



**AUDIT BUREAU OF CIRCULATIONS**

**Newspapers - Peninsular Malaysia**

/ Analysis of Average Net Sales by State

	Ter	Pahang	S'gor / Wilayah	Melaka	N Sembilan	Johore	Others	Grand Total
<b>Bahasa Newspapers</b>								
Berita Harian (a)	9,455	14,105	59,114	9,178	13,144	29,500	10,513	192,917
Berita Minggu (b)	13,243	23,146	95,821	13,350	21,861	50,468	14,723	305,256
Utusan Malaysia (a)	8,535	11,082	76,346	8,611	12,904	20,331	5,982	197,033
Mingguan Malaysia (b)	18,495	28,212	170,166	18,557	30,155	50,309	10,545	459,793
Kosmo (a)	8,082	2,930	53,610	1,680	4,001	11,084	-	108,798
Kosmo Ahad (b)	7,700	3,681	53,251	2,716	5,884	10,727	-	109,892
Harian Metro (a)	18,235	13,243	93,250	6,724	4,894	58,056	274	289,315
Metro Ahad (b)	16,632	17,115	102,080	9,606	9,395	62,629	1,097	314,321
<b>Total</b>	<b>100,377</b>	<b>113,514</b>	<b>703,638</b>	<b>70,422</b>	<b>102,238</b>	<b>293,104</b>	<b>43,134</b>	<b>1,977,325</b>
<b>English Newspapers</b>								
New Straits Times (a)	3,129	5,122	73,281	4,608	5,090	16,853	6,104	139,763
New Sunday Times (b)	3,514	4,922	80,371	5,369	6,504	16,704	6,043	153,409
The Malay Mail (a)	152	199	19,199	235	355	153	152	20,816
Weekend Mail (b)	214	531	25,200	746	684	996	551	31,415
The Sunday Mail (b)	-	-	-	-	-	-	-	-
The Star (a)	1,519	6,766	190,669	7,837	9,150	15,506	5,258	309,181
Sunday Star (b)	1,579	7,625	186,021	9,697	11,384	16,972	5,593	322,741
The Edge (b)	55	181	19,615	307	214	632	986	24,043
<b>Total</b>	<b>10,162</b>	<b>25,346</b>	<b>594,356</b>	<b>28,799</b>	<b>33,381</b>	<b>67,816</b>	<b>24,687</b>	<b>1,001,368</b>
<b>Chinese Newspapers</b>								
Nanyang Siang Pau (a)	1,097	6,094	36,190	7,467	6,687	21,376	169	105,480
Nanyang Siang Pau - Night Sales (a)	-	-	6,087	643	746	403	5	8,569
Sin Chew Jit Poh (a)	1,266	9,950	101,388	12,836	13,534	87,473	45,986	336,401
Sin Chew Jit Poh - Night Sales (a)	-	240	13,845	250	460	5,632	-	20,762
China Press (a)	1,375	11,124	69,049	5,983	9,721	20,133	2,561	144,341
China Press - Night Sales (a)	-	868	48,296	1,170	1,441	15,882	-	87,198
Guang Ming Daily (a)	538	4,346	29,784	2,267	4,935	8,332	173	99,706
Guang Ming Daily - Night Sales (a)	-	392	7,664	356	1,009	5	-	27,748
Kwong Wah Yit Poh / Penang Sin Poe (a)	-	-	-	-	-	-	-	-
Oriental Daily News (a)	78	3,827	57,641	1,819	2,768	18,904	-	102,500
<b>Total</b>	<b>4,354</b>	<b>36,841</b>	<b>369,944</b>	<b>32,791</b>	<b>41,301</b>	<b>178,140</b>	<b>48,894</b>	<b>932,705</b>
<b>Free &amp; Controlled Distribution</b>								
The Sun (a)	235	885	210,379	4,176	3,216	8,887	-	256,486
Malaysian Today (01.6.07 - 31.8.07)	-	-	-	-	-	-	-	-
<b>Total</b>	<b>235</b>	<b>885</b>	<b>210,379</b>	<b>4,176</b>	<b>3,216</b>	<b>8,887</b>	<b>0</b>	<b>256,486</b>
<b>Grand Total</b>	<b>115,128</b>	<b>176,586</b>	<b>1,878,317</b>	<b>136,188</b>	<b>180,136</b>	<b>547,947</b>	<b>116,715</b>	<b>4,167,884</b>

