

## Circulation and Readership 發行人數及讀者人數

Circulation revenue for 2012 was \$106.7 million, an increase of 1% year on year.

Circulation figures grew steadily during the year. The latest HKABC circulation figures at the end of 2012 were 107,426 (2011: 103,328, 4% increase) for the Monday to Saturday editions of the *South China Morning Post* and *Sunday Morning Post* at 89,669 (2011: 80,357, 12% increase). While we saw a 10% growth in subscription copies, there was a slight decrease in retail single copy sales. Combined print and online readership remained steady at 389,000\*, while Monday to Saturday print-only readership of *South China Morning Post* increased from 288,000 to 295,000.

The revamp of *scmp.com* marked the most significant event of the calendar and resulted in a dramatic increase of over 2,200 new subscriptions from the launch date of 31 August to the end of the year. Online circulation revenue grew to a new record high of 14% above last year. This increase was coupled with an all-time high volume of pageviews and unique visitors to the site.

Supporting the revamp, we increased subscription rates and introduced a new 1-month subscription package, which garnered very positive reactions and a high renewal rate at 93%. The new metered system, adopted in mid October, also resulted in more than 23,000 user registrations, which gives us future acquisition potential.

Sponsorship was a new revenue generator for Circulation during the year with growth in hospitality and institutional channels. With the introduction of the *Young Post* sponsorship team we have more than doubled revenue from *Young Post* display, events, and sponsorship. During the year we also successfully launched *Posties*, the weekly newspaper for primary schools during school term. ●

\* Nielsen Media Index Year-end report 2012

二零一二年發行收益為106.7百萬港元，按年增加1%。

年內發行人數平穩增長。根據香港出版銷數公證會於二零一二年年底之最新發行人數數據，《南華早報》（星期一至六出版）之發行人數為107,426份（二零一一年：103,328份，增加4%），而《星期日南華早報》之發行人數為89,669份（二零一一年：80,357份，增加12%）。雖然訂閱數量增長了10%，然而零售銷量卻有些微下降。印刷版和電子版讀者人數保持389,000人\*，而星期一至星期六的印刷版讀者人數則由288,000人增至295,000人。

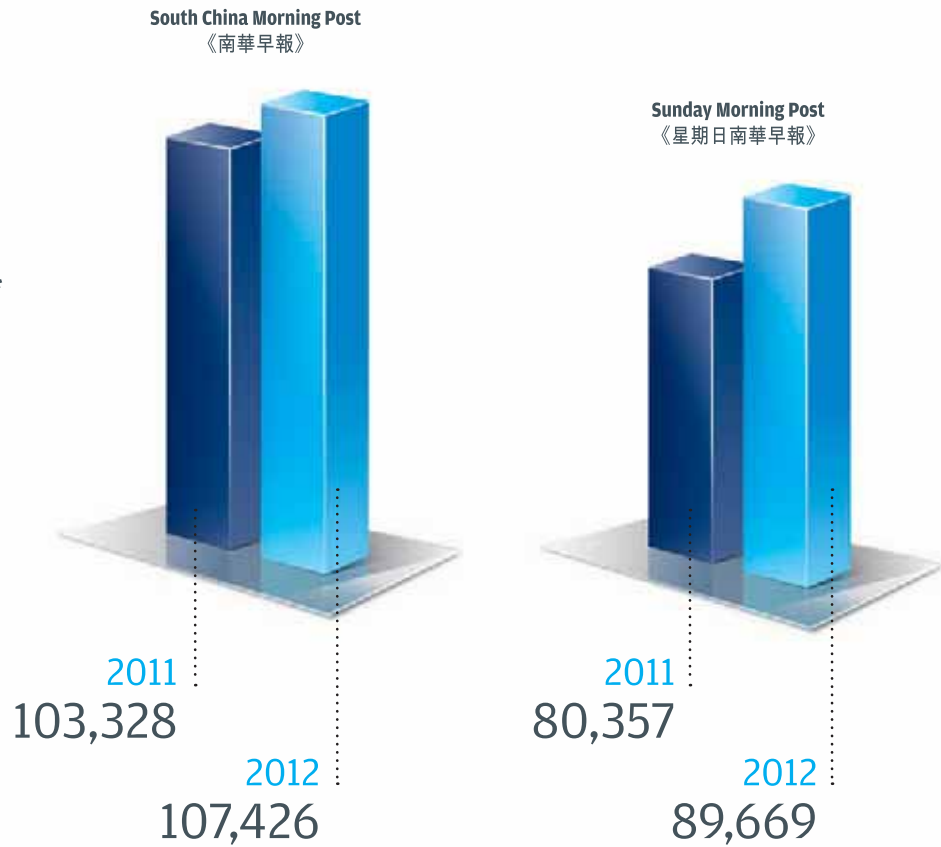
全面革新之 *scmp.com* 網站標誌著本年度最重大里程碑，使新訂閱量自八月三十一日推出至本年度止，急增超過2,200個。網上發行收益創新高，較去年上升14%。此增長乃創新高之網頁瀏覽人次及網站訪客所致。

配合全面革新之網站，增加了訂閱收費及推出全新一個月訂閱計劃，並獲得非常正面之回應，續訂率高達93%。於十月中旬採用之新按量收費系統，亦使用戶登記超過23,000名，帶動未來發展潛力。

客戶贊助為發行部之新收益來源，當中酒店及機構客戶均有增長。憑藉新組成之《Young Post》贊助團隊，使《Young Post》之商業廣告、舉辦活動及客戶贊助帶來超過雙倍收益。年內，亦於學期內成功推出為小學而設之《Posties》週報。 ●

\* 二零一二年尼爾森傳媒指數年終報告

**Circulation Figures\***  
發行量\*



**Readership\*\***  
讀者人數\*\*

**SCMP/SMP readership including scmp.com**  
《南華早報》及《星期日南華早報》讀者人數包括 scmp.com

**396,000/2011**                      **389,000/2012**

**SCMP readership including scmp.com**  
《南華早報》讀者人數包括 scmp.com

**323,000/2011**                      **318,000/2012**

\* HKABC Audit July - December 2011 & 2012

\*\* Nielsen Media Index Year-end report 2011 & 2012

\* 香港出版銷數公證會二零一一年及二零一二年七月至十二月

\*\* 二零一一年及二零一二年尼爾森傳媒指數年終報告

