

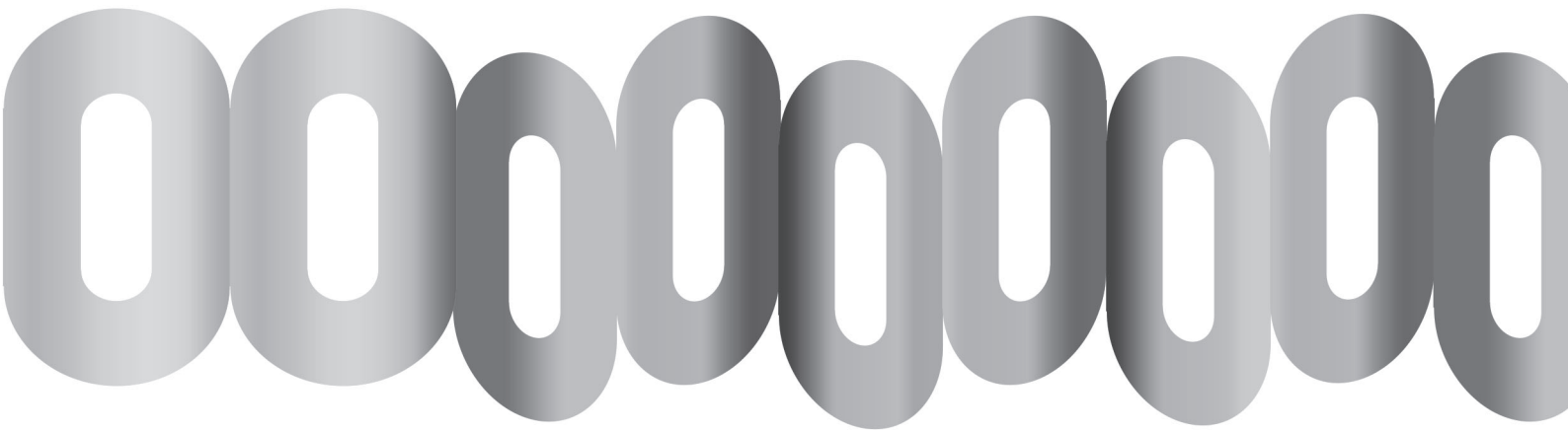


Delivering Trust

10000

**AUDIT BUREAU OF CIRCULATIONS
2011-2012 BI-ANNUAL REPORT**

There are publications out there that exaggerate their circulation figures to look more attractive to media buyers and advertisers.



The true measure of a publication's audience is the strength in its audited circulation.

ABC is dedicated to being the pre-eminent self-regulatory auditing organisation, responsible to advertisers, advertising agencies and the media they use, for the verification and dissemination of our members' circulation data and other relevant information for the benefit of the advertising marketplace.



An audit sanctioned by the Audit Bureau of Circulations (ABC) will quickly reveal the truth. As an eminent self-regulatory auditing organisation, ABC is responsible to advertisers, advertising agencies and the media they use, for the verification and dissemination of their members' circulation data and other relevant information for the benefit of the advertising marketplace. That's why any publication who is a member of ABC will pass the lie detector test – which means you can trust their numbers.

ABC stands for transparency, credibility and accountability. And ABC sanctioned audits are independent and comply with global standards, ensuring that circulation figures are reliable.

BOARD MEMBERS

CHAIRMAN



Ms. Chan Sheow-Vern
Unilever Malaysia

VICE-CHAIRMAN



Ms. Margaret Lim
Carat Media Services

ASSOCIATION OF ACCREDITED ADVERTISING AGENTS, MALAYSIA



Mr. Karthi Palanisamy
Crush Communications



Mr. Ben Chew
McCann Erickson

MALAYSIAN ADVERTISERS ASSOCIATION



Mr. Khoo Kar Khoon
Nestle Products



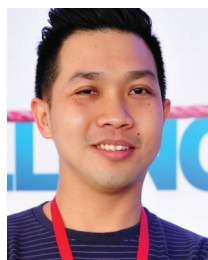
Ms. Margaret Au-Yong
Tune Group



Ms. Chan May Ling
Digi Telecommunications



Ms. Emily Lim
L'Oreal Malaysia



Mr. Jeffrey Woo (Alt)
Digi Telecommunications

The Board consists of 20 Members of the ABC and nominees from the industry associations – the Malaysian Advertisers Association (MAA), Association of Accredited Advertising Agencies (4As), Media Specialists Association (MSA), proprietors or publishers of newspapers or other periodicals and proprietors of media other than print media.

MEDIA SPECIALIST ASSOCIATION



Ms. Sherene Mak
Sen Media



Ms. Chew Kagee
Universal McCann



Mr. K. Sree
Pathmanathan
ASTRO Publications



Mr. Pattrik Ting
See Hua Marketing



Ms. Jeannie Leong
New Straits Times Press



Ms. Lim Bee Leng
Star Publications



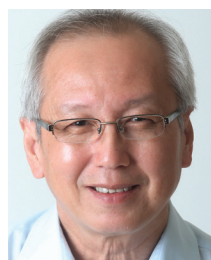
Mr. Donald Cheah
(Alt)
ASTRO Publications



Encik Mohd Yazid
Ahmad
Utusan Melayu



Mr. Giam Tee Hoong
(Alt)
New Straits Times Press



Mr. Jimmy Poey (Alt)
Star Publications



Mr. Anthony Wong
Inna Kinabalu



Encik Jamal Ahmed
(Alt 1)
Utusan Melayu



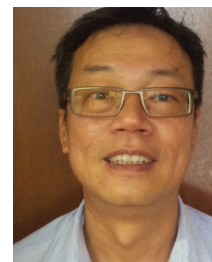
Mr. Eugene Wong
Sin Chew Media
Corporation



Mr. Chan Kien Sing
Sun Media Corporation



Mr. Jeremy Lim (Alt)
Inna Kinabalu



Mr. Loi Kien Loon
(Alt 2)
Utusan Melayu



Mr. Jeffrey Mun (Alt)
Sin Chew Media
Corporation



Mr. Prashun Dutt (Alt)
Sun Media Corporation

CHAIRMAN'S MESSAGE



The Audit Committee reviewed the 10-year old auditing standards and the new rules were welcomed by ABC members.

Moving ABC into measuring digital media under ABCi to provide a set of more comprehensive and reliable data.



We were aware of the demanding mandate placed on us when we assumed the challenges to revamp and update the body in 2011. While these were not tasks to be achieved within a two-year frame, our Board Members were willing and able to expend their energy and time to make them possible.

My fellow Board Members ventured beyond the call of duty to equip the ABC to further evolve as the undisputed authority for reliable circulation figures for media planning in keeping with our motto of *Delivering Trust*.

We started the journey in 2011 with visitations to member and non-member publishers to understand their business challenges, as well as to assure them that ABC is working towards as a valuable partner to the industry besides shouldering the tasks of a watchdog.

Plenty were planned in 2011 and subsequently launched in 2012. One key highlight was the collaboration with BookExcess to promote reading culture where our members helped promote the Big Bad Wolf Book Sale in October 2011. Books were sold at below market price to ensure people of all walks of life could enjoy reading a good book.

This Board moved ABC into measuring digital media under ABCi which is yet to be launched and reviewed its 10-year old auditing standards governing the Audit of Net Circulation Figures of Print Publications (Newspapers and Magazines), including the digital replica of print publications, to comprehensively serve the industry.

In accordance with the change in auditing standards, the membership form and ABC certificates were updated

to incorporate the *Delivering Trust* motto, ABC's first ever tagline, in the final quarter of 2012. A great debt is owed to Mr. Karthi Palanisamy for his contributions in producing the tagline and redesigning the ABC certificate.

The revised certificates also carry the refreshed IFABC logo and the latest average net circulation figures. These authenticated data has now empowered publications to canvass advertising dollars, confident in the figures' credibility and validity.

The Extraordinary General Meeting of the Bureau, held on June 30, 2011, approved Board representation to be increased from 16 to 20 Members in accordance with Article 60 of the Articles of Association of ABC, in view of the need to include digital media representation.



ABC Board Members 2012/13

In order to preserve the equal composition from users and providers of audited circulation figures, the Board's composition was revised to:

Five (5) Members from the Malaysian Advertisers Association;
Two (2) Members from the Association of Accredited Advertising Agents Malaysia;
Three (3) Members from the Media Specialists Association;
Eight (8) Members from the proprietors or publishers of newspapers or other periodicals that sell advertising space and are in circulation in Malaysia;
Two (2) Members from the proprietors of media, other than print media, who sell advertising space or time in Malaysia.

Transparency and accountability were the central aims of the Audit Committee, headed by Ms. Margaret Au Yong, as it reviewed the existing auditing standards and then strengthened the rules and supplied additional in-depth data that could explain the composition of the audited circulation numbers.

The Audit Committee, in an endeavour to engage newspaper and magazine stakeholders, formed special Consultative Committees to review the auditing standards. The interactive

sessions with newspaper and magazine owners – the first of its kind in the ABC's history - were organised after the submission of net circulation figures to ABC, to continue the conversations on the new rules and the submitted figures to ABC Board, MAA and MSA Council Members.

The Audit Committee has received encouraging feedback from these stakeholders and the Board would like to continue to engage them in order to assure them – and potential new Members - of the importance of verifying the supply of media inventory.

The goal for the Technical Committee is to have open and effective communications with Nielsen Media Research on how to improve their research methodology. A strong Committee, which was formed under the leadership of Ms. Margaret Lim, achieved this aim in having an open dialogue with Nielsen and arrived at the consensus that both parties should collaborate.

The Board also thanks Ms. Marilyn Teoh for initiating and laying the groundwork for the Media Workshop before passing the baton to Mr. Ben Thomas. More than 200 participants attended the workshop in Bandung, Indonesia

between March 1 and 4, 2012 and they enhanced their knowledge on matters that were discussed under the theme of *The New Mainstream Media: Evolution or Revolution?*

The ABC also gained widespread support for our quarterly activities, which focused on showing to the publishers that all key players and associations in the industry are solidly behind transparency and accountability. In maintaining our collective approach, the Board organised a number of meetings with peer organisations.

The ABC met the Media Specialist Association (MSA) members at the MSA's Council Meeting on the ABC's vision in January 2012 and briefed the Magazine Publishers Association (MPA) members at the MPA's Exco meeting in March on our objectives and on the progress of revising auditing standards.

We assured MPA that the revamped standards, incorporating the dynamics of magazines as well as the digital replica, is capable of pushing existing and new, big and small magazine titles to join the ABC.



The leaders of seven key industry associations gathered for the inaugural Solidarity Walk in historic show of support for the ABC.

In continuing to bring value to our Members, the Board organised a half-day session by Mr. Jacek Utko for publishers' sales and marketing personnel, with an extended audience group from editorial and design team members in June 2012. The renowned Warsaw-based designer, who had revitalised Eastern Europe's newspaper business, impacted a significant portion of over 250 participants to embrace and put in motion his ideas in the production of their publications.

In September 2012, Mr. Pattrik Ting chaired the Strength in Numbers Walk Committee, which garnered the backing of Presidents and Chairmen of MAA, 4As, MSA, MDA, MNPA and MPA and their members. The purpose behind this stroll at the Bukit Jalil Park was to demonstrate the industry's pledge to stand firmly behind ABC.

The *Strength in Numbers Walk* was an overwhelming success as more than 400 wore an ABC executive shirt on the day – over 1,000 shirts are now in the market. The shirts were worn at our monthly Board meetings while the publishers are wearing it on a weekly basis to sustain their support of the ABC.

