

SCMP
Products



Multiple years in the news



A century of unbiased reporting

We've been making news for over 100 years. Reporting on Hong Kong, China and beyond, we've built a reputation for quality, independence and accuracy that's as true today as it's always been.

First for China and business

We're one of the foremost sources for business news in the region and, with more journalists in China than any other English-language publication, we're leading the way in coverage of the mainland as well.

In tune with our readers

We've grown up with Hong Kong and developed a deep relationship with our readers, who include the region's business and social elites. Our content is crafted to create an environment that they trust, value and enjoy.

Holistic editorial

As well as local, China and business news and analysis, we've invested heavily in our specialist sections to address every aspect of our readers' lives. This in turn has produced a spectrum of editorial moods to complement almost every product or brand.

The South China Morning Post
An outstanding history
reaching outstanding people.

Multiple choices

There's something new going on every day of the week, every week of the year* with the Post. Much more than just a newspaper – although our great print product is at the heart of what we do – we're also online in an award-winning way with scmp.com, we're focused on special reports, we're glossy in Style, we're talking at conferences, and we're getting close to readers through our clubs.

In fact, we are constantly evolving ways to engage the multiple personalities of our readers. And that means we're evolving multiple choices for you to engage them as well.

The South China Morning Post
We are much more than
just a newspaper.



*Except the first two days of the Lunar New Year

Multiple accolades

We win by putting you first.

In 2005, the South China Morning Post scooped 25 awards. They were won on the local and international stage. And, they were voted for by our peers in the publishing industry – high praise indeed.

It's just part of what motivates us to make every issue of the paper more informative, more entertaining and more engaging.

And that makes our readers, and of course our advertisers, the real winners in the end.

Awards:

