

# DAILY AVERAGE NEWSPAPERS CIRCULATION

August 2016

Daily Average Newspapers Circulation <sup>1</sup>	August 2016	August 2015
<b>The Straits Times / The Sunday Times</b>		
<b>(Print + Digital)</b>	<b>393,300</b>	<b>378,400</b>
(Print)	277,100	304,300
(Digital)	116,200	74,100
<b>The Business Times</b>		
<b>(Print + Digital)</b>	<b>36,900</b>	<b>36,400</b>
(Print)	28,100	29,200
(Digital)	8,800	7,200
<b>Berita Harian / Berita Minggu</b>		
<b>(Print + Digital)</b>	<b>39,300</b>	<b>45,600</b>
(Print)	37,700	44,600
(Digital)	1,600	1,000
<b>The New Paper / The New Paper Sunday</b>		
<b>(Print + Digital)</b>	<b>113,300</b>	<b>110,000</b>
(Print)	61,700	70,200
(Digital)	51,600	39,800
<b>Lianhe Zaobao</b>		
<b>(Print + Digital)</b>	<b>188,600</b>	<b>162,700</b>
(Print)	143,000	148,600
(Digital)	45,600	14,100
<b>Lianhe Wanbao</b>		
<b>(Print + Digital)</b>	<b>102,000</b>	<b>90,200</b>
(Print)	70,800	82,500
(Digital)	31,200	7,700
<b>Shin Min Daily News</b>		
<b>(Print + Digital)</b>	<b>100,300</b>	<b>120,200</b>
(Print)	100,100	120,200
(Digital)	200	0
<b>Tamil Murasu / Tamil Murasu Sunday</b>	<b>11,300</b>	<b>12,800</b>
<b>zbCOMMA<sup>2</sup></b>	<b>40,400</b>	<b>52,800</b>
<b>Thumbs Up<sup>2</sup></b>	<b>21,200</b>	<b>22,400</b>
<b>Thumbs Up Junior<sup>2</sup></b>	<b>11,600</b>	<b>12,700</b>
<b>Thumbs Up Little Junior<sup>2</sup></b>	<b>37,100</b>	<b>36,800</b>

**Notes:**

1. With effect from 1 March 2016, all subscriptions to our All-in-One packages are counted as the sale of one print copy and one digital copy. Prior to 1 March 2016, such subscriptions were counted as the sale of one print copy and three digital copies, in line with Audit Bureau of Circulation's (ABC) rules. With the implementation of new cover prices of our newspapers and All-in-One packages on 1 March 2016, we have had to change the basis of our circulation count and have obtained ABC's endorsement for the new method. For comparative purposes, copy sales for Aug-15 had been restated accordingly.

2. Figures are reported on a per issue basis.