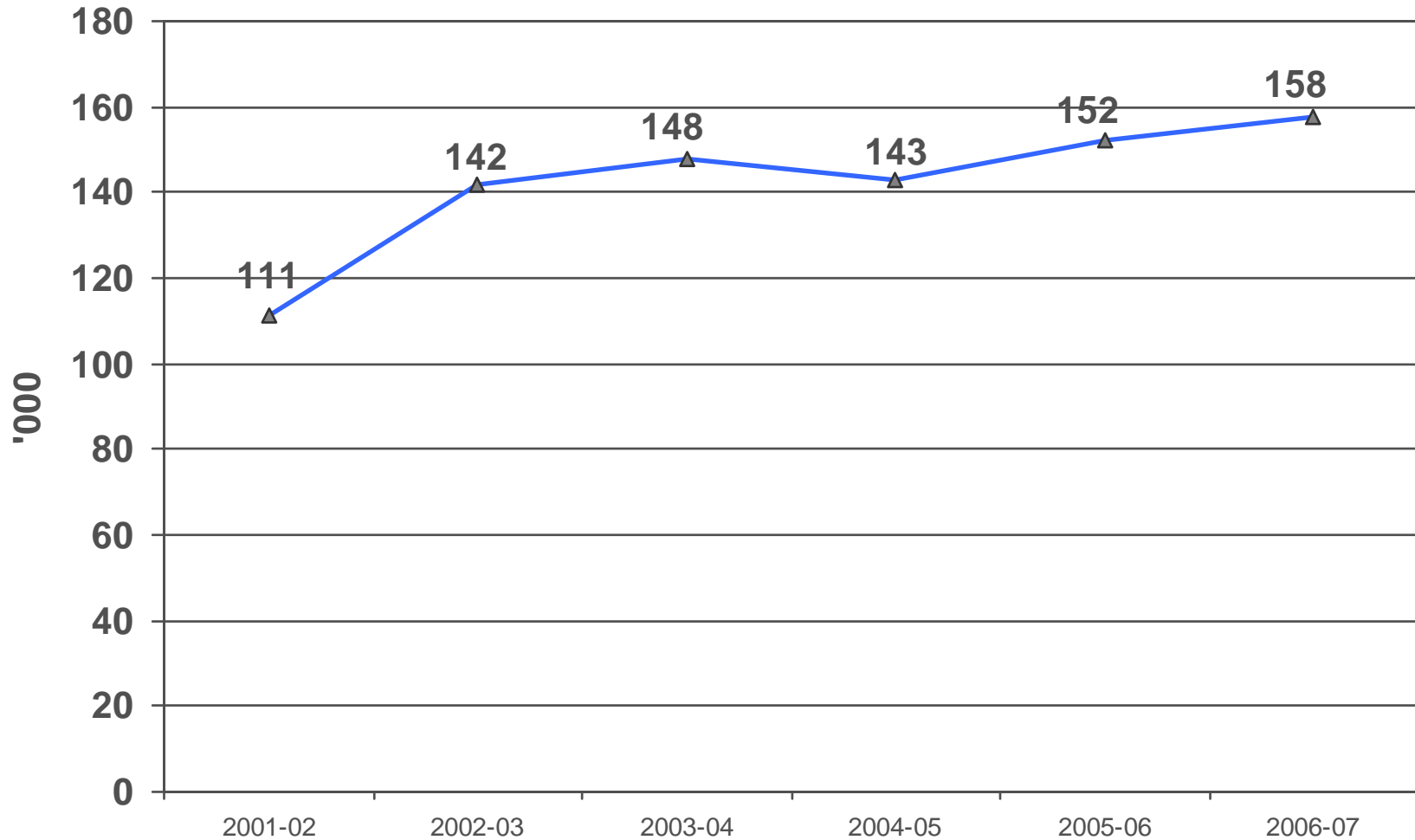
# Day Vs Night Sales – Chinese Newspapers (Peninsular Malaysia) - 2000-2007



Note : Oriental Daily News does not have night sales copies.



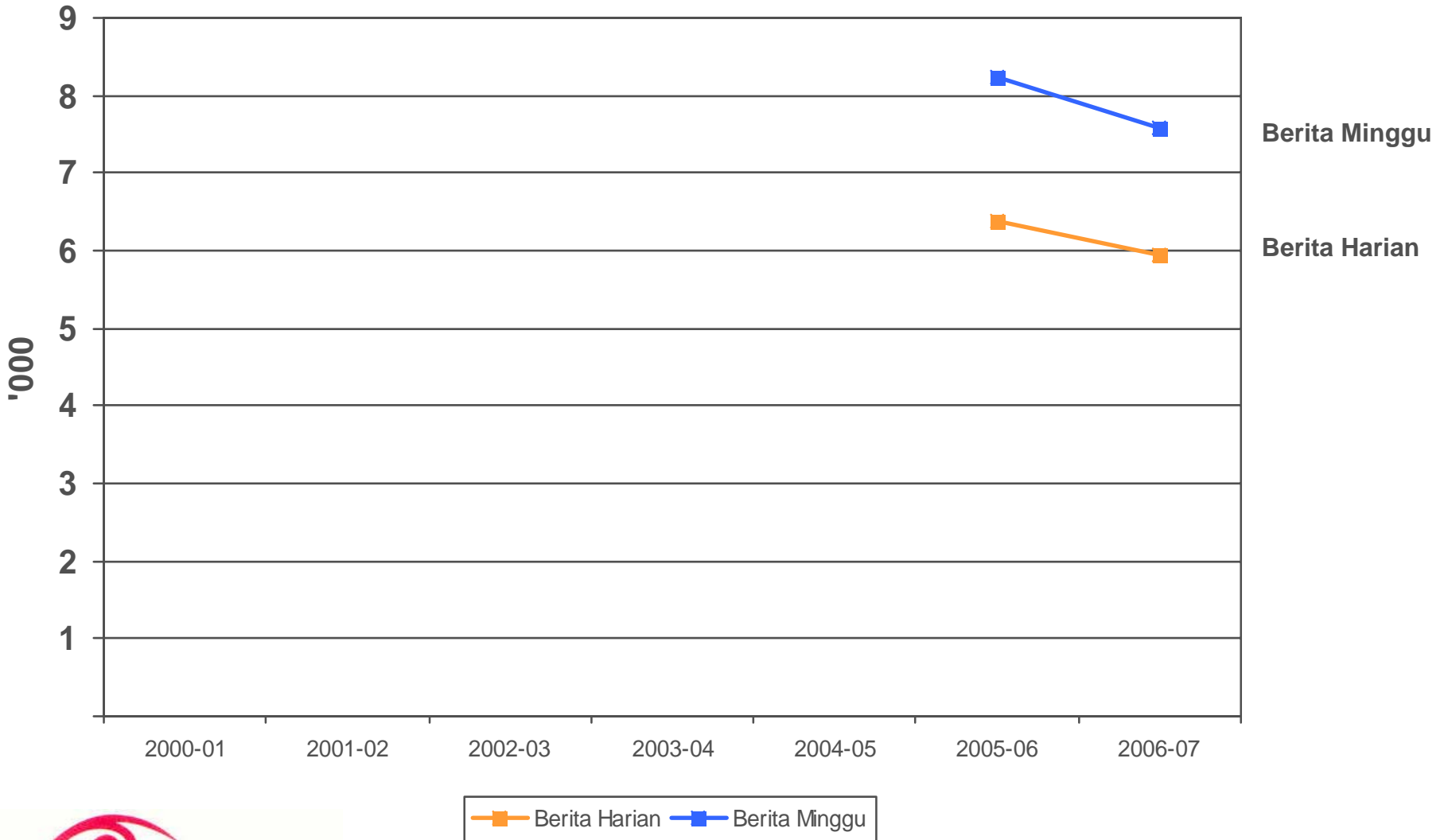
# Total Newspaper Circulation (Sabah) 2001 - 2007