RETURN OF AVERAGE NETT CIRCULATION OF NEWSPAPERS FOR THE PERIOD OF 01-07-2006 TO 30-06-2007

AUDIT BUREAU OF CIRCULATIONS

Newspapers - Sabah & Sarawak

SABAH	Period								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 01.07.06 to 31.12.06	Summary A					
	01.07.01 to 30.06.02	01.07.02 to 30.06.03	01.07.03 to 30.06.04	01.07.04 to 30.06.05	01.07.05 to 30.06.06	01.07.06 to 31.12.06	01.01.07 to 30.6.07	01.07.06 to 30.06.07					Kota Kinabalu	Sandakan	Tawau	Kudat		
<b>English Newspapers</b>																		
Daily Express (a)	26,573	27,249	28,951	29,670	29,826	30,005	30,244	30,123	30,123	3,224	1.20	355	20,859	1,852	2,062	1,379		
Borneo Post Sabah (a)	21,127	20,851	21,247	21,097	23,804	21,113	20,886	21,002	17,778		1.20	362	13,286	2,232	4,844			
New Sabah Times (a)	18,163	20,531	22,857	24,007	23,804	23,107	23,367	23,235	23,235		1.20	355	16,477	1,692	1,868	1,084		
New Straits Times (a)	-	-	-	-	2,169	2,085	1,941	2,013			1.80	308	1,297	255	228			
New Sunday Times	-	-	-	-	2,280	2,135	2,088	2,112			1.80	52	1,406	254	214			
<b>Total</b>	<b>65,863</b>	<b>68,631</b>	<b>73,055</b>	<b>74,774</b>	<b>81,883</b>	<b>78,445</b>	<b>78,526</b>	<b>78,485</b>					<b>53,325</b>	<b>6,285</b>	<b>9,216</b>	<b>2,463</b>		
<b>Chinese Newspapers</b>																		
Overseas Chinese Daily News (a)	19,064	18,616	18,726	18,471	18,498	18,316	18,284	18,300	18,300		1.20	355	14,042	691	706	576		
Morning Post (a)	9,742	9,602	9,623	9,562	9,395	9,275	9,309	9,291	9,291		1.20	354	-	-	9,291	-		
Asia Times (a)	16,557	16,958	17,802	18,843	19,333	19,387	19,420	19,403	19,275	128	1.20	357	9,762	3,310	2,834	768		
See Hua Daily News (a)	-	20,799	21,121	21,005	21,147	21,265	21,308	21,286	18,646	2,640	1.20	362	12,786	2,415	5,455			
Merdeka Daily News (a)	-	7,298	7,238	-	-	6,835	6,883	6,858	6,858		1.00	355	116	6,410	324	10		
<b>Total</b>	<b>45,363</b>	<b>73,273</b>	<b>74,510</b>	<b>67,881</b>	<b>68,373</b>	<b>75,078</b>	<b>75,204</b>	<b>75,138</b>					<b>36,706</b>	<b>12,826</b>	<b>18,610</b>	<b>1,354</b>		
<b>Bahasa Newspapers</b>																		
Berita Harian	-	-	-	-	6,385	6,042	5,858	5,950	5,950		2.00	308	4,294	608	553	-		
Berita Minggu	-	-	-	-	8,246	7,982	7,323	7,576	7,576		2.00	52	5,481	758	698	-		
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>14,631</b>	<b>14,024</b>	<b>13,181</b>	<b>13,526</b>					<b>9,775</b>	<b>1,366</b>	<b>1,251</b>	<b>-</b>		