The report that was tabled to the Board of ABC and the ABCi sub-committee – after the IFABC Conference in Madrid at the end of October 2012 - highlighted the efforts in and significance of auditing digital media around the world that, in a handful of cases, included gaining the endorsement of the government.

The first-ever large scale Marketing Campaign that is being planned for 2013, in partnership with the Effie 2012 award-winning agency Creative Juice-Sil, is another attempt at increasing the appreciation of the ABC.

The campaign aims to tap into advertisers, agencies and publishers to join ABC in establishing a vigorous advertising industry, by insisting on using only audited titles in print media.

The ABC's website is also being overhauled to be a mine of credible information for advertisers and agencies to efficiently plan and execute media buying. It was re-booted in June 2013 and we urge Members to visit www.abcm.org.my for the latest developments on a frequent basis, for both local and international updates.

All these activities produced invaluable channels for Board Members to communicate the benefits of the ABC membership and to augment the profile of the body. As the Chairman of the Board, I am pleased to have served with Board Members who shared and aimed at the same vision and goals.

I thank each Board member for their efforts and dedication and to have joined me in realising this very important vision and to have made the step forward, which are encapsulated in the reports that follow.

The Income and Expenditure for the financial year ended 31st December 2012 were RM377, 567 and RM239, 868 respectively, with a Surplus of Income over Expenditure of RM137, 699. The overwhelming support for the 2012 Media Workshop in Bandung helped generate a Surplus of Income over Expenditure of RM145, 966. ABC had a Net Cash Position of RM183, 994 as at 31st December 2012.

This is a tremendous boost for the Working Capital required in ABC's campaign to communicate to Media Owners that the only way to convince Advertisers and Media Practitioners on the strength of their publications' reach in the marketplace is by auditing the circulation figures of their titles.

Credit is due to all the Members of the ABC Committee for their prolific output in implementing all of the above and also in supporting the Fund Raising Committee in their planning of the upcoming ABC Forum in 2013.

I would also like to state my deep appreciation for the Secretariat at Macomm for their assistance and advice, which went a long way in helping the Board record these achievements. Lastly, I extend my best wishes to our successors and hope that they will take the ABC to loftier levels of recognition in the next term.

QIAO YI @ CHAN SHEOW VERN

ABCi COMMITTEE REPORT

HEAD: MR. KOH WENG WAI

**SCOPE:
WORKS ON THE
MEASUREMENT OF THE
CIRCULATION OF DIGITAL
PUBLICATIONS AND SITES
AND ADVISES THE BOARD
ON PRODUCING CREDIBLE
DATA FOR MEDIA BUYING
AND PLANNING DECISIONS
IN DIGITAL MEDIA.**

The meeting between ABC and MDA in March 2011 garnered the latter's support for the audit of digital media circulation and its agreement to participate in ABC's ABCi Committee.

In October 2011, Mr. Ranganathan Somanathan, who has been wholly supportive of ABC initiatives, stepped down as the Chairman of ABCi and the Committee endured another setback when his successor, Mr. Koh Weng Wai, also withdrew in January 2013 due to his posting overseas.

The Committee was informed in February 2013 that Effective Measure (EM), the company that the MDA had engaged to helm the project, will not be selected as the endorsed vendor as it did not agree on all terms and clauses of the proposed two-year contract.

In March 2013, the position of a de facto head to drive ABCi was transitioned to Ms. Chan May Ling and a virtual handover between Mr. Koh and Ms. Chan took place in April, with a formal meeting between them to allow the new head to have a better understanding of the ABCi and the various tasks that are outstanding being arranged.

The Board is aware that the MDA has not announced the selected vendor to conduct the measurement and data collection and is in agreement that a common data measurement for industry's benefit will only be credible if ABCi and MDA align this system of measurement.

The Board also took note of the current challenges faced by ABCi in encouraging better participation of Committee members as meetings were cancelled at times and had an average attendance of between three and four Committee Members for any given meeting.

ABC awaits MDA's update on the vendor selection after being informed that the association has not appointed any party for the second term of the digital media measurement.

AUDIT COMMITTEE REPORT

HEAD: MS. MARGARET AU YONG



SCOPE:
MONITOR AND REVIEW
MEMBERS CIRCULATION
SUBMISSIONS AND MAKE
THEM AVAILABLE TO THE
INDUSTRY, AND ENSURE
AUDITING STANDARDS ARE
UPDATED AND REVISED AS
AND WHEN NEEDED.

NEW CIRCULATION **REPORTING** **STANDARDS**

The ABC's primary function is to verify circulation numbers for newspapers and magazines. In the last five years, the ABC Board had implemented various steps to strengthen the audit process and these included rulings that newsprint consumption is linked to with print run and that all numbers for daily and Sunday newspapers are reported separately.

In November 2011, Messrs Alan Yoon Loke was engaged to revise the Audit Rules and Audit Program while the newly formed Audit Committee briefed the Members on the workings of the detailed new audit rules.

Despite the changes that were adopted over the years, the auditing standards were still in need of improvements and the objective of this exercise was to tighten the rules on net average circulation of the print edition. Another vital aim was to formulate rules for the audit of the net average circulation of the digital replica of the print edition of newspapers and magazines.

It was against this background that the much-needed revamp of the 10-year audit rules was completed and within a short period of six months. After achieving this immensely daunting task, the Committee conducted several intense sessions with the members to review the rules before final presentation to the Board.

After incorporating the views of the Board Members, the Board, MAA and MSA Council Members accepted the invitations to meet The New Straits Times Press, The Star Publications, Utusan Melayu Group and The Astro Publications to understand if they have adopted the revised rules with ease, including the data on digital replica.

Members found the revised rules most effective and, as they also covered the digital portions, the media planners will find the new format useful in advising their clients and determining their campaign strategies.

These consultative interactive sessions with the Members demonstrated ABC's keen interest to work with Members in improving a vital component of the



industry's machinery. ABC was also encouraged by requests from potential new members who were interested in the Audit Committee visiting and explaining the newly revised auditing rules to them.

The reporting standards now contain a comprehensive view of the circulation of newspapers, magazines and digital replica of print editions that are more accurate. This new set of data inspires great confidence amongst media planners and advertisers, given the evolving media consumption patterns.

This homogenous methodology was adopted across the board to produce a "common currency" for media planning and buying decisions and to stress on an overall integrated understanding and value of audited circulation figures. The January – June 2012 report featured the revamped format and figures for the new digital segment.

This immense feat would have not materialised without the support of the Consultative Committee that comprised members of this Committee, ABC's consultants and the Secretariat.

The Committee drew up a framework to include the digital replica of print titles, which has become critical to the business and held separately from the hard copy figures in the audit.

The ABC Certificate was also given a facelift. Apart from including the ABC logo and tagline it featured the new IFABC logo with a stamp and ABC seal. The design of the Certificate is meant to encourage Members to prominently display it and proud to be a Member of ABC.



The ABC Forum on July 5 will emphasise the relevance of audited net circulation and educate the industry on the transparency, accountability and independence of ABC's data. Ms. Margaret Au-Yong will present the latest audit figures for July – December 2012.

The Committee continues to visit Members and encourage members to come forward to meet with the Audit Committee so as to work as a team and accomplish both ABC's and their goals to increase circulation.

The Audit Committee is more than happy to visit their respective offices and to have a better understanding of their concerns and running of their businesses.

The annual presentation of the latest audit numbers has already attracted a larger number of participants. This is definitely creating a greater awareness of ABC.

Members of the Audit Committee between 2011 and 2012 were:

- **Ms. Margaret Au Yong**
– Tune Group
– Chairman
- **Ms. Cheong Mei Mei**
– EnRich Media
- **Ms. Esther Chan**
– Aegis Media
- **Mr. Lai Hon Kit**
– Zenith Media
- **Ms. Stephanie Chin**
– Universal McCann
- **Ms. Ann Lim**
– MEC Malaysia
- **Ms. Stephanie Foong**
– Starcom Media Vest
- **Ms. Lee Lee Lai**
– OMD Group
- **Mr. M. Ganeswaran**
– Secretariat

MEMBERSHIP COMMITTEE REPORT

HEAD: MS. SHERENE MAK

SCOPE: INCREASING THE MEMBERSHIP AND IMPLEMENTING STRATEGY TO RECRUIT MEMBERS.

The Committee held a number of meetings with the members to explain the rise in the Annual Subscription in 2011 and Board Members were urged to explain to the justifications for this increase to their organisations.

In an attempt to encourage more magazine publications to join the ABC, the Vice-Chairman in 2010, Ms. Chan Sheow Vern, proposed concessions spanning four membership tiers:

▪ Tier 1

With a combined circulation of all titles of a publisher between 200,000 copies to 499,999 copies, the annual subscription payable would be 3.5% of the Circulation Figures instead of 4% of the Circulation Figures.

▪ Tier 2

With a combined circulation of all titles of a publisher between 500,000 copies to 999,999 copies, the annual subscription payable would be 3% of the Circulation Figures instead of 4% of the Circulation Figures.

▪ Tier 3

With a combined circulation of all titles of a publisher between 1,000,000 copies to 1,499,999 copies, the annual subscription payable would be 2.5% of the Circulation Figures instead of 4% of the Circulation Figures.

▪ Tier 4

With a combined circulation of all titles of a publisher above 1,500,000 copies, the annual subscription payable would be 2% of the Circulation Figures instead of 4% of the Circulation Figures.

The Committee followed up this announcement by paying courtesy visits to potential and current members with partial titles being audited. As an incentive to have all the publications audited, it was agreed that the non-audited titles of existing ABC members need not have to pay any subscription fee if those non-audited titles were to join ABC in 2011.

The Committee realised the importance of dialogues with the Magazine Publishers Association (MPA). In a meeting with the MPA in October 2012, the Committee raised concerns over magazines that are not providing accountable and transparent audited figures at the risk of possibly losing advertisers and marketers.

We assured the publishers that advertisers value the magazines' credibility and transparency and in the long run will be appreciated by their readers. A handful of ideas were considered to make the ABC more attractive to magazine publishers and this included continuously announcing audited titles of its Members to the industry via the media and on ABC's website.

It was also shared that ABC members of other countries have used the trust on ABC audited titles effectively as their sales and marketing tool, and some even to the extent of having a "no ABC audit, no advertising dollars" ruling within the industry.

On a similar note, media specialist agencies will be recommending publications that have had their circulation figures audited and approved by ABC to advertisers, especially for magazine publications. This is further strengthened with the MSA's Malaysian Media Award's requirement, with at least one audited titles being used in print category to be qualified.

Another suggestion that the Committee considered was to organise a national readership survey to verify the demand of print media, especially magazines, like some of the other ABC countries.

ABCs in various countries are auditing both supply side from circulation's perspective and readership from demand side and there could be an opportunity for the Board. While the Committee noted that this was a huge leap forward for ABC, discussion must be initiated on the matter to align ABC with the times.

An aggressive membership drive is to be implemented to encourage the magazines to come on board and, in February 2013, a recruitment strategy was tabled to the Board. The strategy banked on the continued support of MAA, MSA, 4As and MPA; aimed to educate advertisers on the reasons to support audited titles and to continue promote ABC through media channels and activities.

The committee, and ABC at large, will need media planners and buyers, as well as advertisers' insistence on working with audited titles as they are transparent, and therefore make us all accountable money spenders.