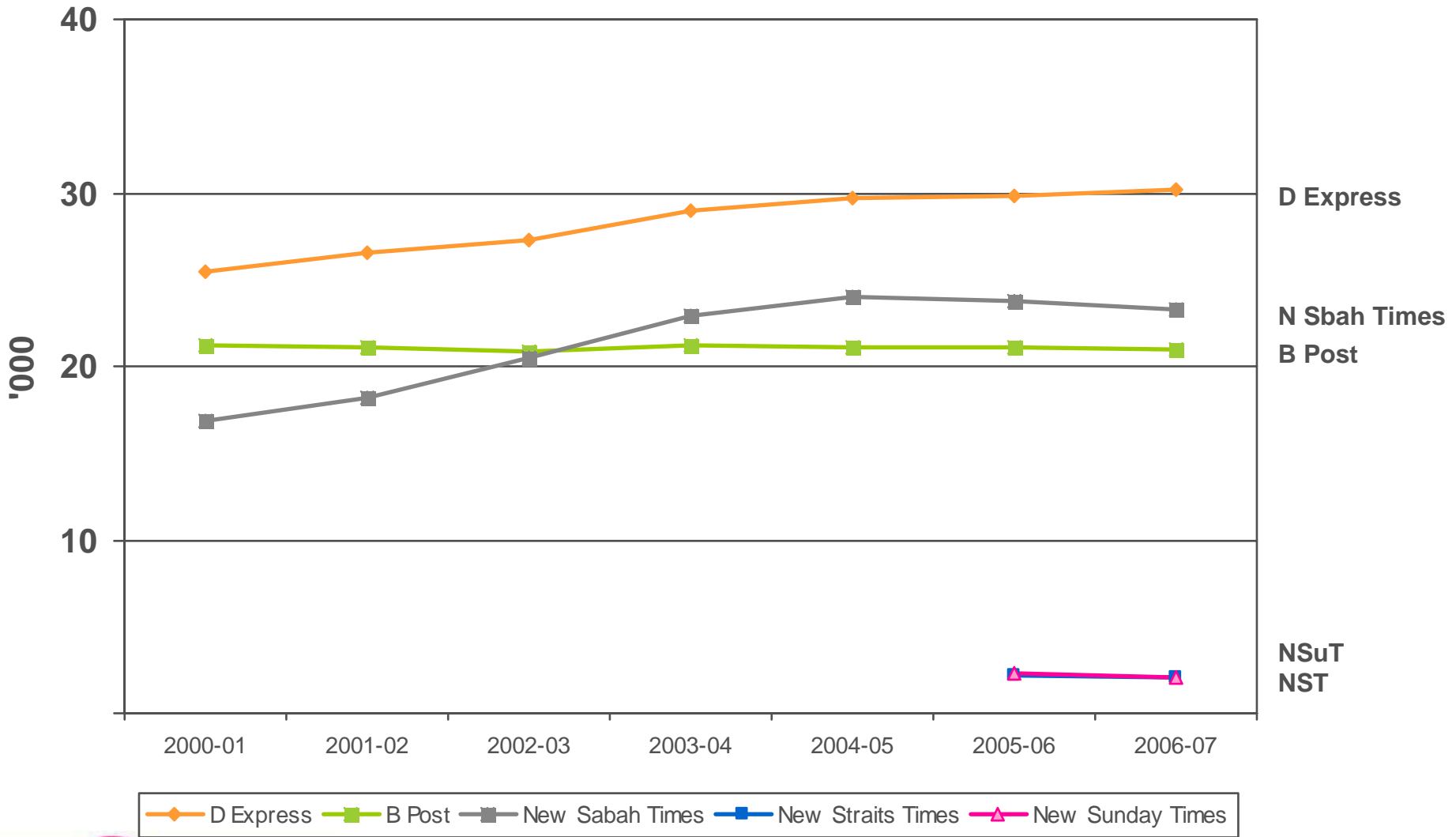
# Audited Daily Circulation Trends By Language (Sabah) 2000 - 2007



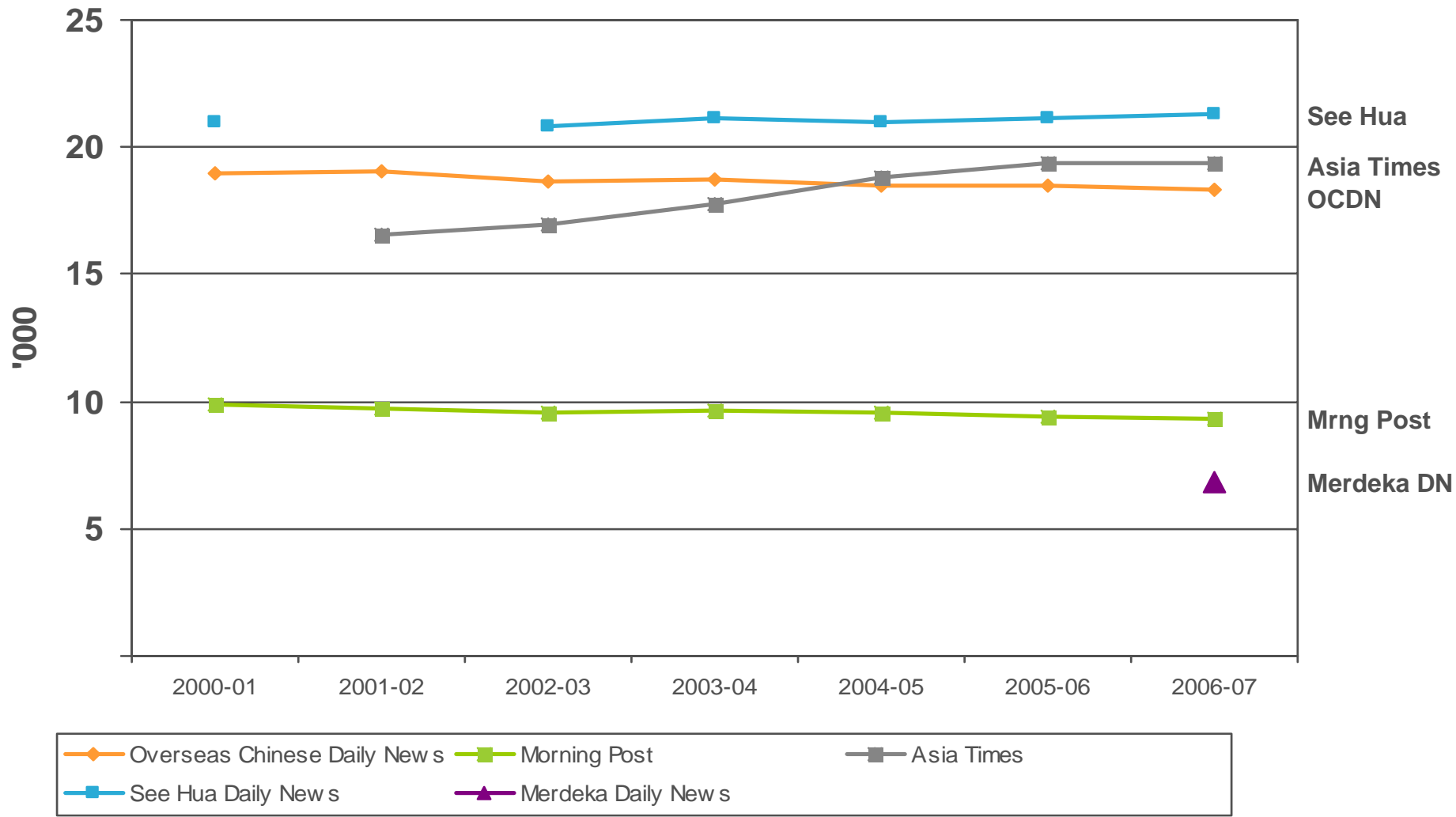
# Audited Circulation Trends (Sabah) - Bahasa Malaysia Papers 2000 - 2007



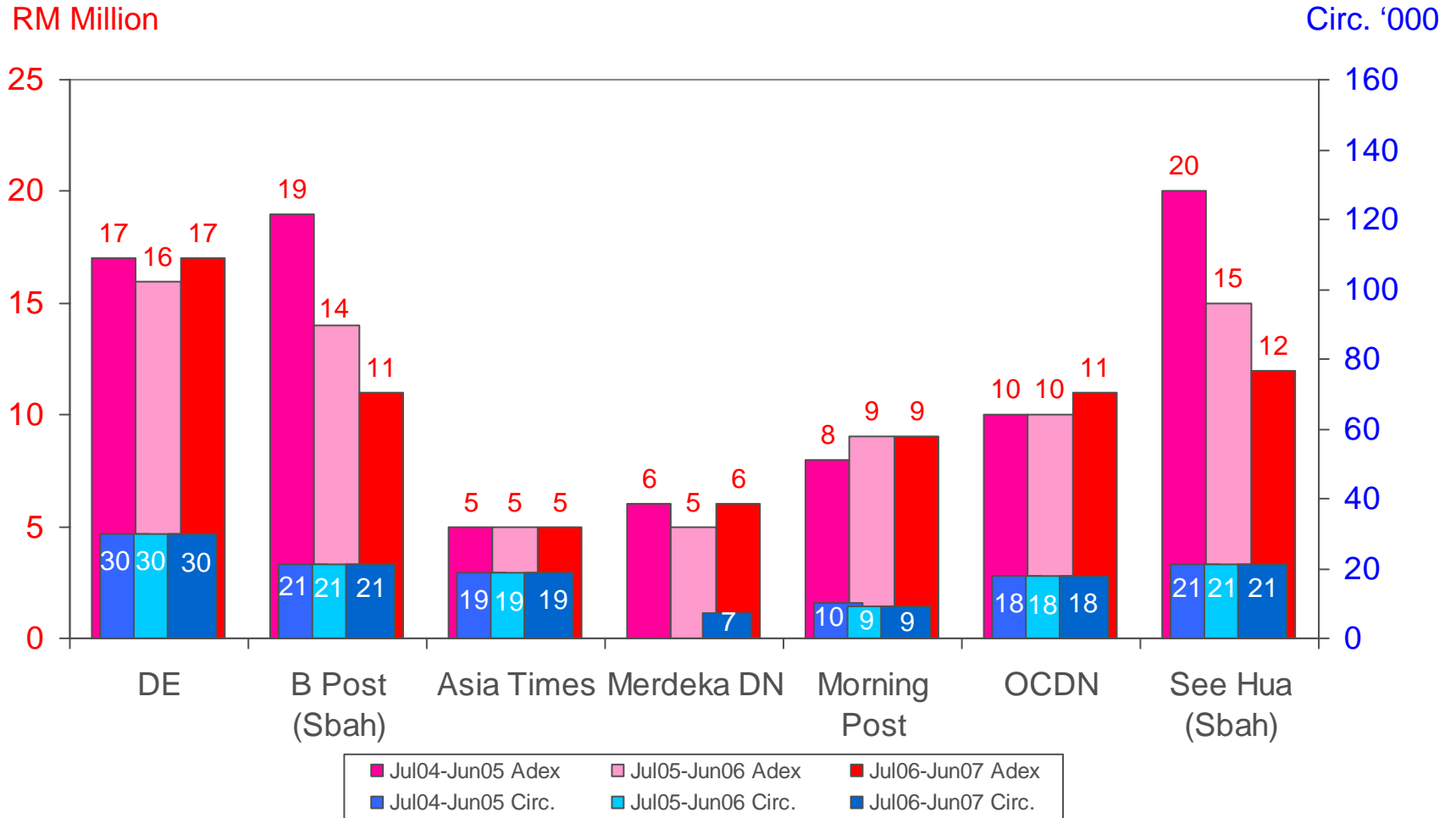
# Audited Circulation Trends (Sabah) - English Papers 2000 - 2007