Editorial

Pacific Area Travel Association (PATA) Gold Awards 2006

Grand Award for Heritage

Hong Kong News Awards 2005

Best News Reporting: Two Merits

Best Business News Reporting: Winner

Best Science News Reporting: Winner and 1st Runner-up

Best Young Reporter: 1st Runner-up

Best News Writing (English): Winner and 1st Runner-up

Best Business News Writing (English): 2nd Runner-up

Best Headline (English): Winner and 1st Runner-up

Design and Photography

Society For News Design 27th Edition Best of Newspaper Design Competition

Feature section (Science/Technology): Award of Excellence

Feature section (Entertainment): Award of Excellence

Hong Kong News Awards 2005

Best Photography (Features): 2nd Runner-up

Best News Page Design: Merit

Asia Media Awards (IFRA) 2006

Best in Photography (Spot News): Winner

Hong Kong Press Photographers Association

General News: Winner and 1st Runner-up

Spot News: Merit

Feature: Merit

Nature & Environment: Merit

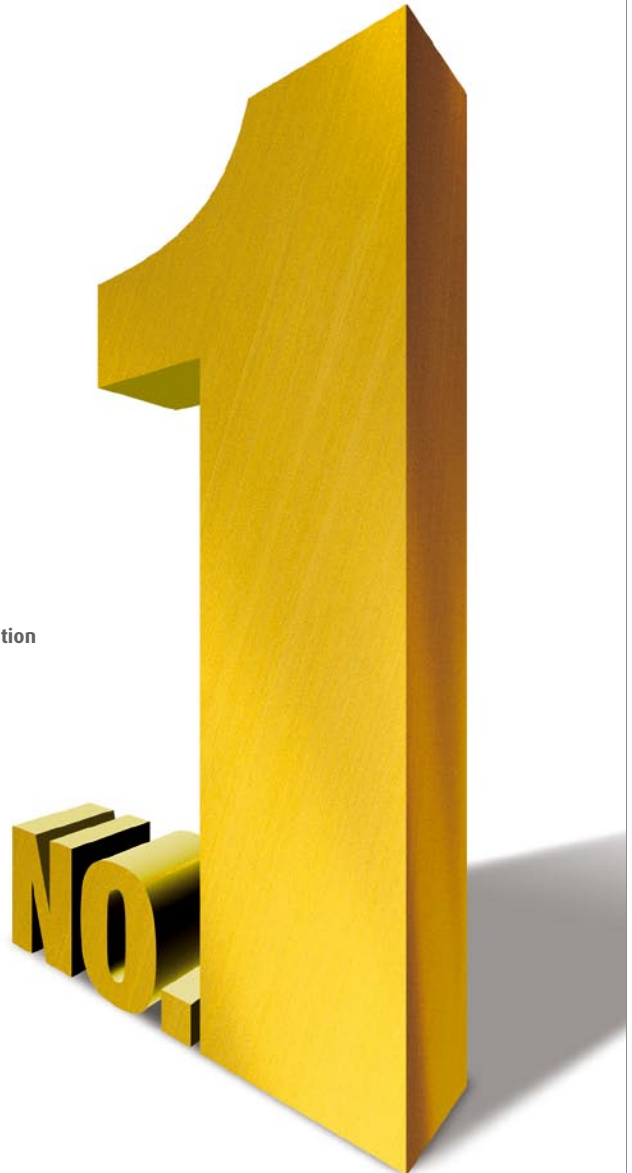
Marketing

INMA Newspaper Marketing Awards 2006

Media Packets: Winner

Direct Mail: Winner

Newspaper as advertising medium: 1st Runner-up



A promise to our readers



Unique position from Hong Kong

"The South China Morning Post has some of the most exciting opportunities of any media organisation in the world today. From our home city of Hong Kong, China's financial centre, we're uniquely positioned to chronicle the changes underway in the world's most populous country as it goes through economic and social developments on a scale that the world has never seen.

Covering China better than anyone

We'll continue to cover Hong Kong, one of the world's great commercial cities and China's freest city, with the verve, wit and depth which our readers expect. The world wants to and needs to know about China. We'll use our unparalleled and growing network of correspondents in the mainland to cover the emergence of this economic powerhouse better than anyone.

Engaging the community via new channels

We'll do this with the excellence and integrity that our readers demand of the SCMP. A sense of community engagement has long been a hallmark of the SCMP through features like Letters to the Editor, Talkback and Citizen Post. We'll use our website and other new technologies to make it even easier for our readers to share their ideas with the broader community we serve.

I'm confident we'll attract ever-increasing numbers of readers both in the mainland and around the world, whether they're looking at us on our award-winning scmp.com website or holding a hard copy of the newspaper.

Joining the world's top newspapers

As we begin our second century, we are already established as one of the most credible and comprehensive sources of information on China. Our vision is to establish us as *the* leading China news source and to catapult us into the ranks of the world's top newspapers."

Mark Clifford, Editor-in-Chief.



Main

What's in it



Read by more people than any other part of the paper, this section carries all the major news stories from Greater China and around the world with a strong focus on the Asia region. We also look at the people, politics and emerging trends behind the news with interviews, analysis and commentary from some of the region's most-respected correspondents, business people and political leaders.

And why you should be ...

The highest profile position for your advertising.

- » Read by 93% of readers at least 3 times a week¹
- » 92% of these read at least half of the content¹
- » They have an average monthly household income of HK\$71,854³
- » They are visible achievers²
- » The highest percentage of opinion leaders with influence in society of all local newspapers³
- » The highest percentage of readers that are public figures of all local newspapers³

Editor says

"The South China Morning Post provides news with a view. It is objective, balanced, dependable - a paper you can trust."

Fanny Fung, Editor.



Pick your day

From **MONDAY** to **SATURDAY**

Daily sections: hong kong and delta, national, international, leaders and letters, insight, behind the news

Business

What's in it



Bankers, business people and investors flock to the Business section every day for vital business intelligence, corporate news, expert analysis and our witty, well-connected, award-winning columnists. The front page digest gives busy readers a snapshot of everything they need to know, while markets pages take a closer look at all the important local and global financial numbers. And on the back page are those business stalwarts Jake van der Kamp and Ben Kwok.