<b>Grand Total (Sabah)</b>	<b>111,226</b>	<b>141,904</b>	<b>147,565</b>	<b>142,655</b>	<b>164,887</b>	<b>167,547</b>	<b>166,911</b>	<b>167,149</b>					<b>99,806</b>	<b>20,477</b>	<b>29,077</b>	<b>3,817</b>		
<b>SARAWAK</b>																		
<b>English Newspapers</b>													Kota Semarahan	Kapit	Asah Jaya	Sri Aman		
Borneo Post (a)	47,018	47,321	47,607	49,137	53,783	60,472	60,849	60,643	56,467	4,176	1.00	333	-	-	-	-		
New Straits Times	-	-	-	-	3,393	3,458	3,361	3,410	3,410		1.80	308	5	-	-	-		
The Sunday Post	-	-	-	-	-	-	63,891	63,891	63,891		1.00	24	-	-	-	-		
New Sunday Times	-	-	-	-	3,532	3,639	3,522	3,581	3,581		1.80	52	-	-	-	-		
<b>Total</b>	<b>47,018</b>	<b>47,321</b>	<b>47,607</b>	<b>49,137</b>	<b>60,708</b>	<b>67,569</b>	<b>131,623</b>	<b>131,525</b>					<b>5</b>	<b>-</b>	<b>-</b>	<b>-</b>		
<b>Chinese Newspapers</b>																		
See Hua Daily News (a)	52,741	52,742	53,301	53,206	53,585	53,980	53,814	53,898	49,140	4,758	1.00	365	-	-	-	-		
United Daily News (a)	-	-	39,879	40,947	42,110	43,723	44,403	44,058	44,058		1.00	358	366	137	177	962		
International Times (a)	24,143	24,355	24,087	23,795	22,103	20,651	22,460	21,540	21,439	101	1.00	352	462	-	-	252		
Sin Chew Daily (a)	-	37,824	-	-	43,066	44,684	46,214	45,449	45,449	-	1.00	357	-	-	-	-		
<b>Total</b>	<b>76,884</b>	<b>114,921</b>	<b>117,267</b>	<b>117,948</b>	<b>160,864</b>	<b>163,038</b>	<b>166,891</b>	<b>164,945</b>					<b>828</b>	<b>137</b>	<b>177</b>	<b>1,214</b>		
<b>Bahasa Newspapers</b>																		
Utusan Sarawak (a)	-	35,802	36,181	37,981	39,742	36,300	-	-	-		1.00	180	3,008	629	-	2,462		
Berita Harian	-	-	-	-	4,246	4,291	4,256	4,274	4,274		2.00	308	-	-	-	-		
Berita Minggu	-	-	-	-	6,878	6,793	6,599	6,696	6,696		2.00	52	-	-	-	-		
<b>Total</b>	<b>-</b>	<b>35,802</b>	<b>36,181</b>	<b>37,981</b>	<b>50,866</b>	<b>47,384</b>	<b>10,855</b>	<b>10,970</b>					<b>3,008</b>	<b>629</b>	<b>-</b>	<b>2,462</b>		
<b>Grand Total (Sarawak)</b>	<b>123,902</b>	<b>198,044</b>	<b>201,055</b>	<b>205,066</b>	<b>272,438</b>	<b>277,991</b>	<b>309,369</b>	<b>307,440</b>					<b>3,841</b>	<b>766</b>	<b>177</b>	<b>3,676</b>		
<b>Grand Total (East Malaysia)</b>	<b>235,128</b>	<b>339,948</b>	<b>348,620</b>	<b>347,721</b>	<b>437,325</b>	<b>445,538</b>	<b>476,280</b>	<b>474,589</b>										