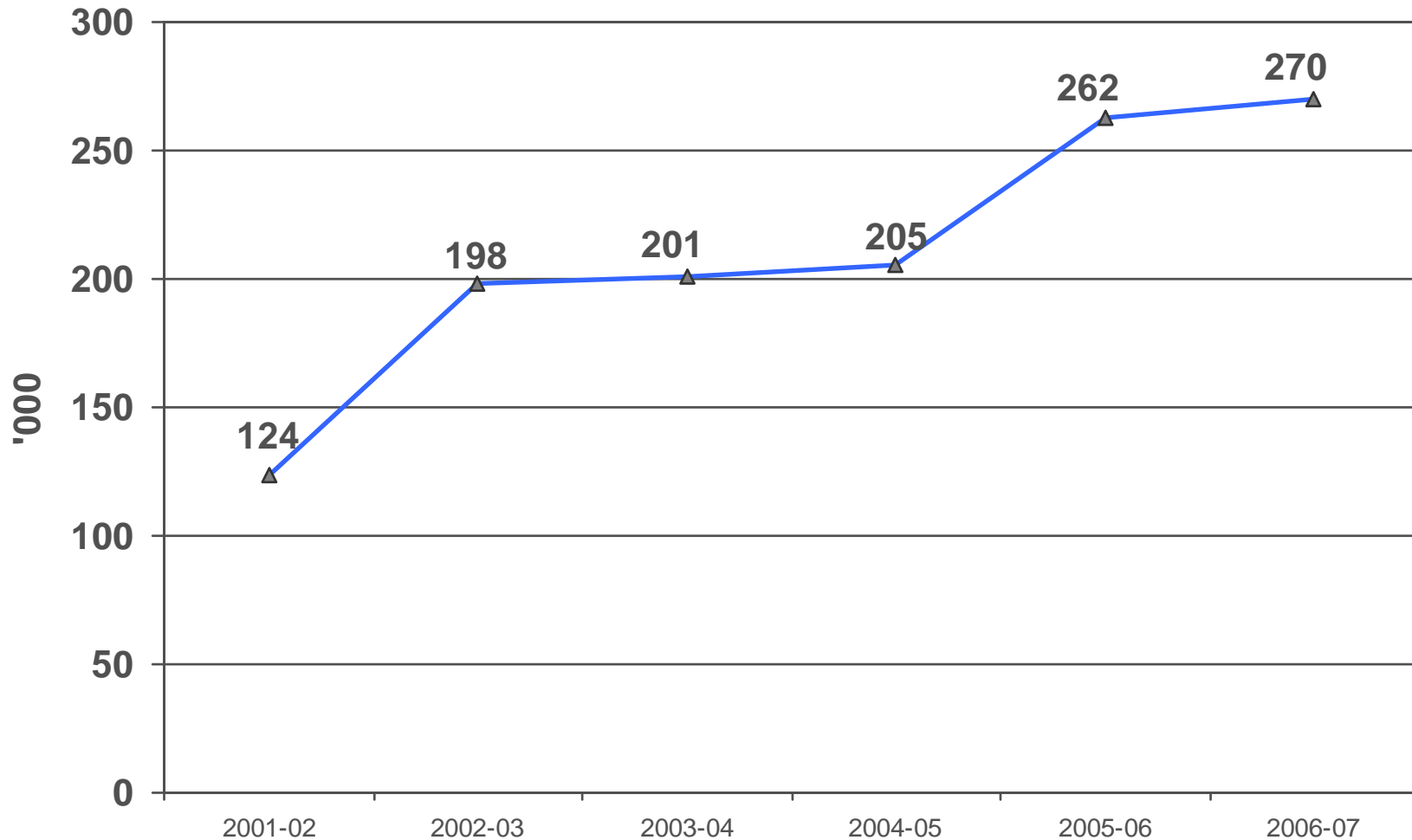
# Audited Circulation Trends (Sabah) - Chinese Papers 2000 - 2007