And why you should be ...

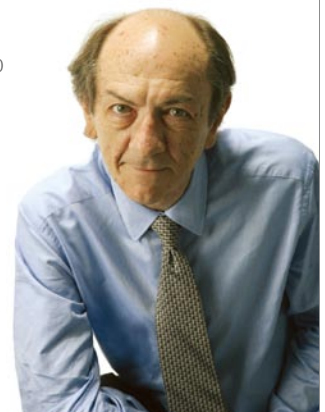
Reach out to the business community and financially savvy investors.

- » They are business leaders - a higher percentage than for any other newspaper have³:
 - Formulated a business plan
 - Worked on an international strategy
 - Made an executive decision
- » They are active investors in stocks, funds, forex and offshore investments³
- » 52% intend to take at least six business trips to Asia in the next 12 months¹
- » Two-thirds want to know more about wealth management and investment vehicles¹

Editor says

"Our business section aims to be the definitive source of news and analysis about financial markets, industries and companies of China — the world's fastest-growing major economy."

Stuart Jackson, Business editor.



Pick your day

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
travel trade (Anna Healy Fenton)	white collar (Enoch Yiu)	media eye (Frederick Yeung)	banking world (Louis Beckerling)	below deck (Russell Barling)		

Daily columns monitor with jake van der kamp, lai see with ben kwok

Daily sections companies and finance, banking, international, mutual funds, commodities, currencies and capital markets, asia and world markets, china stocks, hong kong stocks, markets page, back page

China Business

What's in it



China Business appears in the Business section of the Post on the first Monday of every month. Designed specifically for investors and executives operating in the mainland market, this report takes an in-depth look at a different sector of the economy in each issue. There are interviews with key players and insights into future business prospects and risks. The emphasis is on authoritative, practical and penetrating analysis drawing on the expertise of our three China bureaus and our large team of correspondents in the country to give readers a competitive edge.

And why you should be ...

The most effective way to target South China Morning Post readers with a keen interest in the business and economics of China.

- » China news is the third most read news section²
- » 63% of readers read China news at least 3-4 times a week¹
- » 9 correspondents in China - more than any other local paper
- » Exclusive interviews with law makers, government regulators and key business leaders
- » Original analysis and content

Editor says

"We provide an Asian perspective of China and the cultural climate that affects the way business is done."

Elaine Chan, China Business editor.



Key topics

2006

capital markets
logistics
retail
fast-moving consumer goods
property
auto

City

What's in it



Divided into City, Life and Sport, this section vies with the main news as the most popular with readers.

In **City**, Hong Kong comes alive with local news and agenda-setting content that aims to foster debate. We hear the views of ordinary people in First Person and Talkback, and discover celebrity goings-on and some of the quirkiest events in town in CitySeen.

Life is the core of our lifestyle offerings with in-depth features and reviews each day devoted to the many and varied interests of our readers. Daily horoscopes, crosswords, television and cinema listings, and cartoons ensure this section is essential reading for many people.

Sport completes the line-up with colourful and comprehensive coverage of sports action from all over the world, including detailed analysis of major sporting events and a daily listing of results.

And why you should be ...

You can pick the perfect editorial environment to find your perfect prospects.

- » 87% read the City section at least three times a week¹
- » 88% of them read at least half¹
- » SCMP readers have high disposable incomes, spending an average 41% of their salaries on¹: dining out, holidays, clothes, entertainment, beauty and health, personal gadgets
- » The highest percentage of readers travelling for leisure³:
 - 26% flying more than three times a year
 - Nearly 22,540 fly business or first class
- » Sports is one of the most read sections²
- » 69% of male readers read Sport at least once a week¹

Editor says

“Whether it is food, travel, entertainment, art or anything else that takes your fancy, we’ll deliver what our readers want to know before breakfast even hits the table.”