PROFESSIONAL STANDARDS & FUND RAISING COMMITTEE REPORT

HEAD: MR. PATTRIK TING



SCOPE:
ASSISTING IN EQUIPPING THE INDUSTRY WITH THE SKILLS AND KNOWLEDGE TO COPE WITH AN INTEGRATED MEDIA INDUSTRY AND CREATING REVENUE STREAMS TO COVER ABC'S OPERATIONAL EXPENSES AND TO FUND ABC ACTIVITIES.

FUND RAISING

It was suggested that ABC raise funds to meet the special assignments it would be undertaking. Funding will be required to finance the revision of the rules and regulations for the audit of newspaper and magazines and development of rules regarding the audit of the e-paper edition of newspapers and magazines.

The ideas tabled by the Committee ranged from hosting small-scale seminars to benefit advertisers and the media agencies to having full-time personnel at ABC to achieve ABC's ambition. The Board was notified that the ABC could be ineligible for MIDA grants due to their "company" status and MIDA aids are usually given to Associations only.

The Secretaries were requested to seek legal advice on converting ABC to an Association and explain the implications of this change. In the meantime, the Committee identified fund raising activities that are unique, attract a large crowd and raise reasonable funds.

Among the suggestions were the return of ABC Night to foster networking amongst young planners and media owners; a carnival-cum-garage sale or an auction where industry players put up items which may not be of use to them but of value to another and a media exhibition.

The media exhibition will be open to publishers who have had their circulation figures audited and want to market and promote products and services for a reasonable fee. Advertisers, media agencies and creative agencies can also set up booths at the exhibition.

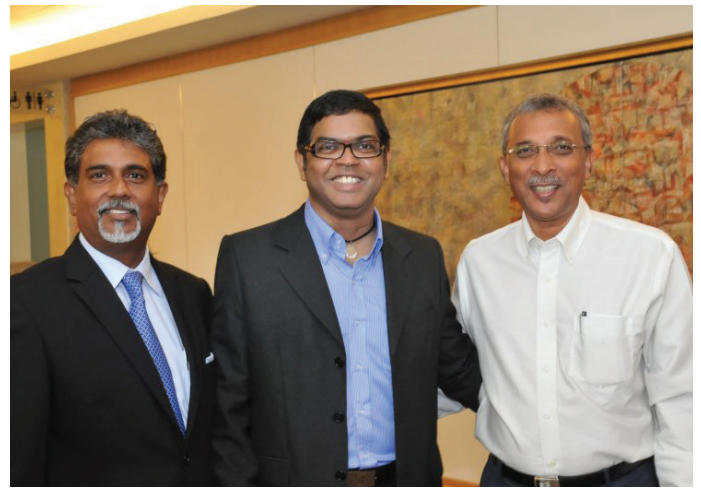
It was highlighted that the objective of a media exhibition had to be established and, in order to obtain a sizeable crowd for the event, it should coincide with

another event. As this project involves high cost and heavy planning, it was wise that the Board should not rush into it.

ABC FORUM – MARCH 10, 2011

The CEO of Performance Management Delivery Unit (Pemandu), YB Senator Datuk Seri Idris Jala, addressed the industry through a talk entitled *The Principles of Transformational Leadership*.

Industry captains Datuk Vincent Lee (President of the Association of Accredited Advertising Agents and Star Publications Bhd Executive Deputy Chairman); Mr. Khoo Kar Khoon (President of the Malaysian Advertisers Association); Datuk Mohd Nasir Ali (Chairman of the Malaysian Newspaper Publishers Association) and Mr. Ranganathan Somanathan (President of the Media Specialist Association) were the Forum panellists.



Datuk Mohd Nasir Ali, Datuk Vincent Lee, Datuk Seri Idris Jala, Ms. Margaret Lim, Mr. Khoo Kar Khoon and Mr. Ranganathan Somanathan

This was an apt topic as ABC and its Members welcome thoughts on transparency and integrity – the exact objectives of ABC – and the Committee was pleased to receive magnificent feedback from the participants of the Forum.

The then-Chairman Ms. Margaret Lim informed the Forum on the measures taken by ABC to be the key authority in respect of the measurement and authenticity of circulation figures. She also stated that, in line with the revamp, transformation for ABC meant taking a leap forward and not just tweaking existing practice.

This was to ensure that ABC is relevant and effective today as the watchdog for the industry. The organisation of the Forum enhanced ABC's campaign in stressing on the significance of audited circulation figures to the industry and served as boost for ABC's membership recruitment drive.





ABC MEDIA WORKSHOP – MARCH 1-4, 2012

The four-day-three-night Media Workshop was successfully organised from March 1 to 4, 2012 in Bandung with more than 200 delegates in attendance. The theme, *The New Mainstream Media: Evolution or Revolution?* posed questions on mainstream media's capacity to prosper in a digital landscape and if both mediums could co-exist in a mutually dependent and beneficial way.

The concerns and issues under this theme were addressed through such stimulating presentations such as *Tablet Publishing – A Potent Synergy*, *Innovation in Print Advertising*, *Social Media: Opportunities Within the Mainstream Media*, *Global Trends & Forecasts* and *Engaging Digital* to the Marketing Mix. The workshop closed with a briefing by Ms. Margaret Au Yong on the value of ABC.





ABC owe a debt of gratitude for the presence of industry influencers Datuk Vincent Lee, Mr. Andreas Vogiatzakis, Encik Ahmad Izham Omar, Encik Malek Ali, Mr. Ranganathan Somanathan, Mr. Jason Lo and Encik Sa'ad Hussein for sharing their experience and expertise on the subject matter as speakers as well as with the participants during the workshop.

The Organising Committee would like to record its appreciation to the 4As, which had endorsed this training programme by awarding 70 Boomerang Points to its Members who had sent participants for the workshop.

The Committee deeply appreciates the contributions of Ms. Marilyn Teoh in piloting the event. Ms. Teoh was responsible for drafting the overall programme for the workshop and for engaging the involvement of the speakers. Mr. Ben Thomas, who led the organisation of workshop upon Ms. Teoh's departure, deserves our recognition for turning the event into another success.

The sight of returning delegates from the last workshop in 2009 showed that ABC has managed to deliver what it has promised to give valuable insights into the developments in both media forms. We are confident that, armed with the knowledge and skill sets acquired at the Media Workshop, the participants would be able to fully play a part in the future of our industry.





THE JACEK UTAKO TALK – JUNE 30, 2012

A talk on June 30, 2012 by Mr. Jacek Utako, an acclaimed designer instrumental in turning around newspaper publications in Eastern Europe, attracted over 250 participants, mainly comprising creative and editorial teams. Also in attendance were sales and marketing representatives.

Ms. Margaret Au Yong, Chairman, Audit Committee presented the brief on the revised Audit Rules and Regulations for print to include digital replicas. A detailed insight on the templates on the New Audit Rules was presented.

This was preceded by the ABC Annual General Meeting and followed by the Fellowship Night cum Karaoke.



Utako is credited with revitalising over 30 newspapers, magazines and websites in Europe with creative redesigns and has accumulated over 40 awards in various design competitions.

In his talk, he revealed how to combine creative design with business strategy and content to reshape the product and, in the process, the future of the industry. The half-day session was hailed as inspiring and we were pleased to learn that a number of the participants had subsequently adopted his advice.

Pattrik Ting and Sheow Vern entertaining the members



The evening also included Mr. Andreas Vogiatzakis's presentation on the importance of print circulation numbers and MSA support of ABC.





SOLIDARITY WALK: STRENGTH IN NUMBERS – SEPTEMBER 7, 2012

Initiated by the Board Chairman, this activity was aimed at rallying the industry's figureheads behind the cause of ABC and kudos to Mr. Pattrik Ting, the Chairman of the Organising Committee, for its unqualified success.

This inaugural walk was aimed at stressing the ABC values of transparency, integrity and accountability and on standing firm on using ABC's verified and audited titles. The walk attracted over 400 members of the industry and, for the first time ever, seven figureheads of peer organisations gathered to launch the event.

Chairmen and Presidents of the 4As, MAA, MSA, MNPA, MDA and MPA backed this awareness campaign beyond wearing the specially designed ABC shirt on the day in September 7, 2012 at the park at Bukit Jalil. The impact of the event provided ample publicity and awareness of ABC and reached out to the masses.



At the finish line, participants signed on a "pledge" wall and dropped their names in a box for the lucky draw. Sponsorship was secured for the lucky draw prizes from Digi and Genting Malaysia; Nestle and Coca Cola provided the drink; Canon and Mediasaya financed the photographs and video. Carlsberg contributed the beverage for the cocktail while Berjaya hosted the reception for industry members.

The ABC Board will set an example by wearing the ABC shirt every month at their monthly Board meeting. Industry players are also encouraged to wear them at work - once a week - to instill and remind everyone of the huge task the ABC has to promote.





ABC FORUM 2013

A Forum on the Average Net Circulation Figures has been in the offing since early 2013 and will take place on July 5 at the Bukit Kiara Equestrian Club Entitled *Relevance – Circulation vs Readership*.

The Forum aims to address the issues arising from the auditing process and fulfill a set of objectives that include:

- Making ABC the reference point for media planners, advertisers and procurement;
- Understanding the new ABC Circulation Reporting Standard;
- Understanding the circulation audit processes;
- Embracing the digital platform with the changing media landscape.

The target audience for the Forum will be media specialists and advertisers. The Committee is cognizant of the fact that these movers and shakers need to be convinced on using ABC audited figures rather than having them rely on a single source of data to manage their media plans.

The forum will feature a panel discussion entitled *The Great Debate*. The discussion in this not-to-be-missed Forum centres on the weight of ABC's audited figures and the value of accountability and transparency in creating trust.

It will feature the media industry's heavy hitters Tan Sri Vincent Lee (Executive Deputy Chairman, The Star Media Group); Mr. MV Swaminathan (President, Magazine Publishers Association); Mr. Anthony Wong

(Managing Director, New Sabah Times); Ms. Margaret Lim (Executive Chairman, Aegis Media Malaysia); Mr. Law Chan Keong (Managing Director, Mediaedge CIA); Ms. Chan Sheow Vern (Communication Channel Manager for Unilever Malaysia and Singapore) and Ms. Chan May Ling (Head of Marketing Services, DiGi Telecommunications) as panellists.

Former ABC Chairman, Mr. Peter Das, acts as the panel session moderator. Mr. Paul Doyas, the CEO of Audited Media Association of Australia will helm a talk on *Circulation as the Key Media Index* while his compatriot Mr. Tim Burrowes, Editor of Mumbrella, shares his insight into *Monetising Print – Digital and Cross Media Platforms*.

Mr. Ranganathan Somanathan (CEO, South East Asia, Starcom MediaVest Group) will update participants of the Forum on *The Malaysian Media Landscape: The Changes and Challenges*. The Forum ends with Ms. Margaret Au-Young releasing the July – December 2012 circulation audit results on behalf of ABC.



IFABC

The need to have an Audited Circulation environment for all types of media available in the industry was further augmented by the findings presented at the IFABC General Assembly in November 2012, where the body too had admitted their preference to use this medium if they were entering a new market.

In the report by the Chairman, who represented ABC at the General Assembly in Madrid, it was stressed that markets abroad have moved ahead in measuring digital audience.

While agencies at home are still using the Unique Visitor as a standardised metric, those in the United Kingdom (UK), for example, were considering Unique Browsers to remove cases of the same person using different browsers to surf and obtaining a clearer reading in the process.

This, however, does not produce a definite yardstick. Features such as auto-fresh and video replays complicate digital auditing and it is best that unique audience rather than unique browsers is accepted as the common currency.