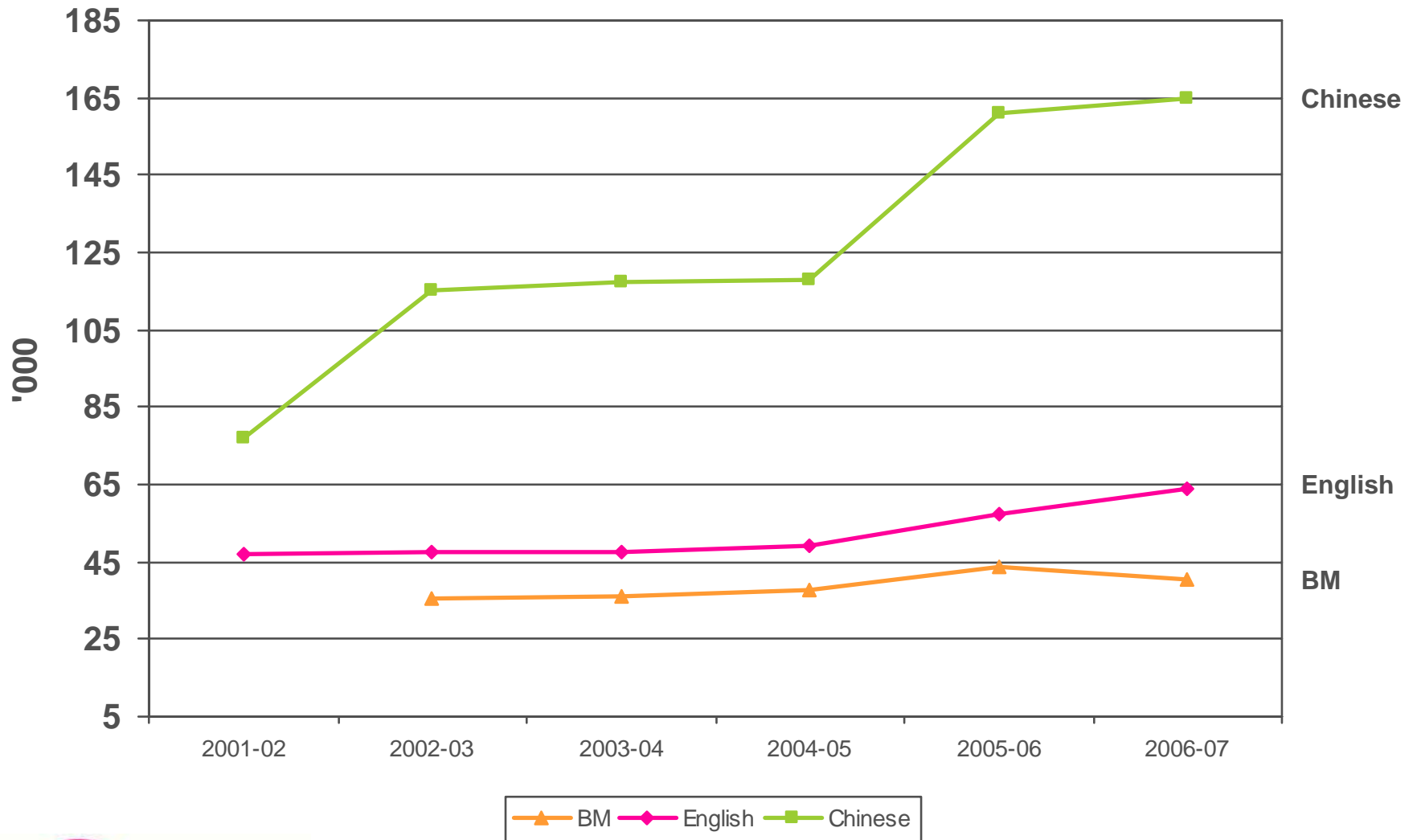
# Print Adex vs Circulation - Sabah



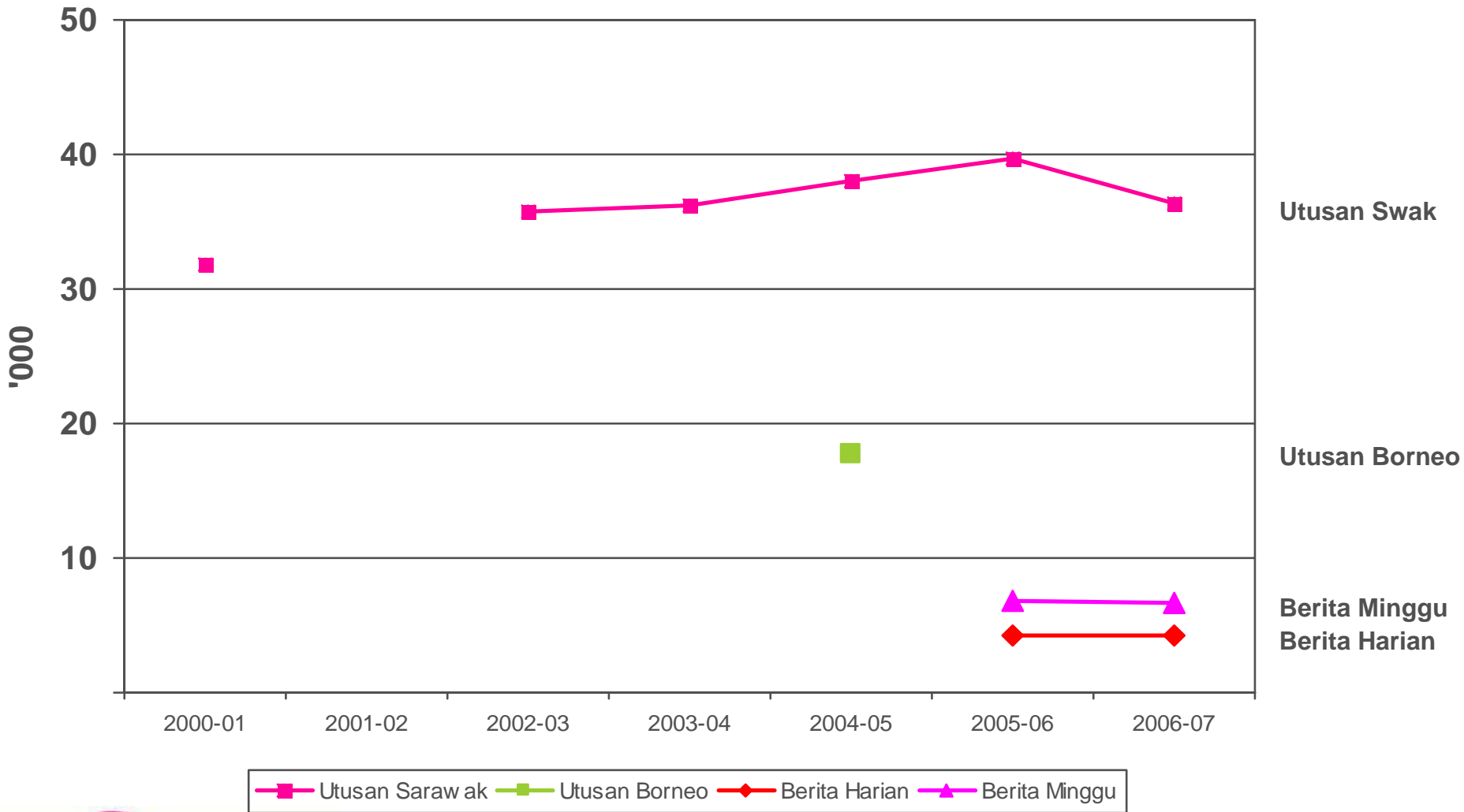
# Total Newspaper Circulation (Sarawak) 2001 - 2007



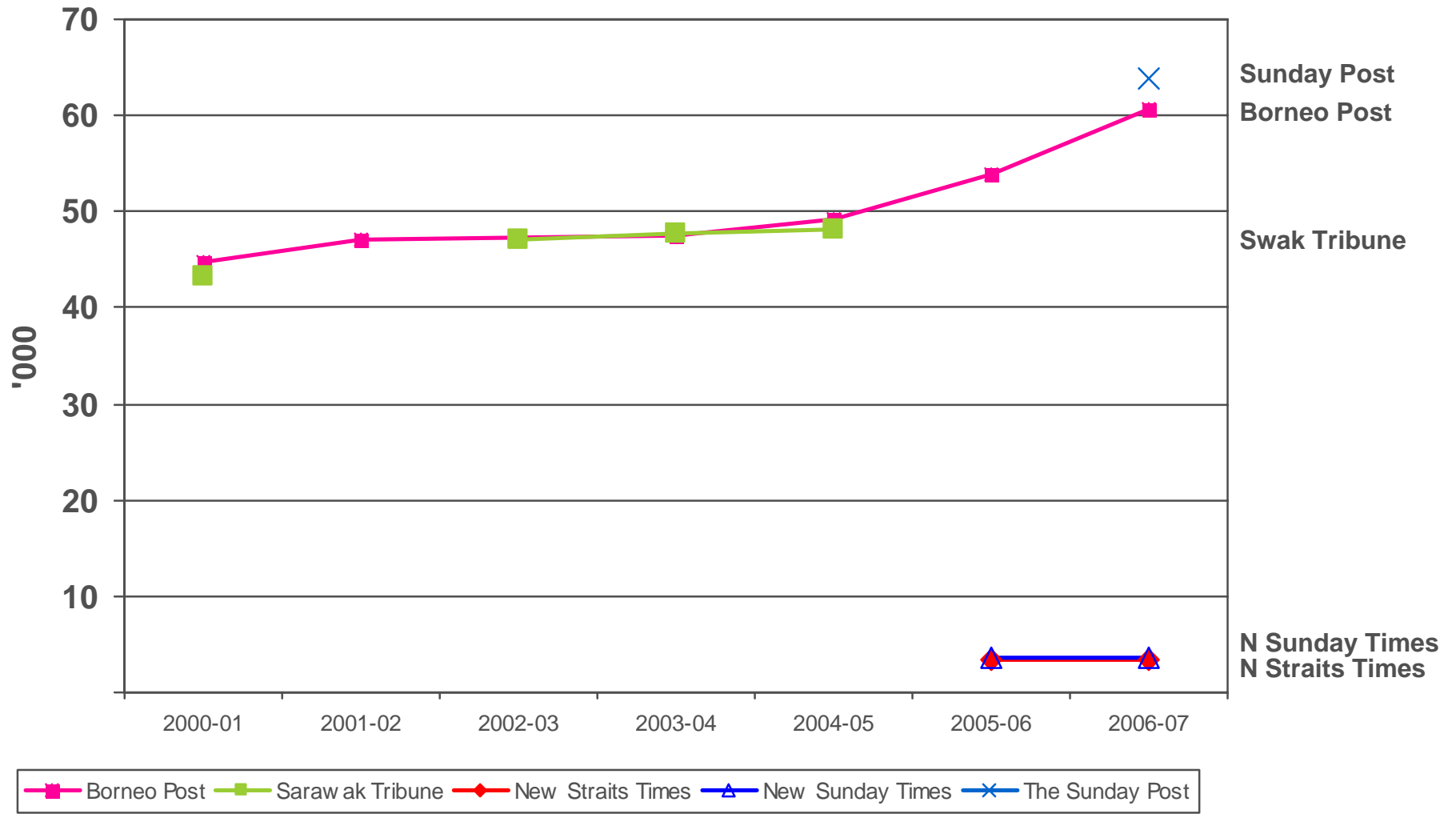
# Audited Daily Circulation Trends By Language (Sarawak) 2001 - 2007



