AUDIT BUREAU OF CIRCULATIONS
Circulation Figures
Newspapers - East Malaysia Publications

Return of Average Net Sales/Distribution
Figures approved as at 26 May 2011

SABAH	01.07.05 to 30.06.06	01.07.06 to 30.06.07	01.07.07 to 30.06.08	01.07.08 to 30.06.09	01.07.09 to 30.06.10	01.07.10 to 31.12.10	Average net sales per publishing day at published rates	Average net sales per publishing day at reduced rates	Cover Price RM	No. of publishing days 01.07.10 to 31.12.10	Summary Analysis of Average Net Sales by Major Cities: Kota Kinabalu	Sandakan	Tawau	Kudat	Pendalaman	Labuan				Others	Grand Total
English Newspapers																					
Daily Express (a)	29,826	30,123	30,557	30,467	28,789	27,897	27,897	-	1.20	180	24,563	1,610	1,724	-	-	-				-	27,897
Daily Express Sunday (b)	-	-	32,168	31,795																	
Borneo Post Sabah (a)	21,085	21,002	21,522	21,439	22,309	23,235	19,155	4,080	1.20	184	16,059	1,995	5,181	-	-	-				-	23,235
New Sabah Times (a)	23,804	23,235	23,655	22,807	22,482	22,540	22,540	-	1.20	180	16,125	1,595	1,831	1,169	1,718	99				3	22,540
New Straits Times (a)	2,169	2,013	-	1,784		1,361			2.00	156	950	121	119	-	-	-				171	1,361
New Sunday Times	2,280	2,112	-	1,989		1,455			1.80	25	1,003	148	144	-	-	-				160	1,455
The Star (a)	-	-	-	2,263		2,041			2.00	180										2,041	2,041
The Sunday Star (b)	-	-	-	2,341		2,116			2.00	25										2,116	2,116
Total	79,164	78,485	107,902	114,885	73,580	80,645	69,592	4,080			58,700	5,469	8,999	1,169	1,718	99				4,491	80,645
Chinese Newspapers																					
Overseas Chinese Daily News (a)	18,498	18,300	17,981	17,311	16,665	16,101	16,101	-	1.20	180	14,816	646	639	-	-	-				-	16,101
Overseas Chinese Daily News Sunday (b)	-	-	18,434	17,724																	
Morning Post (a)	9,395	9,291	9,338	9,283	9,118	8,974	6,195	2,779	1.20	180	-	-	8,974	-	-	-				-	8,974
Asia Times (a)	19,333	19,403	19,460	19,334	19,184	19,108	19,021	87	1.20	182	9,769	3,300	2,798	715	1,409	820				297	19,108
See Hua Daily News (a)	21,147	21,286	21,855	23,339		26,698	23,378	3,320	1.20	184	18,113	2,208	6,377								26,698
Merdeka Daily News (a)	-	6,858	6,957	6,910	6,814	6,695	6,695	-	1.00	181	40	6,391								264	6,695
Total	68,373	75,138	94,025	93,901	51,781	77,576	71,390	6,186			42,738	12,545	18,788	715	1,409	820				561	77,576
Bahasa Newspapers																					
Berita Harian	6,385	5,950	6,107	5,564		4,501			2.00	156	3,268	433	393	-	-	-				407	4,501
Berita Minggu	8,246	7,576	7,839	6,953		4,845			2.00	25	3,420	588	462	-	-	-				375	4,845
Utusan Borneo Sabah				10,535	13,255	13,825	12,475	1,350	1.20	184	11,669	618	1,538							-	13,825
Utusan Malaysia				1,298																	
Mingguan Malaysia				2,013																	
Harian Metro						2,258			2.30	156	2,251	-	-							7	2,258
Metro Ahad						2,268			2.50	25	2,241	-	-							27	2,268
Total	14,631	13,526	13,946	26,363	13,255	27,697	12,475	1,350			22,849	1,639	2,393							816	27,697
Grand Total (Sabah)	162,168	167,149	215,873	235,149	138,616	185,918					124,287	19,653	30,180	1,884	3,127	919				5,868	#######

SARAWAK

											Kota Semarahan	Kapit	Asah Jaya	Sri Aman	Sibu / Sarikei	Miri	Bintulu	Limbang	Kuching	Others	Grand Total
English Newspapers																					
Borneo Post (a)	53,783	60,643	61,598	63,392	65,841	65,570	61,080	4,490	1.00	157					17,938	14,722		-	32,910		65,570
New Straits Times	3,393	3,410	-	2,838		1,927			1.80	156					166	492	130	-	1,133	6	1,927
The Sunday Post			65,551	67,213	70,634	70,212	65,722	4,490	1.00	25	-	-	-	-	19,306	16,089	-	-	34,817	-	70,212
New Sunday Times	3,532	3,581	-	2,914		1,977			1.80	25					200	531	116		1,130	-	1,977
The Star (a)			-	2,679		3,442			1.20	156	-	-	-	-	-	-	-	-	-	3,442	3,442
The Sunday Star (b)			-	2,949		3,951			1.20		-	-	-	-	-	-	-	-	-	3,951	3,951
Total	60,708	67,634	127,149	141,985	136,475	147,079	126,802	8,980			-	-	-	-	37,610	31,834	246	-	69,990	7,399	#######
Chinese Newspapers																					
See Hua Daily News (a)	53,585	53,898	54,132	57,413	63,414	65,676	60,244	5,432	1.00	184	-	-	-	-	24,043	13,579	-	-	28,054	-	65,676
United Daily News (a)	42,110	44,058	45,353	50,535																	
United Daily News Sunday (b)	-	-	49,677	51,661																	
International Times (a)	22,103	21,540	22,575	22,846																	
Sin Chew Daily (a)	43,066	45,449	51,278	55,737	56,256	57,648			1.20	182	-	-	-	-	22,285	8,434	-	-	26,929		57,648
Total	160,864	164,945	223,015	238,192	119,670	123,324	60,244	5,432							46,328	22,013			54,983		#######
Bahasa Newspapers																					
Utusan Borneo		-	-	29,893		34,813	30,196	4,617	1.00	182					14,228	9,959			10,626		34,813
Berita Harian	4,246	4,274	4,339	4,344		2,516			2.00	156	98				375	799	186		1,055	3	2,516
Berita Minggu	6,878	6,696	7,036	6,219		3,092			2.00	25					438	1,098	278		1,278		3,092
Utusan Malaysia				4,359																	
Mingguan Malaysia				7,002																	
Harian Metro						7,802			2.30	156					487	773	270		6,272		7,802
Metro Ahad						7,801			2.50	25					501	833	271		6,196		7,801
Total	11,124	10,970	11,375	51,817		56,024	30,196	4,617			98				16,029	13,462	1,005		25,427	3	56,024
Grand Total (For Sarawak)	232,696	243,549	361,539	431,994	256,145	326,427					98				99,967	67,309	1,251	-	150,400	7,402	#######
Grand Total (For East Malaysia)	394,864	410,698	577,412	667,143	394,761	512,345															