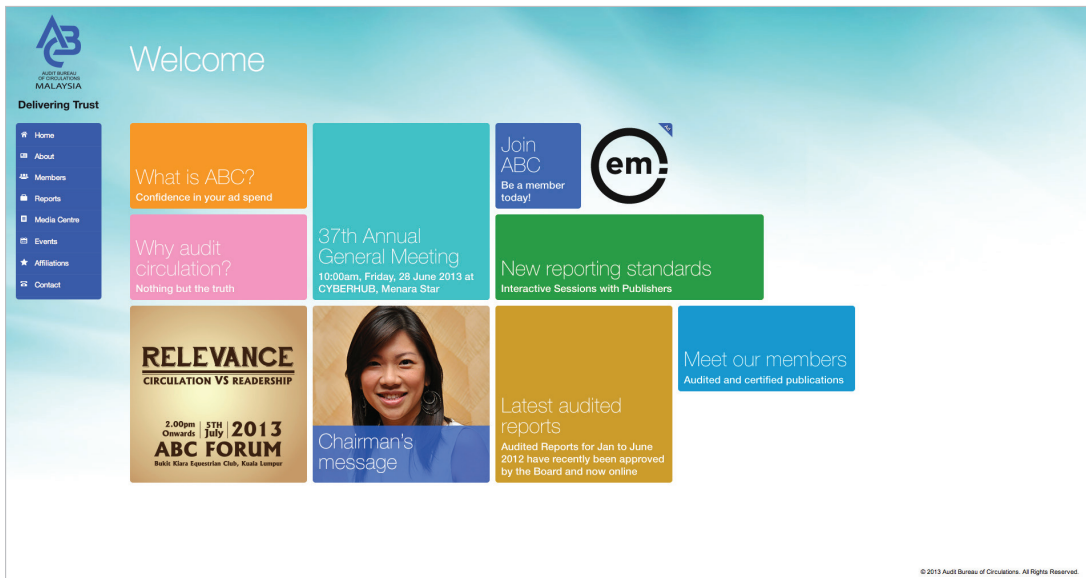
It appears that a hybrid of both tagging and panel is the preferred way to measure both supply and demand. The UK is switching from Nielsen to Comscore for their online audience measurement while Spain and Brazil largely rely on Comscore.

Advertisers demand a standard methodology that is user-centric and integrates the various devices and systems and it is clear that the IFABC are moving into auditing digital media.

The consensus is that, in an industry where digital channels are rapidly dictating the future, ABC will have to move into real-time reporting sooner rather than later. It is incumbent upon ABC, as such, to explore our options in adjusting to these changes and to maintain cost factors at the minimal level.

PUBLICITY & PROMOTION COMMITTEE REPORT

HEAD: MR. KARTHI PALANISAMY



SCOPE:
IMPLEMENTING PUBLIC RELATIONS PROGRAMMES TO RAISE AWARENESS OF THE ABC IN ADDITION TO REVAMPING AND MAINTAINING THE WEBSITE TO FUNCTION AS THE REFERENCE POINT FOR THE INDUSTRY.

WEBSITE - Mr. Jeremy Lim

The ABC website has been envisaged to be the first reference point for the media and communications industries and the Committee was tasked with producing a site that is comprehensive, relevant and user-friendly.

Cost, as it is always, was again the main stumbling block and, from the outset, the Committee weighed options that would make the site self-sufficient in terms of funding as well as content.

The committee was open to selling advertising space to ABC Members to underwrite the maintenance cost of the redesigned website. Potential revenue from advertisements would be in the range of RM14,000 to RM20,000 per-year.

In January 2013, Mr. Jeremy Lim, the newly appointed Chairman of the Website Committee presented a showcase of the outlook carousel for the Board's approval. Four blocks of advertising space were allocated and Members plus agencies were sounded out to place ads for a nominal fee.

Creative Juice-Sil Kuala Lumpur was enlisted to redesign and maintain the site and the Committee was alert to keeping the cost at a minimal level.

Among the content that would be uploaded on the website would be articles from the periodicals of media

specialist agencies, videos of events organised by ABC, articles from IFABC and other articles or events that will drive home the message that the ABC's circulation figures have been computed on a common platform and is the safest source for media planning decisions.

The Committee and Board Members reviewed the revamped website in March. It was agreed that while the format appears fine, the content area needs help from Members, agencies and peer organisations.

The new-look site was launched in the first week of June 2013. Apart from news on ABC's activities, the website now contains information from the year of ABC's birth in 1975 and its growth up to 2013. The programmes and achievements of all the Chairmen and Board Members who had served ABC will also be archived. We welcomed ex-Board Members to come forward to create a richer timeline of ABC.

Two interns were recruited to help gather the history of ABC. The gist of their job was to record all the achievements and activities of the previous Boards and Members in an almost 40 year period. The information gathered will be listed under the *History of ABC: Timeless Legacy* section.

In line with ABC's aspiration to turn the website as the first port of call for information, the revamped website – which has been made accessible in the latest Windows 8 inspired format – offers information on each of ABC Members and promotes them via links to their respective sites.

The Committee thanks Mr. Russell Teo of SME who also volunteered his time to serve in this Committee and Board Members Mr. Giam Tee Hoong, Mr. Karthi Palanisamy, Ms. Lim Bee Leng and the Secretariat.

The Committee is indebted to Mr. Calvin Kan, who chaired the Committee between 2011 and 2012.

ABC is fortunate to have Mr. Jeremy Lim who spent a great deal of time and energy with various parties for the revamp and for the launch of the website. He continues to oversee the maintenance of the website.

PUBLICITY

Young planners are not aware of the significance of Audited Net Circulation Figures and prefer the Nielsen Media Index as their main source of information. The Committee, concerned by this development, embarked on a series of public relations exercises to educate the industry.

Various press releases and stories with specific angles were sent out to the mainstream newspapers to secure publicity for ABC. A collaboration with BookExcess for their Big Bad Wolf Sale 2011 was part of the ABC's goal in promoting a reading culture.

The Board agreed that ABC and MSA must have a close working relationship in order to stress the purpose of establishing a common standard currency across all media platform.

Though the website is tasked with the bulk of this duty, the Committee explored ways of informing the industry that the Audited Net Sales of a publication has been verified and reflects a more reasonable picture of its penetration in the industry.

In November 2011, the Board looked at creative ideas to raise awareness and importance of ABC with advertisers and media agencies as well as the publishers internally for Board comments and selection, which then made as part of a bigger marketing campaign that's to be launched in Q3 2013.

The essence of these advertisements was the communication to the marketplace that ABC Circulation Figures were authentic, as they have been verified by independent public accounting firms and vetted by the Audit Committee and approved by the Board.

It was decided that the ABC must face up to publications that did not have their circulation figures audited and that any campaign to combat non-audited figures will only be effective if media planners and advertisers stop supporting rogue titles.

MARKETING CAMPAIGN

In December 2012, the CEOs and Managing Directors of Member publishers and Presidents, Chairmen and representatives of the 4As, MAA, MSA, MNPA, MDA and MPA green-lighted the ABC to proceed with the marketing campaign.

The marketing campaign was designed to deliver the message that, in the long run, the media owners, planners and advertisers would be disadvantaged if they rely on data which had not been audited independently for marketing and communications decisions.

A timeline and various steps for the launch of the marketing campaign are being finalised by the Committee.

TECHNICAL COMMITTEE REPORT

HEAD: MS. MARGARET LIM

SCOPE: IDENTIFIES AREAS OF IMPROVEMENTS IN MEASURING STANDARDS, CONVEYS THE INDUSTRY'S VIEWS TO NIELSEN MEDIA RESEARCH AND WORK TOWARDS EFFECTING THESE IMPROVEMENTS TO ENSURE THAT RELIABLE AND ACCURATE DATA IS MADE AVAILABLE TO ALL PARTIES.

The Technical Committee aims to forge a close working relationship with research companies in the field of readership and audience measurement as the data provided by them is used to determine media planning decisions.

In this respect the Committee continued to look for improvements in this area and to function as more than a sounding board for Nielsen Media Research Malaysia, which is the leading media research company here. This included communicating to the media research company on how to improve their research methodology.

Advertisers continue to support non-audited titles because it is difficult for titles with small circulation numbers to compete with those with higher circulations, as budgets were limited in each category. Constant changes to the audit rules, which excluded certain categories of distribution, also have discouraged credible media owners from joining ABC.

Information obtained by advertisers from agencies is inaccurate or misleading while magazine publishers approach them with claimed circulation numbers. If these practices were allowed to persist, Members would be left unprotected and industry disillusioned.

If ABC was not seen as being assertive on these issues, there could be an exodus of audited magazine titles.

This Committee needs to have a strong team with a technical support background and the Technical Committee recruited three representatives from the MSA and two from the MAA as well as one representative from each of the media owners, the New Straits Times Press, The Star Publications and Sin Chew Daily groups as well as Media Prima (TV/Radio) and Astro (TV/Radio).

The Committee met in early April 2013 to discuss the issues prior to meeting the Nielsen team. These included questions pertaining to:

- Sampling frame and methodology;
- Addressing respondents residing in affluent homes and gated communities;
- The types of media to be covered which are inclusive of digital versions, mobile and new media;
- Addressing complaints – on television, radio, print media etc;
- Audit on the Research – on the interviews, as well as the weighting.

It was again highlighted that media planners and marketers - rely on Nielsen media survey results rather than audited net circulation figures announced by ABC for media planning decisions.

The ABC verified and audited circulation number does not provide audience data that is crucial to the planning of media campaigns while media planners should examine data for trends and verification. Media planners use the

Nielsen report because it enables them to perform demographic targeting while ABC report does not. Therefore, it was suggested that the Committee find ways to assist planners to use the audited circulation data, as is the practice in many IFABC markets.

In the meeting with Nielsen, the Committee stressed that the results of their survey must be reliable and that it must be as accurate and relevant to Media Specialist agencies for them to be accountable to their clients.

The Nielsen team was also informed that print readership figures do not tally with the ABC circulation figures or reflect the campaigns ran by the media owners. In addition, there are possible sample weighting issues with the Nielsen research.

The Committee members raised several other concerns and a request was made to add the Average Net Circulation figures per-publishing day announced by ABC to be incorporated into the survey report separately or as part of readership in the Nielsen report.

Nielsen was receptive to the request to add the Average Net Circulation figures per publishing day announced by ABC to be incorporated into the survey report separately or as part of readership in the Nielsen report and promised to respond to this suggestion.

To the suggestion that Nielsen Media Research be audited, the company stated that they are transparent and are open to be audited. Following the meeting, the Committee decided to circulate a list of questions to members of the Board for their feedback. It was agreed that Nielsen and ABC should be complementing each other.