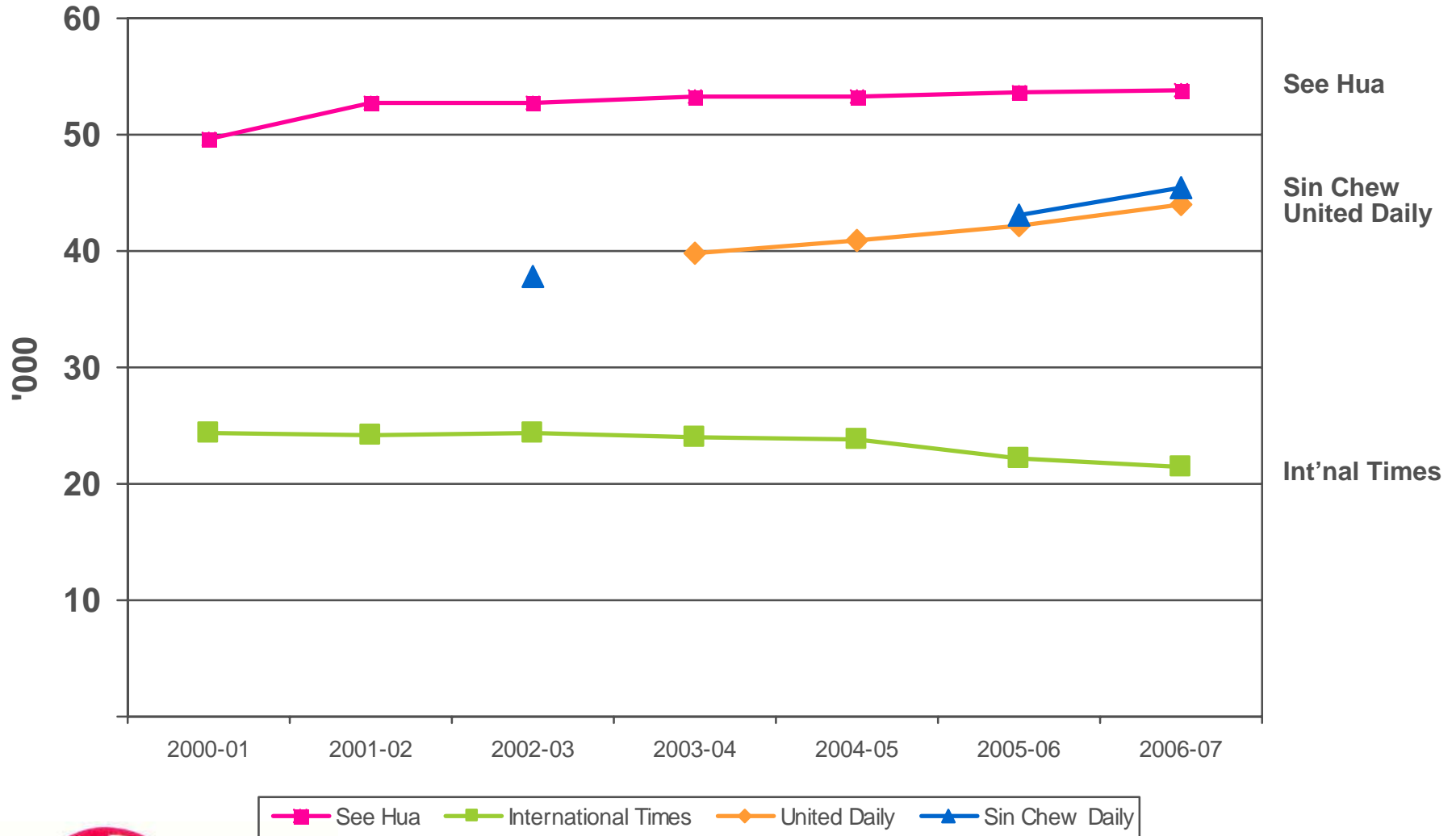
# Audited Circulation Trends (Sarawak) - Bahasa Malaysia Papers 2000 - 2007



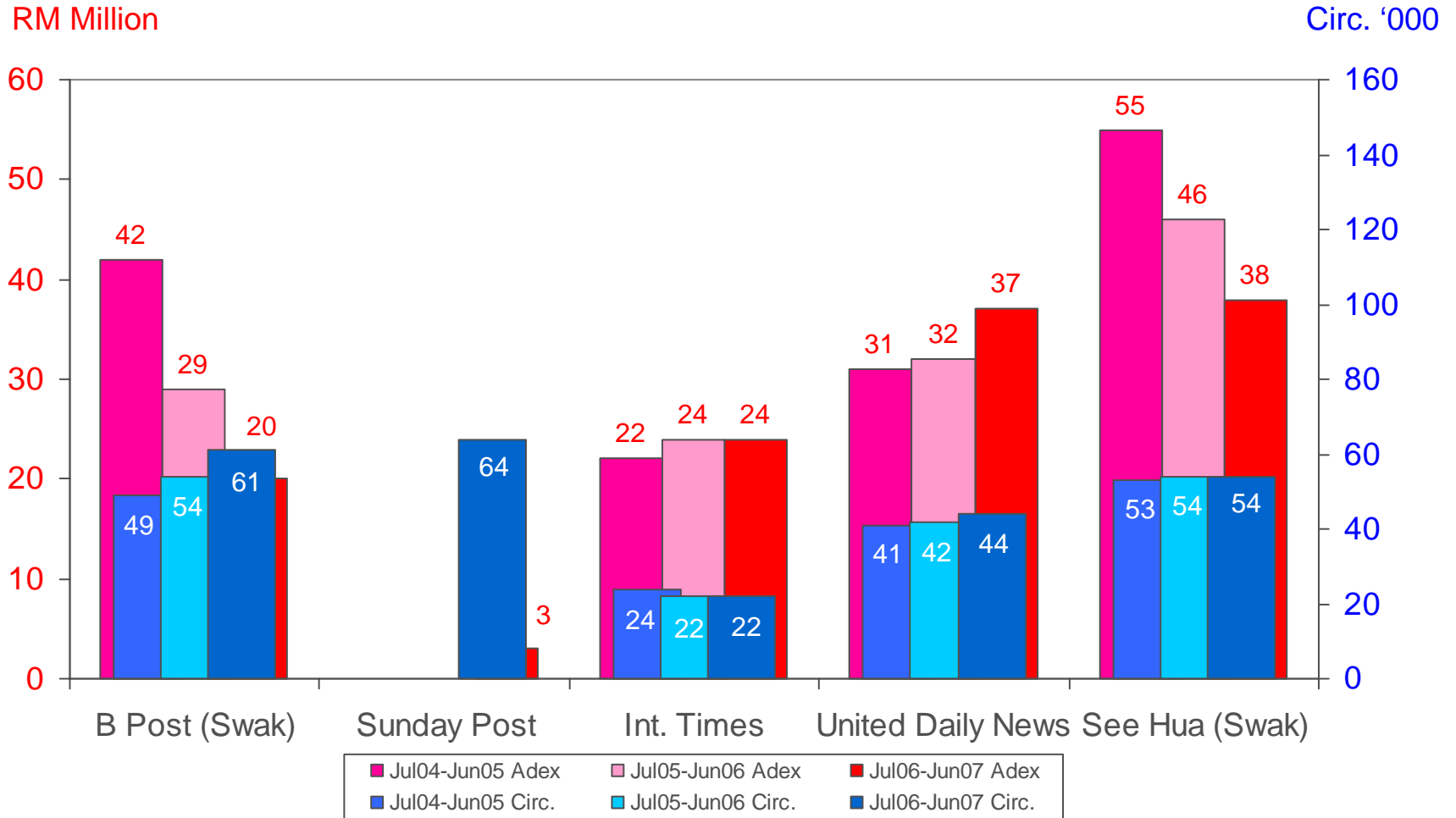
# Audited Circulation Trends (Sarawak) - English Papers 2000 - 2007