Winnie Chung, Features editor.



Pick your day

MONDAY

health
style

TUESDAY

arts
beauty

WEDNESDAY

travel
fashion

THURSDAY

film
food
gigs
going out

FRIDAY

homes
indulge
society

SATURDAY

living
people
motoring

SUNDAY

Technology

What's in it



With comprehensive coverage and analysis of everything from ground-breaking consumer electronics to important industry announcements, Technology brings together consumers, businessmen and industry professionals in one must-read section. Each week there is hard news on enterprise computer solutions and telecommunications; while columnists offer more light-hearted information, advice and entertainment for the tech-savvy and tech-challenged alike.

And why you should be ...

Of all newspaper readers in Hong Kong, South China Morning Post readers are the most technologically advanced - at home, work and on the move.

- » 92% have internet access - top amongst all newspapers³
- » 49% have a mobile phone with internet access function³
- » They are gadget enthusiasts and early adopters of technology products³
- » 35% feel keeping up with modern technology is a key to their success - top amongst all newspapers³
- » 55% read Technology at least 2-3 times a month¹

Editor says

"Technology is all about tomorrow's new ideas, about keeping abreast of what's going on in our rapidly changing world. We look at how technology will impact your life, alter the way we do business and influence our society and culture."

Michael Logan, Technology editor.



Pick your day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

news and features
what's on, point of view
enterprise digest
technopedia, techtalk
tech digest, mac facts
earful, new gear and gadgets

Property

What's in it



Real estate plays a vital role in the economy of Hong Kong and Property plays a vital role keeping industry players, owners, tenants, home-hunters and investors up-to-date with the latest developments. As well as local news from our specialist team, there is extensive coverage of mainland and international property hotspots. Guest writers offer their perspective on key issues, while market statistics and comprehensive sales and rental listings complete this must-read section.

And why you should be ...

The best location to meet motivated homebuyers and industry professionals.

- » 33% intend to buy or invest in local property in the next year¹
- » 32% intend to invest in overseas property¹
- » 58% live in their own private property³
- » 25% own properties for investment³
- » 66% live in a residence of 1,000-square-feet or larger¹
- » 61% read Property at least 2-3 times a month¹
- » Property is the most popular weekly section¹

Editor says

"Property is central to Hong Kong investment. Only with us can readers keep fully abreast of market trends at home and overseas."

Peggy Sito, Property editor.



Pick your day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

property news
residential property
commercial property
international property
listings

Education

What's in it



Education is a lively and authoritative source of news, analysis and information for all those with an interest in education, including policy-makers, educators, parents, students, the commercial education sector and general readers. Each week there is local news on schools, the higher and continuing sectors, and policy issues, as well as features, reader forums and articles specifically for parents. Combined with Classified Post on a Saturday, Education offers a first class opportunity for self-improvement.

And why you should be ...

Hong Kong's best platform to meet students, parents, and education professionals.

- » 9 out of 10 SCMP readers are university graduates, and 40% of all readers have a postgraduate degree¹
- » 72% think it is important to look for opportunities for further education and life-long learning¹
- » 24% have children aged 9 and below, 15% have children aged 10 and above²

Professor says

"Since the Education Post was established as a separate section within the South China Morning Post in November 2000, it has provided the community with the only comprehensive and in-depth coverage of education topics in English."

Professor Paul Morris, president of the Hong Kong Institute of Education.

Editor says

"The starting point is young people and my deep belief that we should do our utmost to ensure that all have the opportunity to fulfil their potential, while not sacrificing their childhood and youth."

Katherine Forestier, Education editor.