Revised Circulation Standards for audit of Average Net Circulation per Publishing Day

CIRCULATION FIGURES

NEWSPAPERS - PENINSULAR MALAYSIA
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JANUARY 2012 TO JUNE 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
BAHASA NEWSPAPERS									
Utusan Malaysia	175,438	3,761	2,157	-	181,356	-	156	1.50	1.15
Mingguan Malaysia	368,036	1,286	2,207	-	371,529	-	26	2.00	1.57
Berita Harian	105,090	39,865	-	-	144,955	-	155	1.50/2.00	1.10
Berita Minggu	178,767	13,839	-	-	192,606	-	26	2.00	1.55
Kosmo	222,641	46	1,831	-	224,518	-	156	1.20	0.94
Kosmo Ahad	226,496	446	841	-	227,783	-	26	1.30	1.01
Harian Metro	393,597	428	-	-	394,025	-	155	1.50/2.30	1.19
Metro Ahad	430,821	4,167	-	-	434,988	-	26	2.00/2.50	1.58
SUB TOTAL	2,100,886	63,838	7,036	0	2,171,760				
ENGLISH NEWSPAPERS									
New Straits Times	59,363	41,020	-	-	100,383	-	155	1.20/1.80	0.84
New Sunday Times	81,137	27,323	-	-	108,460	-	26	1.20/1.80	0.89
The Star	287,061	3,505	-	-	290,566	-	155	1.20	0.84
Sunday Star	289,505	3,102	-	-	292,607	-	26	1.50	1.02
The Edge	21,979	-	-	-	21,979	-	26	5.00	3.71
SUB TOTAL	739,045	74,950	0	0	813,995				
CHINESE NEWSPAPERS									
China Press Day	170,399	-	15	-	170,414	-	181	1.30	0.93
China Press Night	70,127	-	6	-	70,133	-	181	1.30	0.92
Sin Chew - Day *	387,794	1,107	939	-	389,840	-	175/177/181*	1.20/1.30/1.70	0.94
Sin Chew - Night	17,509	-	-	-	17,509	-	181	1.30	0.94
Guang Ming - Day	88,101	-	-	-	88,101	-	181	1.20	0.80
Guang Ming - Night	22,766	-	-	-	22,766	-	181	1.20	0.84
Oriental Daily	104,866	-	801	-	105,667	-	182	1.00	0.70
SUB TOTAL	861,562	1,107	1,761	0	864,430				
FREE AND CONTROLLED - ENGLISH NEWSPAPERS									
The Sun						301,853	129		
Malaysia SME Newspaper						50,053	13		
SUB TOTAL						351,906			
FREE AND CONTROLLED - CHINESE NEWSPAPERS									
Red Tomato						200,000	15		
SUB TOTAL						200,000			
GRAND TOTAL	3,701,493	139,895	8,797	0	3,850,185	551,906			

*Note :
Sin Chew Day
No. of publishing days during the period :

Peninsular Malaysia - 181 Days
Sabah - 181 Days
Sarawak - Kuching - 175 Days
Sarawak - Sibiu - 177 Days
Sarawak - Miri - 177 Days

NEWSPAPERS - PENINSULAR MALAYSIA
PRINT EDITION
GEOGRAPHICAL DISTRIBUTION
JANUARY 2012 TO JUNE 2012

NEWSPAPERS - PENINSULAR MALAYSIA PRINT EDITION GEOGRAPHICAL DISTRIBUTION JANUARY 2012 TO JUNE 2012														
	PERLIS	KEDAH	PULAU PINANG	PERAK	KELANTAN	TERENGGANU	PAHANG	SELANGOR	WILAYAH PERSEKUTUAN	NEGERI SEMBILAN	MELAKA	JOHOR	OTHER	TOTAL
NAME OF MEMBER	COPIES													
BAHASA NEWSPAPERS														
Utusan Malaysia	2,249	14,026	8,614	15,867	9,725	7,617	9,861	37,294	27,617	11,746	8,191	22,953	5,596	181,356
Mingguan Malaysia	4,365	28,784	17,414	34,458	18,308	15,110	22,934	88,345	46,718	26,637	16,302	42,740	9,414	371,529
Berita Harian	1,686	9,256	5,448	10,877	9,896	7,053	9,625	35,358	13,095	8,830	6,164	20,407	7,260	144,955
Berita Minggu	2,075	10,606	5,274	15,672	10,616	9,023	14,936	47,283	16,939	13,820	8,529	30,018	7,815	192,606
Kosmo	2,479	18,287	15,057	19,005	10,690	9,150	11,949	63,104	36,994	13,311	6,089	16,742	1,661	224,518
Kosmo Ahad	2,158	19,634	14,415	20,099	10,659	9,556	12,627	66,694	32,668	14,412	6,269	16,947	1,645	227,783
Harian Metro	6,177	30,424	18,544	29,664	20,565	22,539	23,173	80,650	35,069	16,842	13,533	69,647	27,198	394,025
Metro Ahad	6,118	31,909	18,981	35,186	21,749	22,314	28,841	92,292	37,220	21,492	17,230	76,928	24,728	434,988
SUB TOTAL	27,307	162,926	103,747	180,828	112,208	102,362	133,946	511,020	246,320	127,090	82,307	296,382	85,317	2,171,760
ENGLISH NEWSPAPERS														
New Straits Times	1,305	3,237	6,200	7,045	2,258	2,698	3,227	33,050	19,060	4,646	4,231	10,890	2,536	100,383
New Sunday Times	412	3,343	6,598	8,737	2,341	2,281	4,283	35,770	21,392	5,327	4,055	11,195	2,726	108,460
The Star	607	8,217	31,981	24,046	1,766	1,543	6,250	92,192	83,014	9,180	7,933	15,627	8,210	290,566
Sunday Star	508	9,541	33,374	27,946	1,878	1,609	6,619	89,081	77,039	10,968	9,436	16,008	8,600	292,607
The Edge	-	14	1,753	543	74	52	159	7,654	10,089	192	256	598	595	21,979
SUB TOTAL	2,832	24,352	79,906	68,317	8,317	8,183	20,538	257,747	210,594	30,313	25,911	54,318	22,667	813,995
CHINESE NEWSPAPERS														
China Press - Day	360	3,356	4,435	18,459	2,228	1,634	14,240	14,432	63,161	7,653	12,462	25,189	2,805	170,414
China Press - Night	-	1,475	4,398	10,506	-	-	594	2,810	33,572	918	1,257	14,603	-	70,133
Sin Chew - Day	701	7,080	15,333	53,509	2,480	1,591	11,030	71,549	38,527	15,970	15,461	97,010	59,599	389,840
Sin Chew -Night	-	-	-	346	-	-	208	7,511	4,044	413	172	4,815	-	17,509
Guang Ming - Day	1,088	3,760	39,029	5,747	540	520	2,276	17,030	10,404	2,230	359	5,032	86	88,101
Guang Ming - Night	170	1,542	14,337	94	-	-	280	3,945	1,559	743	96	-	-	22,766
Oriental Daily	97	1,367	1,421	8,007	-	-	1,184	21,415	58,493	707	1,029	11,947	-	105,667
SUB TOTAL	2,416	18,580	78,953	96,668	5,248	3,745	29,812	138,692	209,760	28,634	30,836	158,596	62,490	864,430
FREE AND CONTROLLED - ENGLISH NEWSPAPERS														
The Sun	160	2,700	37,095	9,550	830	469	1,230	77,659	146,733	3,541	5,820	16,066	-	301,853
Malaysia SME Newspaper	-	150	5,500	1,280	562	200	1,200	12,221	18,332	300	2,008	6,500	1,800	50,053
SUB TOTAL	160	2,850	42,595	10,830	1,392	669	2,430	89,880	165,065	3,841	7,828	22,566	1,800	351,906
FREE AND CONTROLLED - CHINESE NEWSPAPERS														
Red Tomato	-	1,200	14,800	4,000	-	-	1,333	65,895	83,759	2,000	2,000	25,000	13	200,000
SUB TOTAL	0	1,200	14,800	4,000	0	0	1,333	65,895	83,759	2,000	2,000	25,000	13	200,000
GRAND TOTAL	32,715	209,908	320,001	360,643	127,165	114,959	188,059	1,063,234	915,498	191,878	148,882	556,862	172,287	4,402,091

NEWSPAPERS - PENINSULAR MALAYSIA
DIGITAL REPLICATION
CIRCULATION BASED ON PRICE BAND
JANUARY 2012 TO JUNE 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP > 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
BAHASA NEWSPAPERS									
Berita Harian	-	97	91	-	188	-	155	1.50/2.00	0.31
Berita Minggu	-	56	136	-	192	-	26	2.00	0.31
Harian Metro	-	164	35	-	199	-	155	1.50/2.30	0.34
Metro Ahad	-	72	125	-	197	-	26	2.00/2.50	0.34
SUB TOTAL	0	389	387	0	776				
ENGLISH NEWSPAPERS									
New Straits Times	-	-	135	-	135	-	155	1.20/1.80	0.33
New Sunday Times	-	-	134	-	134	-	26	1.20/1.80	0.33
The Star	7,326	12	23	361	7,722	-	53	USD0.99	RM0.06
Sunday Star	7,437	12	23	353	7,825	-	8	USD0.99	RM0.06
SUB TOTAL	14,763	24	315	714	15,816				

CIRCULATION FIGURES

NEWSPAPERS - SABAH
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JANUARY 2012 TO JUNE 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
ENGLISH NEWSPAPERS									
Borneo Post Sabah	18,473	-	4,446	-	22,919	-	179	1.20	0.55
New Sabah Times	20,519	147	1,083	-	21,749	-	176	1.20	0.86
Daily Express	26,799	-	-	-	26,799	-	179	1.20	1.20
New Straits Times*	1,001	-	-	-	1,001	-	155	1.20/1.80	0.84
New Sunday Times*	1,122	-	-	-	1,122	-	26	1.20/1.80	0.89
The Star *	2,217	-	-	-	2,217	-	155	1.20	0.84
Sunday Star*	2,200	-	-	-	2,200	-	26	1.50	1.02
The Edge*	261	-	-	-	261	-	26	5.00	3.71
Malaysia SME Newspaper	-	-	-	-	-	800	13		
SUB TOTAL	72,592	147	5,529	0	78,268	800			
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
CHINESE NEWSPAPERS									
Asia Times	18,942	85	25	-	19,052	-	176	1.20	N/A
Morning Post	6,326	2,713	-	-	9,039	-	175	1.20	0.96
Harian Tawau Express	2,430	-	2,808	-	5,238	-	178	1.20	0.62
See Hua Daily News (Sabah)	24,449	-	2,886	-	27,335	-	179	1.20	0.67
Overseas Chinese Daily News	15,214	-	-	-	15,214	-	179	1.20	1.20
United Daily News*	201	-	-	-	201	-	177	1.00	0.51
China Press - Day*	27	-	-	-	27	-	181	1.30	0.93
Sin Chew - Day*	487	-	-	-	487	-	181	1.20/1.30/1.70	0.94
Guang Ming - Day*	86	-	-	-	86	-	181	1.20	0.80
SUB TOTAL	739,045	74,950	0	0	813,995				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
BAHASA NEWSPAPERS									
Utusan Borneo (Sabah)	12,773	-	1,484	-	14,257	-	179	1.20	0.60
Utusan Malaysia *	1,482	-	-	-	1,482	-	156	1.50	1.15
Mingguan Malaysia*	2,013	-	-	-	2,013	-	26	2.00	1.57
Berita Harian*	3,633	-	-	-	3,633	-	155	1.50/2.00	1.10
Berita Minggu*	4,131	-	-	-	4,131	-	26	2.00	1.55
Harian Metro*	13,717	-	-	-	13,717	-	155	1.50/2.30	1.19
Metro Ahad*	12,063	-	-	-	12,063	-	26	2.00/2.50	1.58
SUB TOTAL	49,812	0	1,484	0	51,296				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
GRAND TOTAL	190,567	2,945	12,732	0	206,243	800			