# Audited Circulation Trends (Sarawak) - Chinese Papers 2000 - 2007



# Print Adex vs Circulation - Sarawak

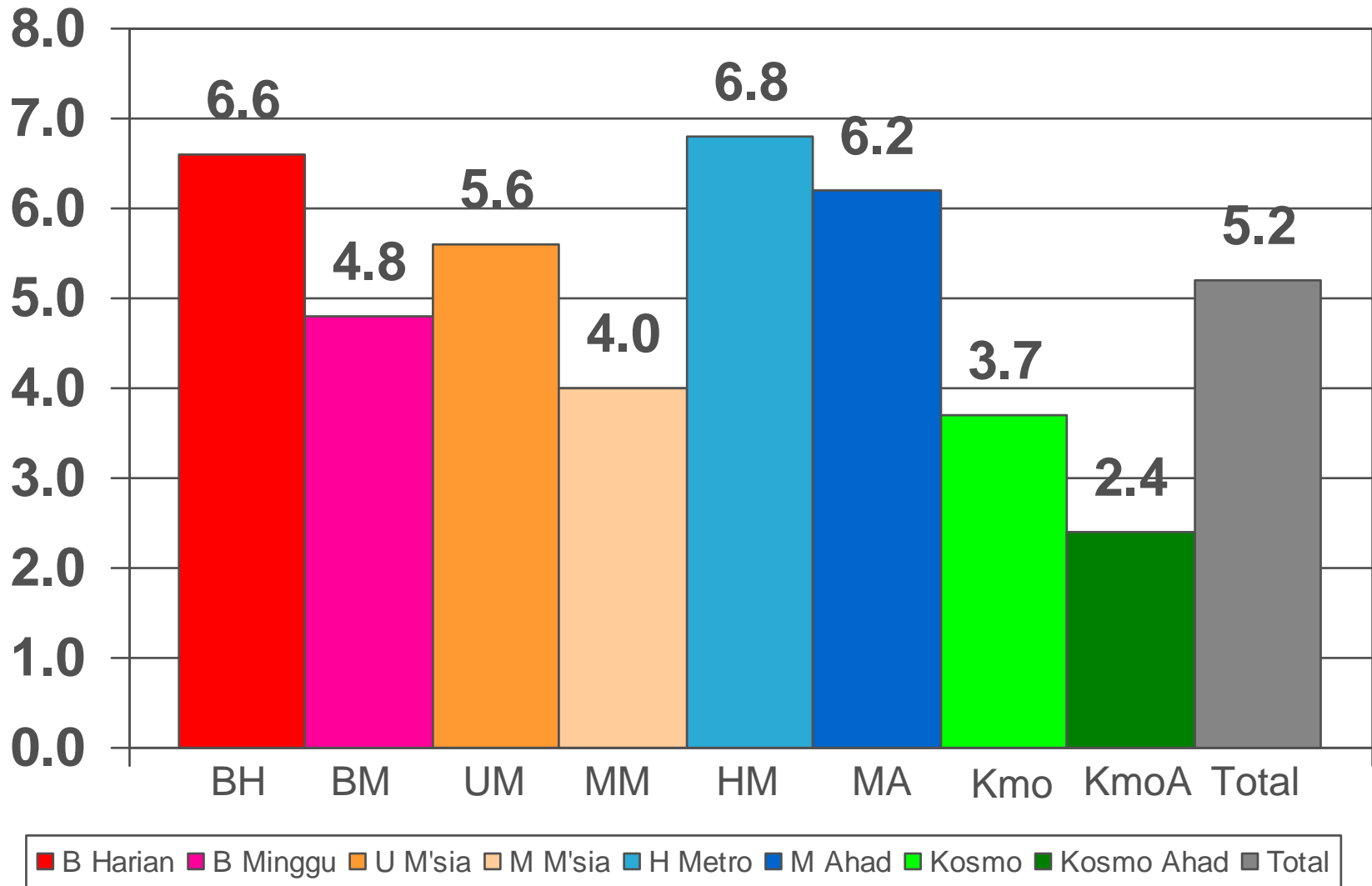


# Readership

## By Language & Publications



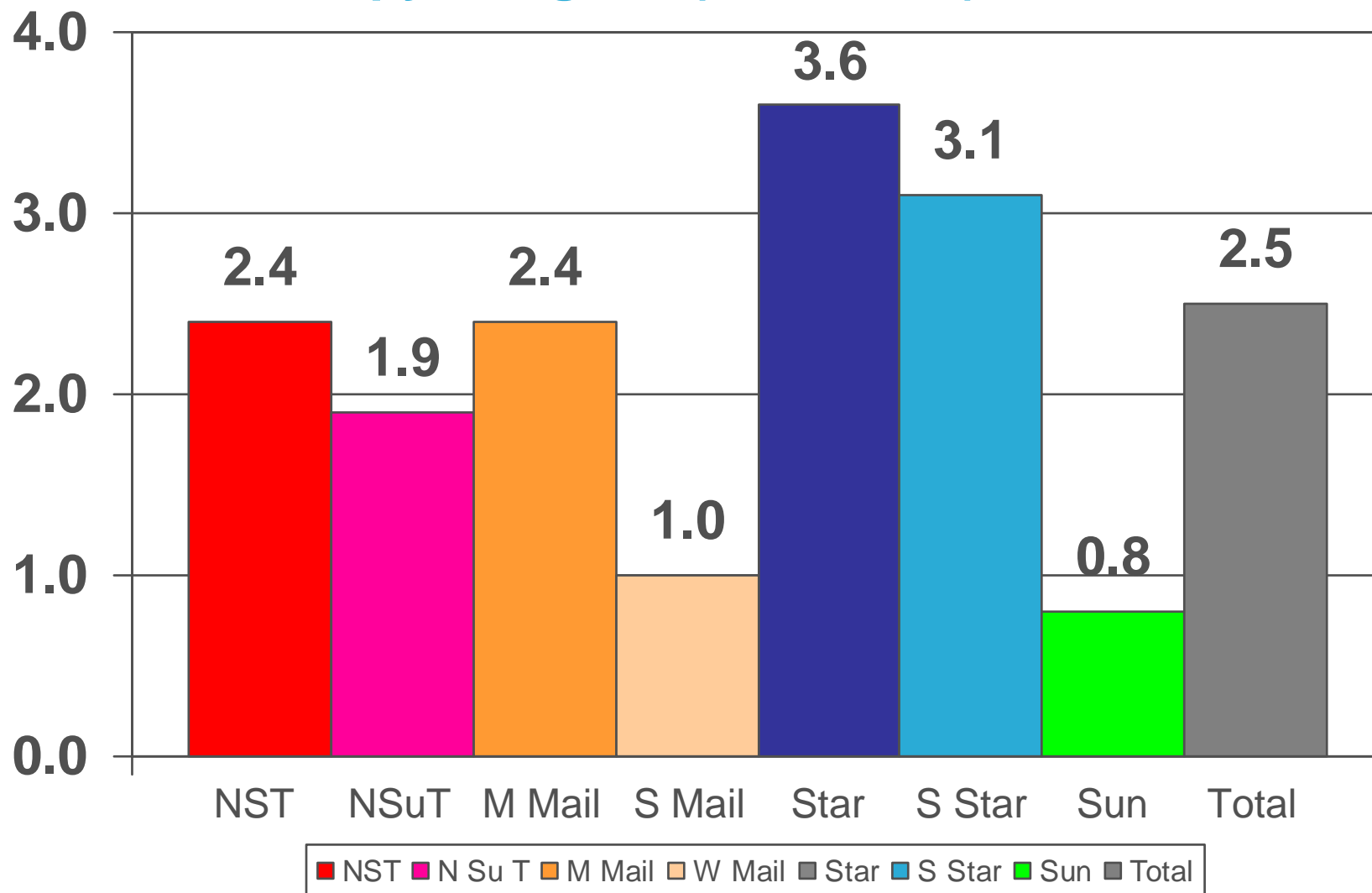
# Readers Per Copy - Bahasa Malaysia (2006-2007)



Source : Nielsen Media Research



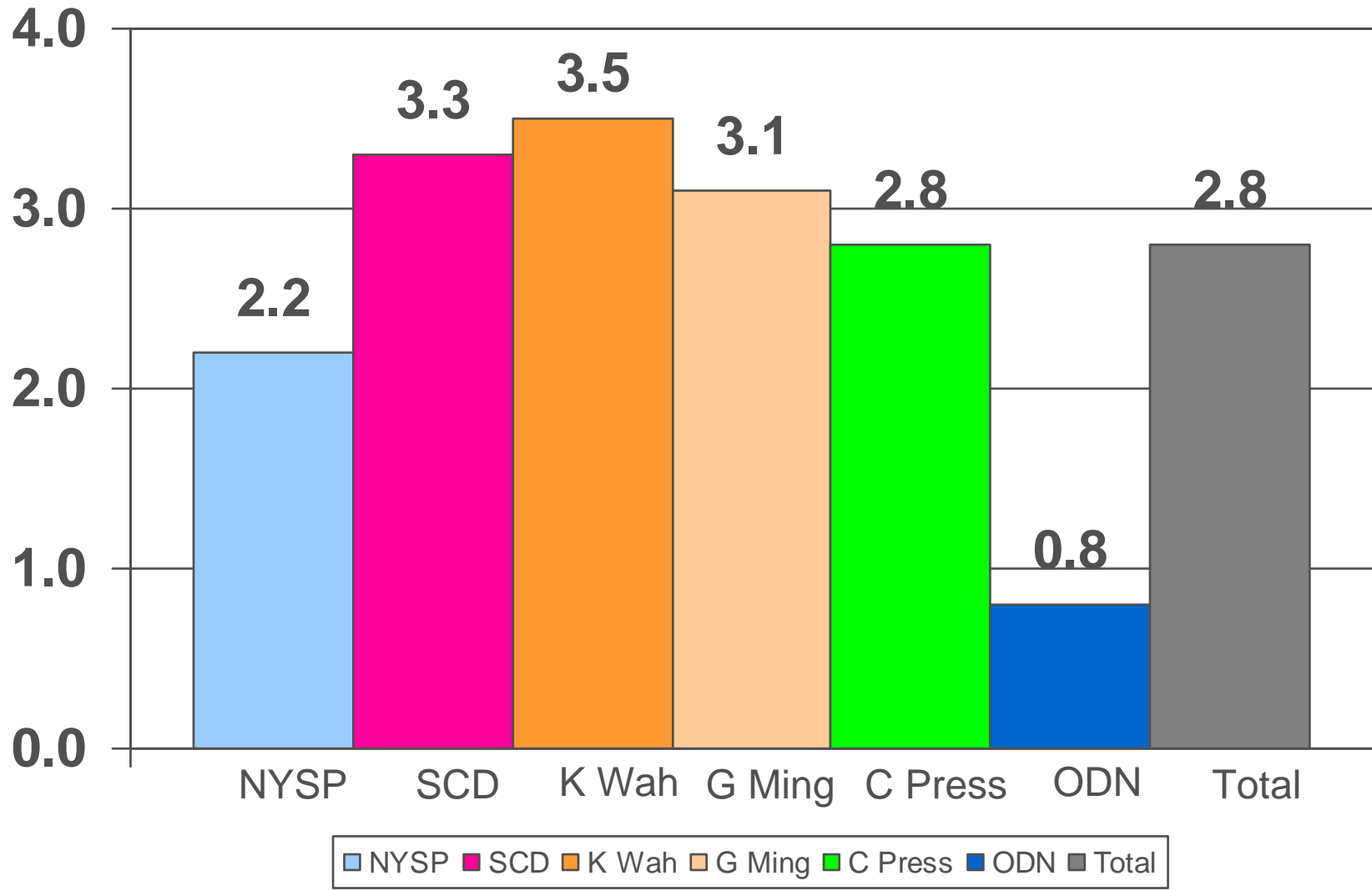
## Readers Per Copy - English (2006-2007)



