

South China Morning Post connects your brand with affluent readers across digital, in print and on the go.

SCMP reaches an influential readership every day with our flagship product the *South China Morning Post*. We also attract millions of eyeballs monthly through the SCMP.com digital platform. From desktop to mobile site and mobile app to tablet, we offer the delivery options that give your brand the exposure you need. Leverage SCMP's extensive resources and relationships to create the connections you want, and influence the demographics you need.

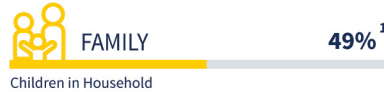
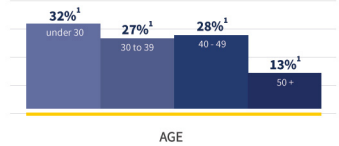


Circulation

105,347² South China Morning Post
82,117² Sunday Morning Post



Readership: 347,000³
 South China Morning Post & Sunday Morning Post combined



Monthly Page Views³ 197M

Desktop **19%** Mobile App **22%**
 Mobile Site **28%** Off-Platform **31%**

Monthly Active Users⁴

50M

Average Session Duration⁴

3:16

Video Views⁴

256M

Compared with regional daily newspapers, **SCMP** has the highest number of readers

With a personal net worth of **USD 3,000,000+⁵**

With value of real estate investments primary residence at **USD 2,000,000+⁵**

Who own premium car worth **USD 80,000+⁵**

Flying **First or Business Class⁵** on both business and leisure trips in past 12 months

Source: 1. Overall readership (Print & Digital editions), 2019 Q4 Nielsen Media Index: Hong Kong Report // 2. Average Net Circulation Per Issue, Print and Digital Editions, HKABC Audit Jul-Dec 2016 // 3. Print Readership, 2019 Q4 Nielsen Media Index, Hong Kong Report // 4. GoogleAnalytics, Mar 2020 (All platforms: SCMP.com, Abacus, Inkstone and Goldthread) // 5. Global Business Influencers Survey 2019: Hong Kong Report, Ipsos

Remarks: Mobile App and Tablet users are included in the above digital traffic tracking and research surveys with the SCMP.com readers.