NEWSPAPERS - SABAH
PRINT EDITION
GEOGRAPHICAL DISTRIBUTION
JANUARY 2012 TO JUNE 2012

	Kota Kinabalu	Sandakan	Tawau	Kudat	Pendalaman	Labuan	Others	TOTAL
NAME OF MEMBER	COPIES							
ENGLISH NEWSPAPERS								
Borneo Post Sabah	14,593	2,046	5,252	-	-	1,028	-	22,919
New Sabah Times	15,516	1,578	1,703	1,102	-	94	1,756	21,749
Daily Express	23,739	1,484	1,576	-	-	-	-	26,799
New Straits Times	696	81	91	-	-	-	133	1,001
New Sunday Times	790	103	93	-	-	-	136	1,122
The Star	-	-	-	-	-	-	2,217	2,217
Sunday Star	-	-	-	-	-	-	2,200	2,200
The Edge	240	-	-	-	-	21	-	261
Malaysia SME Newspaper	500	100	180	-	-	20	-	800
SUB TOTAL	56,074	5,392	8,895	1,102	0	1,163	6,442	79,068
CHINESE NEWSPAPERS								
Asia Times	9,813	3,300	2,800	720	1,399	820	200	19,052
Morning Post	-	-	9,039	-	-	-	-	9,039
Harian Tawau Express	-	-	5,238	-	-	-	-	5,238
See Hua Daily News (Sabah)	16,498	2,212	6,950	-	-	1,675	-	27,335
Overseas Chinese Daily News	14,001	603	610	-	-	-	-	15,214
United Daily News	50	-	-	-	-	151	-	201
China Press - Day	-	-	-	-	-	-	27	27
Sin Chew - Day	-	-	-	-	-	-	487	487
Guang Ming - Day	-	-	-	-	-	-	86	86
SUB TOTAL	40,362	6,115	24,637	720	1,399	2,646	800	76,679
BAHASA NEWSPAPERS								
Utusan Borneo Sabah	10,863	801	2,025	-	-	568	-	14,257
Utusan Malaysia	-	-	-	-	-	208	1,274	1,482
Mingguan Malaysia	-	-	-	-	-	248	1,765	2,013
Berita Harian	2,779	273	298	-	-	-	283	3,633
Berita Minggu	3,103	401	365	-	-	-	262	4,131
Harian Metro	12,399	363	553	-	-	-	402	13,717
Metro Ahad	10,877	357	460	-	-	-	369	12,063
SUB TOTAL	40,021	2,195	3,701	0	0	1,024	4,355	51,296
GRAND TOTAL	135,717	13,602	37,053	1,822	1,399	4,833	11,597	207,043

NEWSPAPERS - SARAWAK
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JANUARY 2012 TO JUNE 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	

ENGLISH NEWSPAPERS

The Borneo Post	61,224	-	4,589	-	65,813	-	152	1.00	0.65
The Sunday Post	65,764	-	4,590	-	70,354	-	26	1.00	0.64
New Straits Times*	1,392	-	-	-	1,392	-	155	1.20/1.80	0.84
New Sunday Times*	1,452	-	-	-	1,452	-	26	1.20/1.80	0.89
The Star*	5,993	-	-	-	5,993	-	155	1.20	0.84
Sunday Star*	6,399	-	-	-	6,399	-	26	1.50	1.02
The Edge*	217	-	-	-	217	-	26	5.00	3.71
Malaysia SME Newspaper	-	-	-	-	-	1,600	13		
SUB TOTAL	142,441	0	9,179	0	151,620	1,600			

* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.

CHINESE NEWSPAPERS

United Daily News	15,300	43,328	-	-	58,628	-	177	1.00	0.51
International Times	14,593	-	330	7,500	22,423	-	174	1.00	0.19
See Hua Daily News	61,994	-	5,168	-	67,162	-	182	1.00	0.55
China Press - Day	7	-	-	-	7	-	181	1.30	0.93
Sin Chew - Day	59,112	-	-	-	59,112	-	175/177		
SUB TOTAL	151,006	43,328	5,498	7,500	207,332				

* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.

BAHASA NEWSPAPERS

Utusan Borneo	35,922	-	-	-	35,922	-	178	1.00	0.60
Utusan Malaysia*	3,602	-	-	-	3,602	-	156	1.50	1.15
Mingguan Malaysia*	6,650	-	-	-	6,650	-	26	2.00	1.57
Kosmo*	1,661	-	-	-	1,661	-	155	1.50/2.00	1.10
Kosmo Ahad*	1,645	-	-	-	1,645	-	26	2.00	1.55
Berita Harian*	3,324	-	-	-	3,324	-	156	1.20	0.94
Berita Minggu*	3,326	-	-	-	3,326	-	26	1.30	1.01
Harian Metro*	13,058	-	-	-	13,058	-	155	1.50/2.30	1.19
Metro Ahad*	12,250	-	-	-	12,250	-	26	2.00/2.50	1.58
SUB TOTAL	81,438	0	0	0	81,438				

* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.

GRAND TOTAL	374,885	43,328	14,677	7,500	440,390	1,600			
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NEWSPAPERS - SARAWAK
PRINT EDITION
GEOGRAPHICAL DISTRIBUTION
JANUARY 2012 TO JUNE 2012

NAME OF MEMBER	Kuching	Miri	Sibu	Bintulu	Others	TOTAL
ENGLISH NEWSPAPERS						
The Borneo Post	32,602	15,161	13,363	4,687	-	65,813
The Sunday Post	34,497	16,344	14,335	5,178	-	70,354
New Straits Times	614	474	158	110	36	1,392
New Sunday Times	686	473	189	104	-	1,452
The Star	-	-	-	-	5,993	5,993
Sunday Star	-	-	-	-	6,399	6,399
The Edge	217	-	-	-	-	217
Malaysia SME Newspaper	1,000	250	250	100	-	1,600
SUB TOTAL	69,616	32,702	28,295	10,179	12,428	153,220
CHINESE NEWSPAPERS						
United Daily News	17,958	20,555	12,383	-	7,732	58,628
See Hua Daily News	28,676	14,228	20,644	3,614	-	67,162
International Times	21,434	106	41	59	783	22,423
China Press - Day	-	-	-	-	7	7
Sin Chew - Day	28,760	8,215	22,137	-	-	59,112
SUB TOTAL	96,828	43,104	55,205	3,673	8,522	207,332
BAHASA NEWSPAPERS						
Utusan Borneo	11,060	10,631	9,985	4,246	-	35,922
Utusan Malaysia	-	-	-	-	3,602	3,602
Mingguan Malaysia	-	-	-	-	6,650	6,650
Kosmo	-	-	-	-	1,661	1,661
Kosmo Ahad	-	-	-	-	1,645	1,645
Berita Harian	1,455	992	541	288	48	3,324
Berita Minggu	1,330	1,169	541	286	-	3,326
Harian Metro	7,713	2,855	1,310	1,180	-	13,058
Metro Ahad	7,022	2,796	1,288	1,144	-	12,250
SUB TOTAL	28,580	18,443	13,665	7,144	13,606	81,438
GRAND TOTAL	195,024	94,249	97,165	20,996	34,556	441,990

CIRCULATION FIGURES

MAGAZINES
PRINT EDITION
JULY 2011 TO JUNE 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
ACCOUNTANTS TODAY	126	25,650	-	-	25,776	2,965	6	7.00	3.52
EXPATRIATE LIFESTYLE	-	-	-	-	-	14,365	12	-	-
THE PEAK	-	-	-	-	-	14,589	12	-	-
MALAYSIA SME BUSINESS DIRECTORY	-	-	-	-	-	65,000	2	-	-
BUSINESS & FINANCIAL	7	15,071	-	-	15,078	-	6	15.00	8.18
RAPI	23,122	-	-	-	23,122	-	24	4.00	4.00
RASA	60,211	-	-	-	60,211	-	12	7.00/9.50	8.04
MINGGUAN WANITA	131,911	-	-	-	131,911	-	12	3.30/11.90	3.46
PA & MA	47,094	-	-	-	47,094	-	12	6.50/7.50/8.90	7.20
KELUARGA	54,346	-	-	-	54,346	-	12	6.50/11.50	8.17
INFOFISH INTERNATIONAL	-	-	-	-	-	3,621	6	-	-
ASIAN DEFENCE JOURNAL	-	-	-	-	-	9,155	10	-	-
ASIAN TIMBER	-	-	-	-	-	6,781	6	-	-
PAR GOLF	15,156	1,300	-	-	16,456	-	12	10.90	-
KL Lifestyle	-	-	-	-	-	63,527	12	-	-
Majalah Solusi	67,744	48,342	-	-	116,086	-	12	10.00	5.40

MAGAZINES
PRINT EDITION
JANUARY 2012 TO JUNE 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
MARKETING MAGAZINE	-	-	-	-	-	12,525	6	-	-
VISION FOUR VIEWING GUIDE	-	-	-	-	-	63,709	6	-	-
inTREND MAGAZINE	13,211	35	-	-	13,246	-	6	7.50	7.50
iFEEL MAGAZINE	8,860	734	-	-	9,594	-	6	6.50	6.50
FHM Magazine	5,506	148	-	-	5,654	-	6	10.00	9.95
Personal Money	12,024	-	-	-	12,024	-	6	6.39	6.00
Malaysia Tatler	5,569	-	-	-	5,569	5,330	6	15.00	8.31
POP Club	-	-	-	-	-	120,000	2	-	-

CIRCULATION FIGURES

NEWSPAPERS - PENINSULAR MALAYSIA
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JULY 2012 TO DECEMBER 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
BAHASA NEWSPAPERS									
Utusan Malaysia	173,663	2,597	1,951	-	178,211	-	156	1.50	1.16
Mingguan Malaysia	363,647	907	1,915	-	366,469	-	27	2.00	1.57
Berita Harian	96,559	33,904	-	-	130,463	-	154	1.50/2.00	1.13
BH Ahad	158,732	17,698	-	-	176,430	-	27	2.00	1.55
Kosmo	216,676	68	1,507	-	218,251	-	156	1.20	0.93
Kosmo Ahad	226,764	708	194	-	227,666	-	27	1.30	0.89
Harian Metro	377,965	1,204	-	-	379,169	-	154	1.50/2.30	1.19
Metro Ahad	401,517	3,674	-	-	405,191	-	27	2.00/2.50	1.58
SUB TOTAL	2,015,523	60,760	5,567	0	2,081,850				
ENGLISH NEWSPAPERS									
New Straits Times	54,326	38,995	-	-	93,321	-	154	1.20/1.80	0.83
New Sunday Times	73,097	27,913	-	-	101,010	-	27	1.20/1.80	0.87
The Star	248,993	39,923	-	-	288,916	-	154	1.20	0.84
Sunday Star	252,695	39,598	-	-	292,293	-	27	1.50	1.02
The Edge	22,244	-	-	-	22,244	-	27	5.00	3.73
SUB TOTAL	651,355	146,429	0	0	797,784				
CHINESE NEWSPAPERS									
China Press Day	169,660	-	15	-	169,675	-	181	1.30	0.93
China Press Night	67,785	-	6	-	67,791	-	181	1.30	0.93
Sin Chew - Day *	384,742	1,092	859	-	386,693	-	181/182	1.20/1.30/1.70	0.94
Sin Chew -Night	17,785	-	-	-	17,785	-	181	1.30	0.96
Guang Ming - Day	87,693	-	-	-	87,693	-	181	1.20	0.80
Guang Ming - Night	22,741	-	-	-	22,741	-	181	1.20	0.84
Oriental Daily	96,967	-	887	-	97,854	-	184	1.00	0.70
SUB TOTAL	847,373	1,092	1,767	0	850,232				
FREE AND CONTROLLED - ENGLISH NEWSPAPERS									
The Sun						302,477	128		
Malaysia SME Newspaper						50,000	13		
SUB TOTAL						352,477			
FREE AND CONTROLLED - CHINESE NEWSPAPERS									
Red Tomato						212,533	26		
SUB TOTAL						212,533			
GRAND TOTAL	3,514,251	208,281	7,334	0	3,729,866	565,010			