Source : Nielsen Media Research



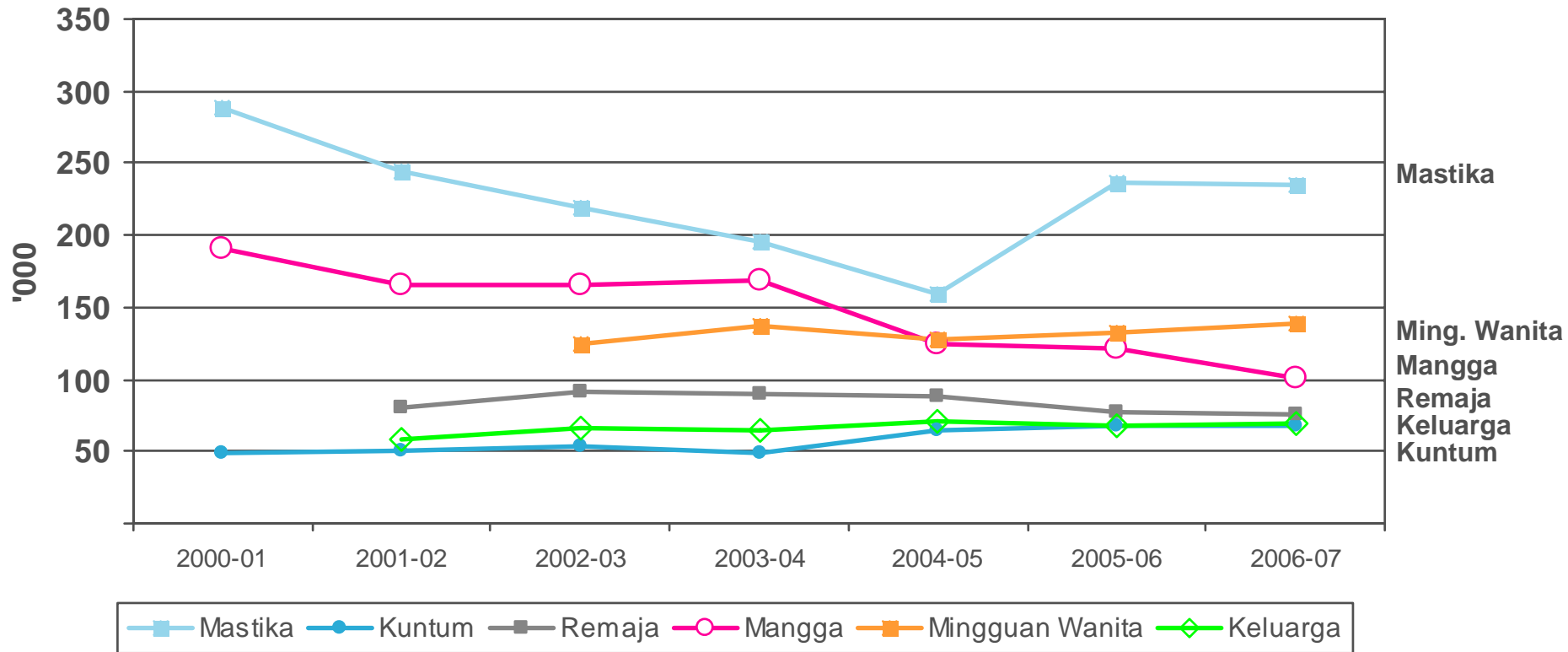
## Readers Per Copy - Chinese (2006-2007)



