

DAILY AVERAGE NEWSPAPERS CIRCULATION

August 2016

Daily Average Newspapers Circulation ¹	August 2016	August 2015
The Straits Times / The Sunday Times		
(Print + Digital)	393,300	378,400
(Print)	277,100	304,300
(Digital)	116,200	74,100
The Business Times		
(Print + Digital)	36,900	36,400
(Print)	28,100	29,200
(Digital)	8,800	7,200
Berita Harian / Berita Minggu		
(Print + Digital)	39,300	45,600
(Print)	37,700	44,600
(Digital)	1,600	1,000
The New Paper / The New Paper Sunday		
(Print + Digital)	113,300	110,000
(Print)	61,700	70,200
(Digital)	51,600	39,800
Lianhe Zaobao		
(Print + Digital)	188,600	162,700
(Print)	143,000	148,600
(Digital)	45,600	14,100
Lianhe Wanbao		
(Print + Digital)	102,000	90,200
(Print)	70,800	82,500
(Digital)	31,200	7,700
Shin Min Daily News		
(Print + Digital)	100,300	120,200
(Print)	100,100	120,200
(Digital)	200	0
Tamil Murasu / Tamil Murasu Sunday	11,300	12,800
zbCOMMA²	40,400	52,800
Thumbs Up²	21,200	22,400
Thumbs Up Junior²	11,600	12,700
Thumbs Up Little Junior²	37,100	36,800

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.