*Note :
Sin Chew Day
No. of publishing days during the period :

Peninsular Malaysia - 181 Days
Sabah - 181 Days
Sarawak - 182 Days

NEWSPAPERS - PENINSULAR MALAYSIA
PRINT EDITION
GEOGRAPHICAL DISTRIBUTION
JULY 2012 TO DECEMBER 2012

NEWSPAPERS - PENINSULAR MALAYSIA PRINT EDITION GEOGRAPHICAL DISTRIBUTION JULY 2012 TO DECEMBER 2012														
	PERLIS	KEDAH	PULAU PINANG	PERAK	KELANTAN	TERENGGANU	PAHANG	SELANGOR	WILAYAH PERSEKUTUAN	NEGERI SEMBILAN	MELAKA	JOHOR	OTHER	TOTAL
NAME OF MEMBER	COPIES													
BAHASA NEWSPAPERS														
Utusan Malaysia	2,143	13,773	8,443	15,504	9,202	7,131	9,410	37,917	27,222	11,431	8,249	22,630	5,156	178,211
Mingguan Malaysia	4,232	28,411	17,192	34,231	17,849	14,765	22,720	87,994	46,417	26,522	16,136	42,587	7,413	366,469
Berita Harian	1,395	7,454	5,462	9,743	7,413	6,801	8,810	30,872	11,307	7,724	5,564	19,286	8,632	130,463
BH Ahad	1,808	10,197	5,281	14,250	9,555	8,444	13,771	44,120	13,977	12,327	7,854	28,424	6,422	176,430
Kosmo	2,293	17,856	10,025	18,792	10,094	8,843	11,664	62,608	34,850	12,994	5,866	16,488	5,878	218,251
Kosmo Ahad	2,411	18,638	14,429	19,600	10,310	9,261	12,332	65,480	35,647	14,113	6,675	17,067	1,703	227,666
Harian Metro	5,381	29,633	17,501	28,565	20,889	21,570	22,653	75,636	31,235	16,738	13,497	66,762	29,109	379,169
Metro Ahad	5,303	30,753	17,598	32,882	20,522	20,391	26,907	84,189	31,453	20,685	16,342	71,870	26,296	405,191
SUB TOTAL	24,966	156,715	95,931	173,567	105,834	97,206	128,267	488,816	232,108	122,534	80,183	285,114	90,609	2,081,850
ENGLISH NEWSPAPERS														
New Straits Times	1,099	3,145	6,323	6,402	2,037	2,638	3,209	29,699	17,852	4,141	3,880	10,205	2,691	93,321
New Sunday Times	368	3,276	7,171	8,279	1,891	2,286	3,237	32,086	19,865	5,600	3,907	10,633	2,411	101,010
The Star	749	8,312	32,175	23,908	1,965	1,774	6,029	85,415	85,303	8,998	8,196	16,187	9,905	288,916
Sunday Star	762	9,478	42,119	27,216	2,050	1,874	6,409	81,375	75,647	10,807	9,517	16,523	8,516	292,293
The Edge	-	17	2,432	506	73	50	155	7,758	9,708	181	231	586	547	22,244
SUB TOTAL	2,978	24,228	90,220	66,311	8,016	8,622	19,039	236,333	208,375	29,727	25,731	54,134	24,070	797,784
CHINESE NEWSPAPERS														
China Press - Day	367	3,326	4,371	18,193	2,169	1,626	14,261	14,365	62,775	12,650	7,713	25,161	2,698	169,675
China Press - Night	-	1,381	4,004	10,249	-	-	566	2,706	32,561	1,264	906	14,154	-	67,791
Sin Chew - Day	638	7,004	15,049	52,793	2,409	1,560	11,006	70,838	38,144	15,910	15,350	96,735	59,257	386,693
Sin Chew -Night	-	-	-	312	-	-	207	7,817	4,209	437	183	4,620	-	17,785
Guang Ming - Day	1,076	3,796	39,129	5,433	520	499	2,805	16,925	9,973	2,112	342	5,001	82	87,693
Guang Ming - Night	151	1,519	14,408	92	-	-	263	3,848	1,650	724	86	-	-	22,741
Oriental Daily	99	1,328	1,285	8,084	-	-	1,081	20,017	54,408	619	896	10,037	-	97,854
SUB TOTAL	2,331	18,354	78,246	95,156	5,098	3,685	30,189	136,516	203,720	33,716	25,476	155,708	62,037	850,232
FREE AND CONTROLLED - ENGLISH NEWSPAPERS														
The Sun	160	2,700	37,096	9,550	830	468	1,230	77,984	147,030	3,539	5,820	16,070	-	302,477
Malaysia SME Newspaper	-	150	5,500	1,280	562	200	1,200	12,200	18,300	300	2,008	6,500	1,800	50,000
SUB TOTAL	160	2,850	42,596	10,830	1,392	668	2,430	90,184	165,330	3,839	7,828	22,570	1,800	352,477
FREE AND CONTROLLED - CHINESE NEWSPAPERS														
Red Tomato	-	1,160	17,259	4,081	-	-	1,000	69,109	90,676	2,127	2,000	25,050	71	212,533
SUB TOTAL	0	1,160	17,259	4,081	0	0	1,000	69,109	90,676	2,127	2,000	25,050	71	212,533
GRAND TOTAL	30,435	203,307	324,252	349,945	120,340	110,181	180,925	1,020,958	900,209	191,943	141,218	542,576	178,587	4,294,876

NEWSPAPERS - PENINSULAR MALAYSIA
DIGITAL REPLICA
CIRCULATION BASED ON PRICE BAND
JULY 2012 TO DECEMBER 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP > 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
BAHASA NEWSPAPERS									
Berita Harian	-	8	69	690	767	-	154	1.50/2.00	0.16
BH Ahad	-	20	754	-	774	-	27	2.00	0.16
Harian Metro	-	34	36	775	845	-	154	1.50/2.30	0.20
Metro Ahad	-	32	-	824	856	-	27	2.00/2.50	0.19
SUB TOTAL	0	94	859	2,289	3,242				
ENGLISH NEWSPAPERS									
New Straits Times	-	-	100	1,299	1399	-	154	1.20/1.80	0.11
New Sunday Times	-	-	104	1,292	1396	-	27	1.20/1.80	0.11
The Star	40,231	-	-	1,973	42,204	-	154	USD0.99	RM0.07
Sunday Star	39,966	-	-	1,890	41,856	-	27	USD0.99	RM0.07
SUB TOTAL	80,197	0	204	6,454	86,855				

CIRCULATION FIGURES

NEWSPAPERS - SABAH
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JULY 2012 TO DECEMBER 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
ENGLISH NEWSPAPERS									
Borneo Post Sabah	18,472	-	4,532	-	23,004	-	184	1.20	0.54
Daily Express	26,484	-	-	-	26,484	-	182	1.20	1.20
New Sabah Times	19,935	132	1,106	-	21,173	-	180	1.20	0.86
New Straits Times*	1,248	-	-	-	1,248	-	154	1.20/1.80	0.83
New Sunday Times*	989	-	-	-	989	-	27	1.20/1.80	0.87
The Star *	2,291	-	-	-	2,291	-	154	1.20	0.84
Sunday Star*	2,288	-	-	-	2,288	-	27	1.50	1.02
The Edge*	242	-	-	-	242	-	27	5.00	3.73
Malaysia SME Newspaper						800	13		
SUB TOTAL	71,949	132	5,638	0	77,719	800			
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
CHINESE NEWSPAPERS									
Asia Times	18,955	85	21	-	19,061	-	182	1.20	N/A
Overseas Chinese Daily News	14,995	-	-	-	14,995	-	182	1.20	1.20
See Hua Daily News (Sabah)	24,342	-	3,129	-	27,471	-	184	1.20	0.64
Morning Post	6,372	2,682	-	-	9,054	-	179	1.20	0.96
Harian Tawau Express	1,451	1,043	3,097	-	5,591	-	182	1.20	0.55
United Daily News*	344	-	-	-	344	-	182	1.00	0.52
China Press - Day*	22	-	-	-	22	-	181	1.30	0.93
Sin Chew - Day*	469	-	-	-	469	-	182	1.20/1.30/1.70	0.94
Guang Ming - Day*	82	-	-	-	82	-	181	1.20	0.80
SUB TOTAL	67,032	3,810	6,247	0	77,089				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
BAHASA NEWSPAPERS									
Utusan Borneo (Sabah)	12,883	-	1,424	-	14,307	-	184	1.20	0.58
Utusan Malaysia*	1,546	-	-	-	1,546	-	156	1.50	1.16
Mingguan Malaysia*	2,024	-	-	-	2,024	-	27	2.00	1.57
Berita Harian*	3,289	-	-	-	3,289	-	154	1.50/2.00	1.13
BH Ahad*	3,352	-	-	-	3,352	-	27	2.00	1.55
Harian Metro*	14,068	-	-	-	14,068	-	154	1.50/2.30	1.19
Metro Ahad*	12,084	-	-	-	12,084	-	27	2.00/2.50	1.58
SUB TOTAL	49,246	0	1,424	0	50,670				
* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.									
GRAND TOTAL	188,227	3,942	13,309	0	205,478	800			

NEWSPAPERS - SABAH
PRINT EDITION
GEOGRAPHICAL DISTRIBUTION
JULY 2012 TO DECEMBER 2012

	Kota Kinabalu	Sandakan	Tawau	Kudat	Pendalaman	Labuan	Others	TOTAL
NAME OF MEMBER	COPIES							
ENGLISH NEWSPAPERS								
Borneo Post Sabah	14,718	2,089	5,155	-	-	1,042	-	23,004
Daily Express	23,506	1,426	1,552	-	-	-	-	26,484
New Sabah Times	15,841	1,385	1,428	1,049	-	87	1,383	21,173
New Straits Times	638	195	98	15	-	-	302	1,248
New Sunday Times	710	87	78	-	-	-	114	989
The Star	-	-	-	-	-	-	2,291	2,291
Sunday Star	-	-	-	-	-	-	2,288	2,288
The Edge	223	-	-	-	-	19	-	242
Malaysia SME Newspaper	500	100	180	-	-	20	-	800
SUB TOTAL	56,136	5,282	8,491	1,064	-	1,168	6,378	78,519
CHINESE NEWSPAPERS								
Asia Times	9,840	3,300	2,800	710	1,402	820	189	19,061
Overseas Chinese Daily News	13,806	590	599	-	-	-	-	14,995
See Hua Daily News (Sabah)	16,653	2,286	6,829	-	-	1,703	-	27,471
Morning Post	-	-	9,054	-	-	-	-	9,054
Harian Tawau Express	-	-	5,591	-	-	-	-	5,591
United Daily News	101	-	-	-	-	243	-	344
China Press - Day	-	-	-	-	-	-	22	22
Sin Chew - Day	-	-	-	-	-	-	469	469
Guang Ming - Day	-	-	-	-	-	-	82	82
SUB TOTAL	40,400	6,176	24,873	710	1,402	2,766	762	77,089
BAHASA NEWSPAPERS								
Utusan Borneo Sabah	10,736	869	2,090	-	-	612	-	14,307
Utusan Malaysia	-	-	-	-	-	190	1,356	1,546
Mingguan Malaysia	-	-	-	-	-	288	1,736	2,024
Berita Harian	2,268	258	325	-	-	-	438	3,289
BH Ahad	2,517	309	302	-	-	-	224	3,352
Harian Metro	12,682	432	548	-	-	-	406	14,068
Metro Ahad	10,859	410	449	-	-	-	366	12,084
SUB TOTAL	39,062	2,278	3,714	0	0	1,090	4,526	50,670
GRAND TOTAL	135,598	13,736	37,078	1,774	1,402	5,024	11,666	206,278

NEWSPAPERS - SARAWAK
PRINT EDITION
CIRCULATION BASED ON PRICE BAND
JULY 2012 TO DECEMBER 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	

ENGLISH NEWSPAPERS

The Borneo Post	61,395	-	4,700	-	66,095	-	155	1.00	0.65
The Sunday Post	65,732	-	4,700	-	70,432	-	27	1.00	0.64
New Straits Times*	1,291	-	-	-	1,291	-	154	1.20/1.80	0.83
New Sunday Times*	1,268	-	-	-	1,268	-	27	1.20/1.80	0.87
The Star*	7,614	-	-	-	7,614	-	154	1.20	0.84
Sunday Star*	6,228	-	-	-	6,228	-	27	1.50	1.02
The Edge*	192	-	-	-	192	-	27	5.00	3.73
Malaysia SME Newspaper	-	-	-	-	-	1,000			
SUB TOTAL	143,720	0	9,400	0	153,120	1,000			

* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.