Pick your day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

global view
class notes
sources
school days
mail bag
open forum

Racing Post

What's in it



Unrivalled coverage of Hong Kong's premier sport, with the latest news and topical features from the glamorous world of Hong Kong racing where the best trainers and top jockeys battle for supremacy. The twice-weekly Racing Post is the ultimate race-day guide to the runners and riders, with comprehensive form analysis, facts and statistics, jockey and trainer profiles, and a host of top tipsters.

racing.scmp.com

Published in English and Chinese, Racing Post Online is the definitive Hong Kong racing site with 1.1 million page views a month.

And why you should be ...

What could be better than talking to excited, involved racing enthusiasts dreaming about what to spend their next winnings on.

- » Racing is Hong Kong's number one sport and recreational pastime*
- » HK\$65 billion was bet in the 2004/5 season at 78 race meetings*
- » Average amount bet per race - HK\$85 million*
- » Racing Post is Hong Kong's top racing form guide compiled by the racing industry's leading writers

Editor says

"Readers of the sport-racing section are noticing your company and your products while reading about their favourite leisure pastime and their personal sporting heroes - the positive association created in their minds may be subconscious but nevertheless very real and very powerful."

Murray Bell, Racing editor.



Champion Jockey says

"I use Racing Post Online for all my form studies for one simple reason - it's the best available. The form, trackwork, barrier trials, sectional times and comments - everything I need is right there, no more than a click away."

Douglas Whyte, five-time Hong Kong champion jockey.

Pick your day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

or

SUNDAY

preview stories
trackwork &
barrier trial coverage
form comment
race-by-race analysis

preview stories
trackwork &
barrier trial coverage
form comment
race-by-race analysis

Classified Post

What's in it



Classified Post is the long-established leader for recruitment advertising in Hong Kong carrying jobs across all key sectors including banking and finance, building and construction, IT, education, media, sales and marketing. The addition of career-related features, news and advice has significantly broadened the section's appeal beyond active job-seekers to the Human Resources community and anyone serious about getting on in their career.

classifiedpost.com

Takes the success of Classified Post online with a sophisticated web site and an arsenal of easy-to-use recruitment tools. Build your image as an employer of choice or sell to dynamic individuals as they progress up the career ladder.

And why you should be ...

- » Together with sister publication Jiu Jik, Classified Post carries nearly 40% of all the advertised appointments in Hong Kong⁵
- » A remarkable 80% of our readers use the Classified Post in their job search⁴
- » 63% of those who apply receive job offers, reflecting its effectiveness and position as the market leader in recruitment advertising⁴
- » 80% of our readers think 'it is important to look for opportunities for further education and life-long learning'¹
- » 57% are interested in continuing education¹

Editor says

"Our aim is to deliver comprehensive news, thought-provoking ideas and the best career advice for Greater China's recruitment market."

Andrea Zavadszky, Classified Post editor.



Pick your day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

Recruitment advertising every day >>>>

human resources trends
industry focus
market news
executive insights
job news
financial fast track
china jobs

Young Post

What's in it



Young Post is a fun and stimulating read that delivers daily news into the classroom in a way that facilitates English-language learning and teaching. Designed specifically with secondary school students and their teachers in mind, Young Post provides language and literature tips, news articles with glossaries and discussion points, and a popular letters section.

yp.scmp.com

Complements the print edition with an interactive website that encourages confidence in writing and reading English. Teaching zone – available with a teacher subscription to Young Post - includes weekly lesson plans and a discussion forum.

And why you should be ...

Meet your next generation of customers.

- » The most recommended English youth newspaper by school principals and teachers
- » The average age of yp.scmp.com users is 15 to 16*
- » yp.scmp.com averages over 300,000 page views each month*

Editor says

“The Young Post is all about educating, entertaining and getting students involved. Teenagers don’t just read the paper, they are part of a Young Post community.”

Kate Whitehead,
Young Post editor.