**AUDIT BUREAU OF CIRCULATIONS**

**Newspapers - Sabah & Sarawak**

SABAH	Analysis of Average Net Sales by Major Cities						Grand Total
	Pendalaman	Labuan				Others	
<b>English Newspapers</b>							
Daily Express (a)	2,402	1,569					30,123
Borneo Post Sabah (a)		640					21,002
New Sabah Times (a)	1,991					123	23,235
New Straits Times (a)						233	2,013
New Sunday Times						238	2,112
<b>Total</b>	<b>4,393</b>	<b>2,209</b>				<b>594</b>	<b>78,485</b>
<b>Chinese Newspapers</b>							
Overseas Chinese Daily News (a)	1,406	879					18,300
Morning Post (a)	-	-				-	9,291
Asia Times (a)	1,016	803				910	19,403
See Hua Daily News (a)		630					21,286
Merdeka Daily News (a)	-	-				-	6,858
<b>Total</b>	<b>2,422</b>	<b>2,312</b>				<b>910</b>	<b>75,138</b>
<b>Bahasa Newspapers</b>							
Berita Harian	-	-				495	5,950
Berita Minggu	-	-				639	7,576
<b>Total</b>						<b>1,134</b>	<b>13,526</b>
<b>Grand Total (Sabah)</b>	<b>6,815</b>	<b>4,521</b>				<b>1,504</b>	<b>167,149</b>

**SARAWAK**

	Sibu / Sarikei	Miri	Bintulu	Limbang	Kuching	Others	Grand Total
<b>English Newspapers</b>							
Borneo Post (a)	17,407	13,580			29,656		60,643
New Straits Times	407	812	240	-	1,930	16	3,410
The Sunday Post	18,027	14,433			31,431		63,891
New Sunday Times	419	830	218		2,097	17	3,581
<b>Total</b>	<b>36,260</b>	<b>29,655</b>	<b>458</b>	<b>-</b>	<b>65,114</b>	<b>33</b>	<b>131,525</b>
<b>Chinese Newspapers</b>							
See Hua Daily News (a)	22,150	10,908		-	20,840		53,898
United Daily News (a)	7,189	14,695	1,235	555	9,582	9,160	44,058
International Times (a)	80	51	43	-	20,652		21,540
Sin Chew Daily (a)	18,207	6,753	-	-	20,489		45,449
<b>Total</b>	<b>47,626</b>	<b>32,407</b>	<b>1,278</b>	<b>555</b>	<b>71,563</b>	<b>9,160</b>	<b>164,945</b>
<b>Bahasa Newspapers</b>							
Utusan Sarawak (a)	8,170	5,377	4,857	745	11,052		36,300
Berita Harian	659	1,015	249		2,330	21	4,274
Berita Minggu	844	1,503	334		3,975	40	6,696
<b>Total</b>	<b>9,673</b>	<b>7,895</b>	<b>5,440</b>	<b>745</b>	<b>17,357</b>	<b>61</b>	<b>47,270</b>
<b>Grand Total (Sarawak)</b>	<b>93,559</b>	<b>69,957</b>	<b>7,176</b>	<b>1,300</b>	<b>154,034</b>	<b>9,254</b>	<b>343,740</b>
<b>Grand Total (East Malaysia)</b>							