CHINESE NEWSPAPERS

United Daily News	15,426	43,590	-	-	59,016	-	182	1.00	0.52
International Times	-	-	-	-	-	-	-	-	-
See Hua Daily News	62,162	-	5,210	-	67,372	-	184	1.00	0.55
China Press - Day*	11	-	-	-	11	-	181	1.30	0.93
Sin Chew - Day*	58,788	-	-	-	58,788	-	182	1.20/1.30/1.70	0.94
SUB TOTAL	136,387	43,590	5,210	0	185,187				

* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.

BAHASA NEWSPAPERS

Utusan Borneo	36,007	-	-	-	36,007	-	182	1.00	0.61
Utusan Malaysia*	2,991	-	-	-	2,991	-	156	1.50	1.16
Mingguan Malaysia*	4,630	-	-	-	4,630	-	27	2.00	1.57
Kosmo*	5,878	-	-	-	5,878	-	154	1.50/2.00	1.13
Kosmo Ahad*	1,703	-	-	-	1,703	-	27	2.00	1.55
Berita Harian*	5,053	-	-	-	5,053	-	156	1.20	0.93
BH Ahad*	2,747	-	-	-	2,747	-	27	1.30	0.89
Harian Metro*	14,549	-	-	-	14,549	-	154	1.50/2.30	1.19
Metro Ahad*	13,737	-	-	-	13,737	-	27	2.00/2.50	1.58
SUB TOTAL	87,295	0	0	0	87,295				

* No breakdown for circulation at different price bands given; Assumed circulation is at Normal Trade Terms.

GRAND TOTAL	367,402	43,590	14,610	0	425,602	1,000			
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NEWSPAPERS - SARAWAK
PRINT EDITION
GEOGRAPHICAL DISTRIBUTION
JULY 2012 TO DECEMBER 2012

NAME OF MEMBER	Kuching	Miri	Sibu	Bintulu	Others	TOTAL
ENGLISH NEWSPAPERS						
The Borneo Post	32,971	15,199	13,376	4,549	-	66,095
The Sunday Post	34,614	16,516	14,291	5,011	-	70,432
New Straits Times	568	437	164	114	8	1,291
New Sunday Times	552	423	191	101	1	1,268
The Star	-	-	-	-	7,614	7,614
Sunday Star	-	-	-	-	6,228	6,228
The Edge	192	-	-	-	-	192
Malaysia SME Newspaper	800	200	-	-	-	1,000
SUB TOTAL	69,697	32,775	28,022	9,775	13,851	154,120
CHINESE NEWSPAPERS						
United Daily News	18,117	20,705	12,435	-	7,759	59,016
See Hua Daily News	29,042	14,213	20,567	3,550	-	67,372
International Times	-	-	-	-	-	-
China Press - Day	-	-	-	-	11	11
Sin Chew - Day	28,664	8,147	21,977	-	-	58,788
SUB TOTAL	75,823	43,065	54,979	3,550	7,770	185,187
BAHASA NEWSPAPERS						
Utusan Borneo	11,215	10,489	10,204	4,099	-	36,007
Utusan Malaysia	-	-	-	-	2,991	2,991
Mingguan Malaysia	-	-	-	-	4,630	4,630
Kosmo	-	-	-	-	5,878	5,878
Kosmo Ahad	-	-	-	-	1,703	1,703
Berita Harian	3,385	880	469	297	22	5,053
BH Ahad	807	1,153	489	298	-	2,747
Harian Metro	8,145	3,471	1,404	1,529	-	14,549
Metro Ahad	7,337	3,450	1,400	1,550	-	13,737
SUB TOTAL	30,889	19,443	13,966	7,773	15,224	87,295
GRAND TOTAL	176,409	95,283	96,967	21,098	36,845	426,602

CIRCULATION FIGURES

MAGAZINES
PRINT EDITION
JANUARY 2012 TO DECEMBER 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
Plastic & Rubber Asia	-	-	-	-	-	4,063	8	-	-

MAGAZINES
PRINT EDITION
JULY 2012 TO DECEMBER 2012

	At BCP / Normal Trade Terms	Below BCP > 50% of BCP	Below BCP < 50% & > 20% of BCP	Below BCP < 20% of BCP	Total Average Net Circulation Per Publishing Day	Free and Controlled Circulation Per Publishing Day	No. of Publishing Days	Basic Cover Price Per Copy	Average Circulation Price Per Copy
NAME OF MEMBER	COPIES						DAYS	RM / COPY	
MARKETING MAGAZINE	-	-	-	-	-	-	-	-	-
VISION FOUR VIEWING GUIDE	-	-	-	-	-	-	-	-	-
ACCOUNTANTS TODAY	114	25,801	-	-	25,915	394	3	7.00	3.59
inTREND MAGAZINE	11,738	110	-	-	11,848	-	6	7.50	7.50
iFEEL MAGAZINE	6,509	726	-	-	7,235	-	6	6.50	6.50
FHM Magazine	4,857	35	-	-	4,892	-	6	10.00	9.98
Personal Money	10,996	-	-	-	10,996	-	6	9.00	6.00
Malaysia Tatler	5,929	5	-	-	5,934	5,502	6	15.00	9.00
KL Lifestyle	-	-	-	-	-	64,328	6	-	-
PopClub	-	-	-	-	-	120,000	2	-	-
Top Gear	11,442	78	-	-	11,520	-	9	10.00/12.50	6.21

AUDIT BUREAU OF CIRCULATIONS

MEMBERSHIP

PUBLISHER	PUBLICATION
UTUSAN MELAYU (M) SDN BHD	Utusan Malaysia Mingguan Malaysia Kosmo Kosmo Ahad
NEW STRAITS TIMES PRESS (MALAYSIA) BERHAD	BH BH Ahad Metro Metro Ahad New Straits Times New Sunday Times
STAR PUBLICATIONS (MALAYSIA) BERHAD	The Star Sunday Star
THE EDGE COMMUNICATIONS SDN BHD	The Edge Personal Money
THE CHINA PRESS BERHAD	China Press - Day China Press - Night
SIN CHEW MEDIA CORPORATION BERHAD	Sin Chew Day Sin Chew Night
GUANG MING RIBAO SDN BHD	Guang Ming Day Guang Ming Night
SUN MEDIA CORPORATION SDN BHD	Sun
RED TOMATO SDN BHD	Red Tomato
EMPIRE PUBLISHING SDN BHD	The SME Paper SME Business Directory
PENERBITAN CERDAS MAJU SDN BHD	Oriental Daily
BORNEO POST (SABAH) SDN BHD	The Borneo Post (Sabah)
SEE HUA DAILY NEWS (SABAH) SDN BHD	See Hua Daily News (Sabah)

PUBLISHER	PUBLICATION
BORNEO POST SDN BHD	The Borneo Post The Sunday Post
HARIAN BORNEO SDN BHD	Utusan Borneo (Sabah) Utusan Borneo
SEE HUA DAILY NEWS SDN BHD	See Hua Daily News
INNA KINABALU SDN BHD	New Sabah Times
ASIA TIMES SDN BHD	Asia Times
TAWAU PUBLISHING HOUSE SDN BHD	Morning Post
TAWAU EXPRESS SDN BHD	Harian Tawau Express
SABAH PUBLISHING HOUSE SDN BHD	Daily Express Overseas Chinese Daily News
UNITED BORNEO PRESS SDN BHD	United Daily News
INTERNATIONAL TIMES SDN BHD	International Times
MALAYSIA INSTITUTE OF ACCOUNTANTS	Accountants Today
MONGOOSE PUBLICATIONS	Expatriate Lifestyle
BLU INC MEDIA SDN BHD	The Peak
ARTISENSE PUBLICATIONS SDN BHD	Business & Financial
GRUP MAJALAH KARANGKRAF SDN BHD	Rapi Rasa Mingguan Wanita Keluarga PA & MA
INFOFISH	Infofish
SHP MEDIA SDN BHD	Asian Defence Journal

PUBLISHER	PUBLICATION
IRAMA PERSADA SDN BHD	Asian Timber
WRITE TRACK PUBLISHING & COMMUNICATIONS SDN BHD	Par Golf
MEDIATE COMMUNICATIONS SDN BHD	KL Lifestyle
TELAJA BIRU SDN BHD	Majalah Solusi
SLEDGEHAMMER COMMUNICATIONS SDN BHD	Marketing Magazine
ASTRO PUBLICATIONS SDN BHD	inTREND iFEEL FHM Magazine
EDIPRESSE MALAYSIA SDN BHD	Malaysia Tatler
SYARIKAT BERITA HARIAN MERDEKA SDN BHD	Merdeka Daily News
POPULAR BOOK COMPANY (M) SDN BHD	PopClub
MAKKAL OSAI SDN BHD	Makkal Osai
HPB PRESS HOLDING SDN BHD	Hello
HOT POTATO PUBLISHING SDN BHD	Hot
UNITED PUBLISHING HOUSE (M) SDN BHD	Gei Mei La
LIGHTHOUSE INDEPENDENT MEDIA SDN BHD	Advertising + Marketing
UBM MEDICA SDN BHD	Health Today
MOY PUBLICATIONS SDN BHD	Ujang
PLASTICS & RUBBER ASIA (PRA)	Plastics & Rubber
BIG ROAD MEDIA (MALAYSIA) SDN BHD	Top Gear Malaysia

MISSION

Delivering Trust

OUR CORE BELIEFS

To accomplish this mission, we renew our commitment to ABC's charter statement, "facts without opinion", and the following Core Beliefs that have built our reputation since 1975 in maintaining the highest standards of professionalism and integrity.

We believe that it is the people of ABC – our Members, our Board of Directors and our Staff – who will preserve our credibility, establish and maintain our commitment to the highest level of integrity and objectivity.

We believe we must actively identify the needs of our industry, and develop qualification requirements, verification standards and reporting services which respond to those needs.

We believe we must provide a forum that allows for a balance of interest between the buyers and the sellers of advertising within a non-profit organisation.

We believe we must continue our commitment to the development of technological resources that enhance the accuracy, breadth and timeliness of our verification and reporting services in a manner which is cost effective for our members.

These Core Beliefs will not be compromised.

Please contact the secretariat for more information

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