South China Morning Post

About South China Morning Post

SCMP Group Limited (SEHK: 583) is a leading newspaper and magazine publisher in Asia. Its flagship publication, *South China Morning Post*, is Hong Kong's premier English language newspaper and has the city's most affluent and influential readership.

First published in 1903, the newspaper has developed an enviable reputation for authoritative, influential and independent reporting on Hong Kong, the mainland and the rest of Asia.

We were also one of the authorised newspapers to be selected for distribution at the Olympic Village during the 2008 Beijing Olympic Games.

Circulation*
SCMP

101,389

Readership**
SCMP/SMP

388,000 (incl. internet)

SMP

79,216

According to the latest BE:Asia 2010 survey - The media survey of Asia's Business Elite, the *South China Morning Post* and Sunday Morning Post have topped in the following categories*** :
• More Business Elite Readers
• More US$200K Annual Personal Income Readers
• More Directors and Above
• More 6+ Air Personal Trips in the Last 12 Months Readers

Source:
* HKABC Jul - Dec 2010   ** Nielsen Media Index HK Year-end Report 2010   *** BE:Asia 2010 HK Report

MICE COVERS ASIA

MICE BIZ expands across Asia with a bilingual edition

Across Asia, the MICE industry is hotting up and to serve this lucrative market, the *South China Morning Post* launched MICE Biz, an authoritative guide to the growing sector. Following the success of its inaugural edition last year, the magazine will now be even more user-friendly. The next issue be bilingual, making it an indispensable guide to the industry. It will be in English and simplified Chinese for distribution throughout the mainland. The forthcoming issue examines key topics that are affecting markets throughout the Asia-Pacific region, and it is presented in a lively and dynamic format.

Boost your exposure at the newly created MICE Biz online directory - mice.scmp.com

Together with the print package, additional online exposure is also available at the brand new site, **http://mice.scmp.com**. Now, a comprehensive list of more than 1,000 venues throughout Asia is available in this site. Users can get useful and relevant venue information with the search engine function. It also covers the latest MICE articles, industry news, new appointments, case studies and special promotions. This online directory is a perfect channel to reach multinational corporations, HR professionals and event organisers.

MICE Biz   Online Only Advertising Packages

Package Name:
Premium Profile Package

Description:
Rich online profile including company logo, detailed profile (features, meeting facilities, capacity tables etc), photo gallery, videos, brochure download, enquiry form and location map. Additional exposure with highlight on search result listings, and recommended on maps for other free profile pages
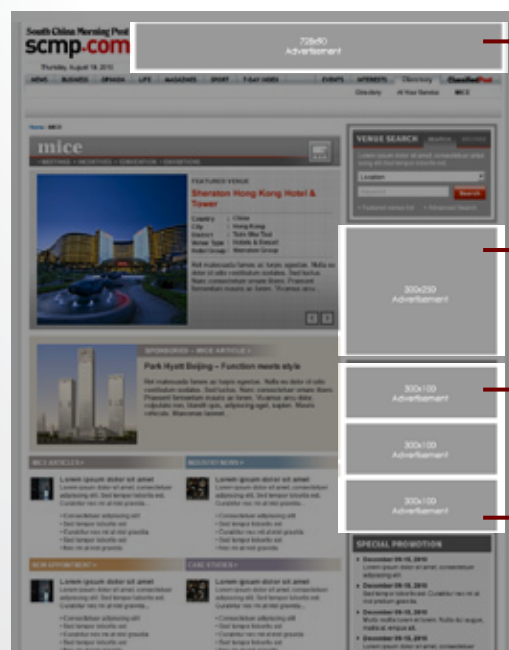
Gross Rate: HK$30,000 for 6 months

Package Name:
Featured Venue

Description:
Featured Venue commands top prominent position on MICE homepage. Up to four venues can be rotated to maximise exposure, displaying a snapshot, key specifications, and an image, per venue, enticing readers to click through with 25% SOV.

Gross Rate: HK$20,000 for 6 months

Package Name:
Sponsored Article

Description:
Premium position for press releases, advertorials and other similar promotional material. Not including production cost (e.g. writing). SOV 25%

Gross Rate: HK$60,000 for 6 months excluding 100% loading for non-print advertisers

Package Name:
Top Leaderboard / Island Ad

Description:
Display advertising banners throughout MICE Biz website with 100% SOV

Gross Rate: HK$30,000 per month

Package Name
Super Button Ad

Description: Display advertising banners throughout MICE Biz website with 100% SOV

Gross Rate: HK$10,000 per month

Inventory: Three spots with rotated priority

Make MICE Biz your portal into this growing, evolving industry. Contact us on
+852 2565 2435 or **advertising@scmp.com** to discuss how MICE BIz can help your company reach this affluent, influential market segment.