Pick your day

MONDAY

science
health
environment

TUESDAY

the big issue
lyrics
express yourself

WEDNESDAY

face off (debate)
pets
careers

THURSDAY

street talk
book, film &
music reviews

FRIDAY

friday quiz
literature

SATURDAY

SUNDAY

health
beauty
gadgets
entertainment

Special Reports

What's in them



This fast expanding area of the South China Morning Post provides a flexible, targeted environment to cover a wide-range of topics of interest to our readers and advertisers. Our special report formats range from single pages in the main body of the Post to 16-plus-page standalone sections distributed with the paper. These professionally produced reports can be advertising-led editions to promote key industry sectors, special events and national days; or editorial reports bringing in-depth coverage of major events, city and country destinations, or lifestyle-oriented subjects.

Editor says

“Our special reports give readers direct contact with clients and their products, whether they be financial, educational or lifestyle.”
 Peng Tan, Special Reports editor.



And why you should be ...

A multitude of opportunities to define your targets with a tailored editorial environment.

- » Offers in-depth coverage of specific topics
- » Reaches readers who have special interest in the subject when they are most attentive

Pick your month

Awards/Conference

Fund Manager of the Year	Feb
Pearl River Delta Conference	Sep
Financial Planner Award	Oct
DHL/SCMP Business Awards	Dec

Banking and Finance

Accounting	Apr/Sep
Private Banking	Apr
Offshore Banking	Jun
MPF Review/MPF Annual Review	Jun/Dec
Private Wealth Management	Sep
Private Trust	Oct

Country Reports

every month

Lifestyle

Good Eating	Apr/Oct
Childcare	Apr/Oct

Property

Serviced Apartments	Mar/May/Jul
Leasing Guide	Nov

Sports

China Grand Prix	Oct
Olympics	Oct

Supply Chain Management

Mar/Sep

Technology

Anti-virus & Information Security	Apr/Oct
Enterprise Storage	Mar/Jun/Sep

Watches & Jewellery

BASEL	May
SIHH	May
Watches & Timepieces	Nov
Jewellery	Nov

Sunday Morning Post

What's in it



The Sunday Morning Post takes a leisurely look at the world through an array of well-defined and popular sections.

The Main Section covers the top news of the day from Greater China, Asia and the world together with analysis and opinion pieces looking at the news from the preceding six days.

The Review covers the world of arts, culture and entertainment with theatre reviews and interviews, gallery listings and openings, and reviews of the latest films, CDs, DVDs and books.

Your Money provides financial information and expert advice, analysis, and comment on personal investment and money management matters.

Sunday Sport reviews and analyses the performance and events of the past sporting week focusing more on the personalities and teams behind the week's headlines than the news and results.

Sunday Young Post contains youth-oriented lifestyle and entertainment news, interviews, a chatroom, games and gadget reviews, comics and fun activities for our younger readers.

And why you should be ...

Catch busy, upmarket and affluent individuals as they relax on a Sunday.

- » The highest average income of any newspaper³:
 - monthly personal income HKD 55,801
 - monthly household income HKD 75,629
- » A higher percentage are business decision makers (65%) and opinion leaders with influence in society (43%) than for any other newspaper³
- » They have very expensive tastes³:
 - 70% own a watch worth more than USD500
 - 59% possess jewellery worth more than USD500
 - 47% own quality designer clothes worth more than USD500

Editor says

"As Hong Kong's only English-language Sunday read, we take a comprehensive look forward and reflect on the week that's gone with an edgy blend of news, sport and lifestyle features."

Niall Fraser,
Sunday Morning Post editor.



Post Magazine

What's in it



Post Magazine on Sunday embraces every aspect of sophisticated living with a colourful and eclectic mix of editorial features and celebrity profiles from around the world, as well as informative articles on travel, design, food, fashion, and the finer things in life. There are also fun featurettes, buying guides, horoscopes and a whole week's worth of TV listings.

And why you should be ...

Extend your conversation with our sought-after Sunday readers in a magazine they keep all week.