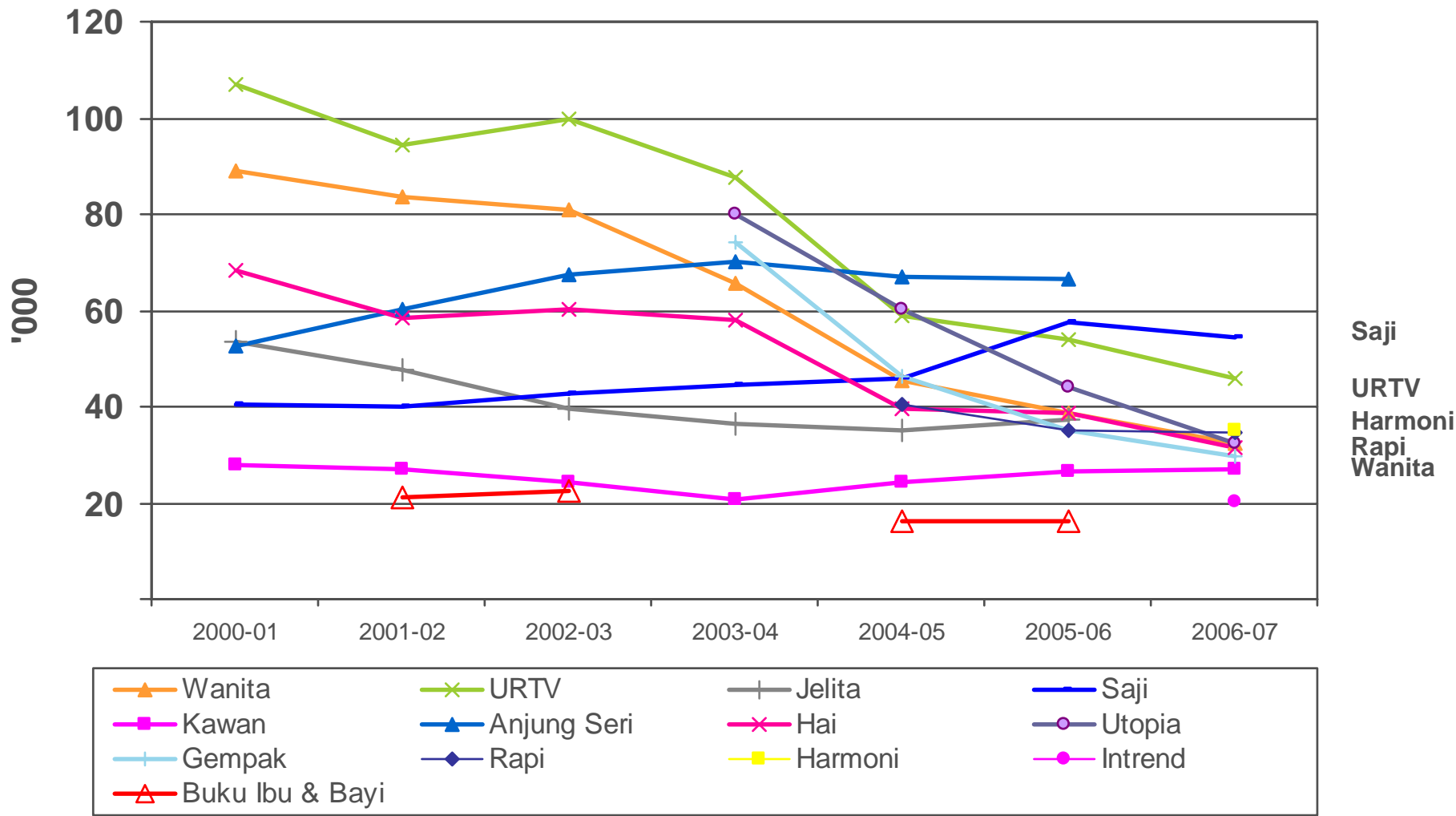
# MAGAZINES



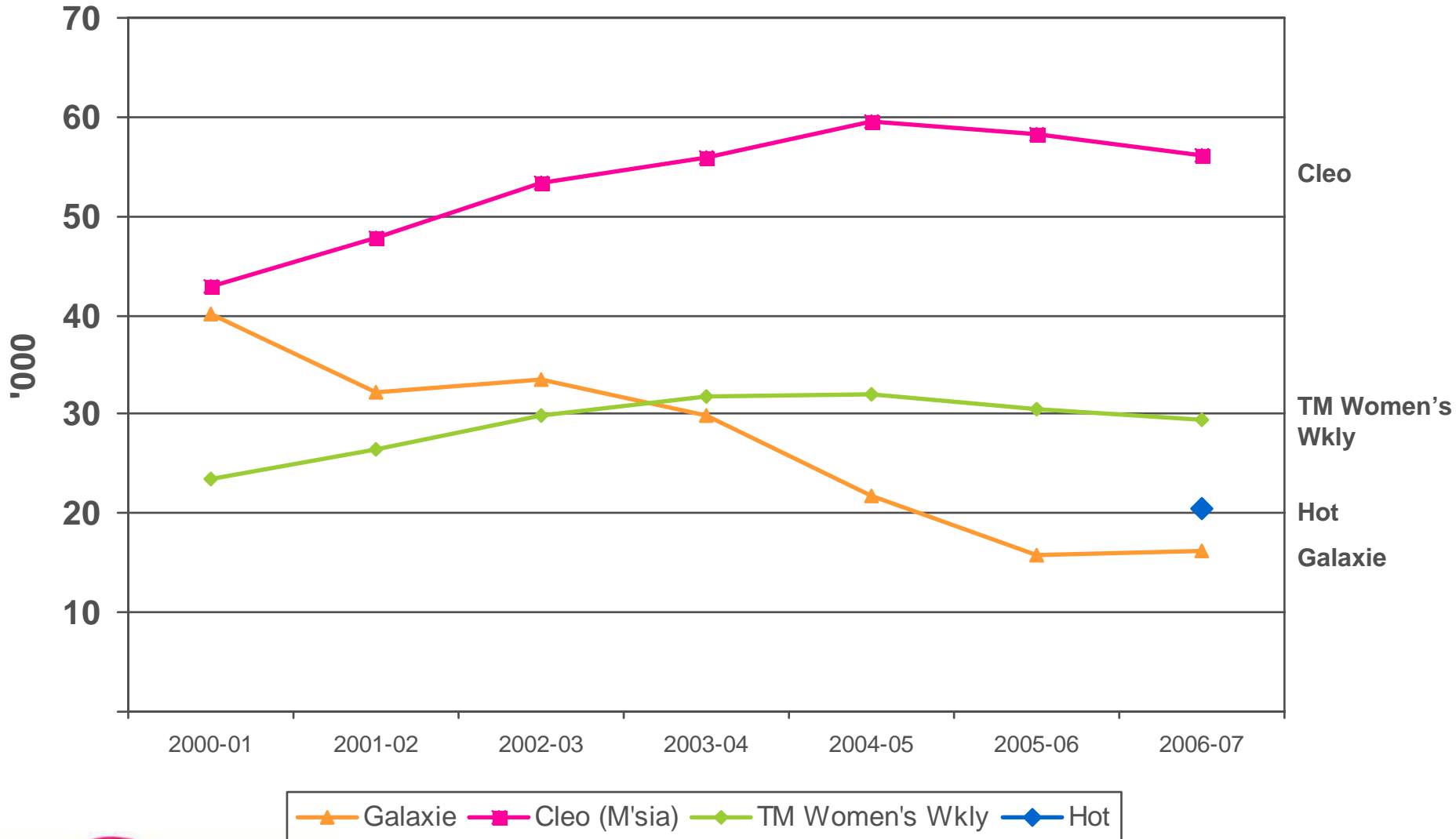
# Audited Circulation Trends – Bahasa Malaysia Magazines (Top 6) 2000 - 2007



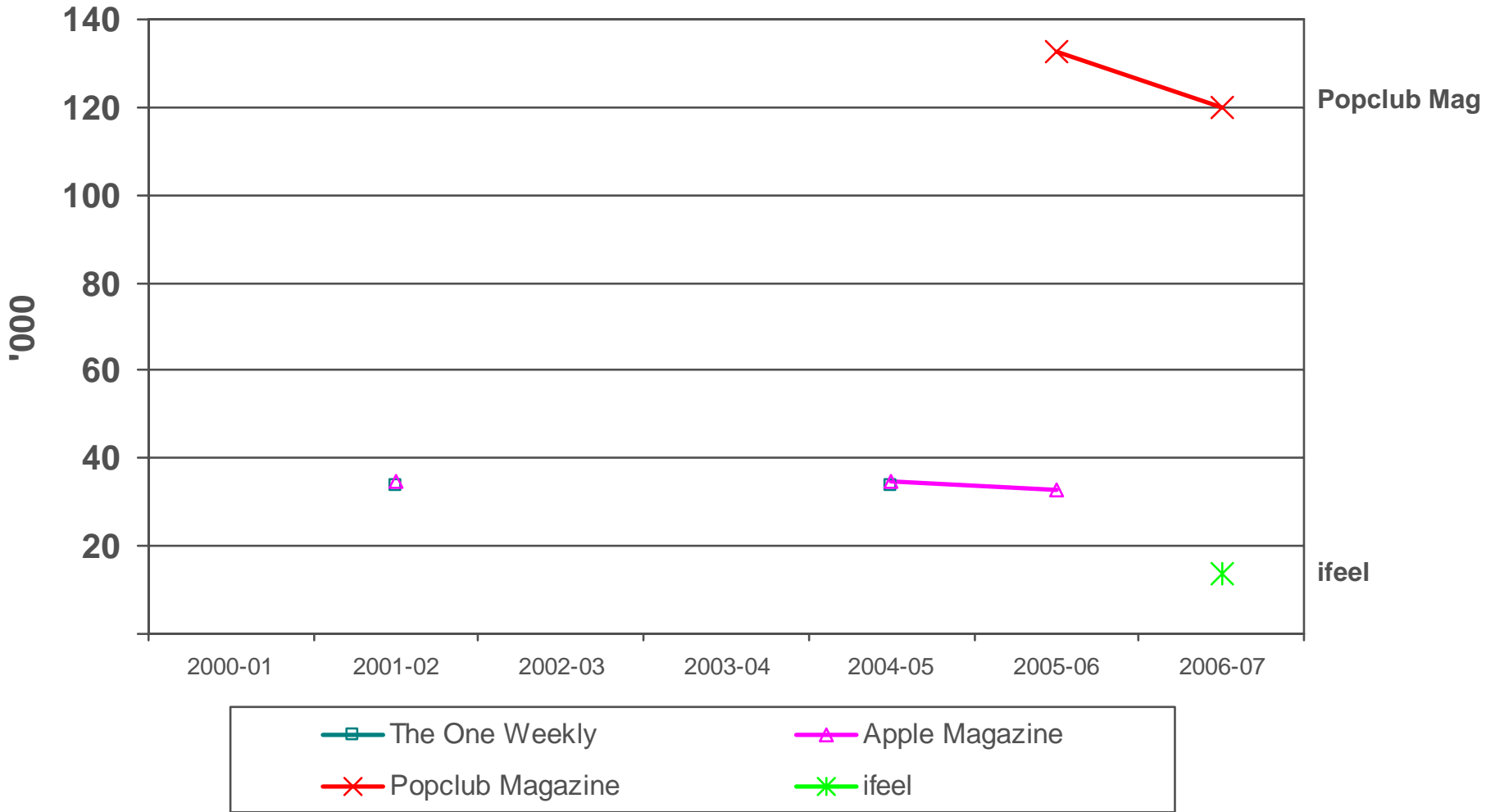
# Audited Circulation Trends – Bahasa Malaysia Magazines 2000 - 2007



# Audited Circulation Trends – English Magazines 2000 - 2007



# Audited Circulation Trends – Chinese Magazines 2000 - 2007



**THANK YOU**



# Truth or dare?

When choosing media to carry your ads, you can either rely on authenticated, third-party audited figures, or you can take your chances with self-proclaimed figures.

The Audit Bureau of Circulations exists to ensure that advertisers and media planners have access to the first.

At ABC, our core values are credibility, integrity and transparency. We provide circulation figures that are accurate and professionally audited so that companies' investment in media is protected to eliminate media wastage and achieve desired results.

The Audit Bureau of Circulations has been the industry's touchstone for trustworthy, accurate and professionally audited figures since 1975. ABC consists of MAA, 4As, MSA and member publications. To find out more about ABC, call J. Mathews at 603-7660 8535 or fax your enquiries to 603-7660 8532. You can also email us at [abc@macomm.com.my](mailto:abc@macomm.com.my) or visit our website at [www.abc.com.my](http://www.abc.com.my).



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