RETURN OF AVERAGE NETT CIRCULATION OF MAGAZINES FOR THE PERIOD OF 01-07-2006 TO 30-06-2007

AUDIT BUREAU OF CIRCULATIONS

Magazines

English													
Infosh International (e)	5,175	5,048	3,991	3,560	3,695	3,404	3,843	3,624	-	-	US\$10	6	
Accountants Today (e)	17,780	19,204	20,783	22,383	23,733	24,405	24,984	24,694	-	-	-	12	
Retail World (h)	5,189	5,624	4,987	5,190	4,814				-	-	12.00		
Bahasa													
Rapi				40,401	35,191	33,578	35,644	34,611			3.90	24	
<b>Total</b>	<b>28,144</b>	<b>29,876</b>	<b>29,761</b>	<b>71,534</b>	<b>67,433</b>	<b>61,387</b>	<b>64,471</b>	<b>62,929</b>					
<b>Sports &amp; Motoring</b>													
English													
Par Golf (e)	13,278	14,311	14,526	14,170	16,000						9.90		
<b>Television &amp; Entertainment</b>													
Bahasa													
URTV (f)	94,545	99,613	87,489	58,946	53,860	51,394	40,506	45,950	-	-	3.50	24	
Mangga (e)	166,014	165,968	167,940	124,776	121,465	110,871	92,264	101,568	-	-	3.50	12	
Hai (b)	58,295	60,222	57,888	39,606	38,719	35,770	27,428	31,599	-	-	2.00	52	
English													
Galaxie (f)	32,235	33,459	29,793	21,831	15,687	15,407	17,097	16,215	-	-	3.00	23	
Vision Four Viewing Guide (e)	-	-	59,218	63,702	66,057	65,577	65,850	65,714	-	-		12	
Hot						19,214	21,932	20,469			4.90	26	
Chinese													
Popclub Magazine					132,500	120,000	120,000	120,000				4	
<b>Total</b>	<b>351,089</b>	<b>359,262</b>	<b>402,328</b>	<b>308,861</b>	<b>428,288</b>	<b>418,233</b>	<b>385,077</b>	<b>401,515</b>					
<b>Travel &amp; Leisure</b>													
English													
Visitor's Guide to Malaysia (j)	70,000	70,000	70,000	70,000	70,110	70,000			-	-		1	
<b>Women's Fashion &amp; Beauty</b>													
Bahasa													
Wanita (e)	83,806	80,890	65,750	45,530	38,844	33,335	31,073	32,204	-	-	6.80	12	
Jelita (e)	47,767	39,392	36,341	35,023	37,099				-	-	6.50		
Mingguan Wanita (b)	-	124,238	137,898	127,686	131,865	139,622	138,309	138,978	-	-	3.30	53	
Intrend						19,437	21,133	20,285	20,271	14	7.50	12	
Keluarga	58,361	65,979	65,102	70,626	67,328	66,012	72,954	69,483			5.90	12	
Chinese													
ifeel						13,413	13,891	13,652	9,413	4,239	5.50	12	
Apple Magazine (f)	34,993	-	-	34,741	32,817				-	-	6.50		
English													
Cleo (Malaysia) (e)	47,745	53,270	55,886	59,592	58,202	56,192	55,996	56,094	-	-	5.60	12	
The Malaysian Women's Weekly (e)	26,433	29,831	31,698	31,996	30,592	27,608	31,365	29,486	-	-	5.60	12	
<b>Total</b>	<b>299,105</b>	<b>393,600</b>	<b>392,675</b>	<b>405,194</b>	<b>396,747</b>	<b>355,619</b>	<b>364,721</b>	<b>360,182</b>					
<b>Others</b>													
Bahasa													
Gempak (f)	-	-	74,190	46,119	35,034	30,009	29,695	29,852	-	-	2.90	24	
Utopia (f)	-	-	79,977	60,220	44,009	33,263	30,937	32,146	-	-	2.90	25	
Buku Ibu & Bayi (m)	21,137	22,314	-	16,210	15,958				-	-	-		
English													
Babycare Book (m)	37,750	38,002	-	26,266	23,515				-	-	-		
<b>Total</b>	<b>58,887</b>	<b>60,316</b>	<b>154,167</b>	<b>148,815</b>	<b>118,516</b>	<b>63,272</b>	<b>60,632</b>	<b>61,998</b>					
<b>Grand Total</b>	<b>1,338,547</b>	<b>1,442,358</b>	<b>1,612,136</b>	<b>1,628,172</b>	<b>1,884,638</b>	<b>1,684,447</b>	<b>1,528,033</b>	<b>1,536,947</b>					

Notes:

Daily - (a), Weekly - (b), Bi-weekly - (c), Three issues in a week - (d), Monthly - (e), Fortnightly - (f), Every 20 days - (g), Bi-monthly - (h), Annual - (j), Per Edition - (m), Quarterly - (n)

\* Normal Trade Terms - This refers to the day to day discount granted to wholesalers and retailers. Although this discount may vary from wholesaler to wholesaler and retailer to retailer, the normal trade term will be that which the wholesaler and retailer regards as constant. Where such discounts are varied on a temporary basis only (e.g. during a period of circulation promotion) then copies sold at this higher

AUDIT BUREAU OF CIRCULATIONS

**Magazines**

rate of discount must be shown separately as copies at less than normal trade terms or reduced rate sales.