- » 58% are aged between 20 and 39; over 76% are graduates¹
- » 22% spent over HK\$10,000 on their credit cards in the past month - more than any other newspaper reader¹
- » 26% take at least three leisure trips per year and over 18,000 of them fly business or first class when they do²
- » 47% eat at a Chinese restaurant and 34% at a Western restaurant at least once a week¹
- » Long shelf-life and better paper quality of the magazine

Editor says

"If you are looking for a quality readership on a leisurely Sunday, we have the best - Post Magazine is the only comprehensive newspaper magazine in Hong Kong."

Desiree Au,
Post Magazine editor.



Pick your day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

24 hours
the index
features
fashion
design
food & drink
travel
tv plus

scmp.com

What's in it



Much more than simply the South China Morning Post online, scmp.com is the most comprehensive Greater China news site delivering independent local news coverage and in-depth analysis of the region with regular updates throughout the day. The award-winning site also delivers access to e-newsletters, news on PDA, special reports, archive articles, and a Greater China newspaper digest with a daily summary of the top stories from the Chinese-language press, as well as many other offers and interactive features.

And why you should be ...

**Want a technology-aware audience?
Then use technology to reach them.**

- » scmp.com has over 20,000 paid subscribers, over 700,000 registered users and 25 million page views per month*
- » 61% of scmp.com users have shopped online versus just 6% of the general Hong Kong population*
- » 60% of scmp.com users have used financial services on the web versus less than 5% among the general public in Hong Kong*

New features for 2005/2006:

Greater China Outlook, local and regional news in Traditional and Simplified Chinese

SCMP Podcasts on the latest trends in business, technology and lifestyle

SCMP Media Post, views of media and advertising professionals

Destination China, your online business travel guide

Editor says

"We continue to develop new opportunities for delivering news tailored to the specific needs of readers across the region and internationally, with continued focus on immediacy, accuracy, depth, breadth and analysis."

Peter Dedi, scmp.com editor.



Pick your day

MONDAY

china eNewsletter
business & technology
greater china outlook (daily)

TUESDAY

health and fitness
eNewsletter

WEDNESDAY

on the spot
(kevin sinclair)

THURSDAY

on the spot
(film)

FRIDAY

entertainment
eNewsletter

SATURDAY

business eNewsletter

SUNDAY

sunday morning post
online

Style Magazine

What's in it



Free with the South China Morning Post on the first Friday of every month, Style brings the world of glossy lifestyle publishing to our newspaper. Inspired by the success of our magazine format special reports and edited by the award-winning Post Magazine team, Style raises our lifestyle offering to new levels. Each issue takes an in-depth look at a topic - such as travel, fashion or cars - that we know appeals to the interests of our readers. Content is a high quality entertaining mix of consumer-oriented articles, eye-catching photo-shoots, feature stories, regular columns and shopping tips designed to whet the purchasing appetites of our affluent, aspirational audience.

Style – the ultimate guide to good living.

And why you should be ...

Style delivers high value readers in a rich environment with pinpoint accuracy.

- » Targets middle to high earners with large disposable incomes who spend on average 21% of their salaries on holidays, clothes, beauty and health¹
- » Highest percentage of readers travelling for leisure³
- » 18% spent HKD10,000+ on credit cards last month²
- » High spenders on luxury items³ and beauty products²
- » 58% own their home³
- » 76% pay close attention to health and well being and will take steps to ensure they look and feel good¹
- » 32% intend to buy a car in the next 12 months¹

Pick your month

January	The luxe life
February	StyleAwards
March	Spring fashion for men and women
April	Health and beauty
May	Travel
June	Living
July	Health and beauty
August	Motoring
September	Autumn fashion for men and women
October	Travel
November	Living
December	Career women

Editor says

“This magazine will be the definitive guide to good living, with an upbeat and lively presentation that will appeal to a broad spectrum of readers.”

Desiree Au, STYLE editor.