



AUTOMOBILE

We're your Best Vehicle

The South China Morning Post and Sunday Morning Post have more readers who own two or more cars than some rival publications*. They are willing to spend on cars and enjoy sophisticated life styles, keeping in touch and making an impact. Reach these select individuals with the best advertising vehicle around.

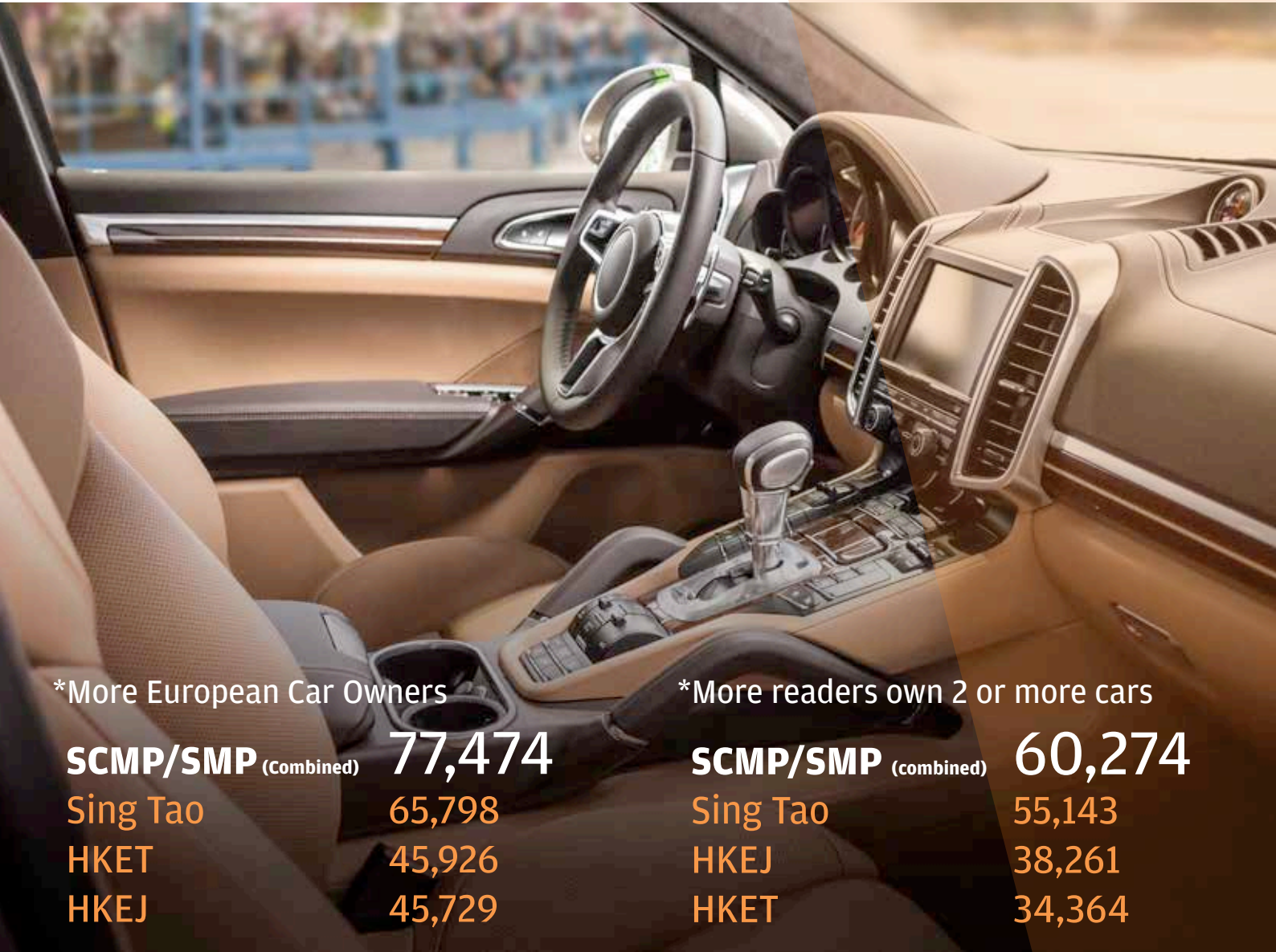
*Source: HK Audience Survey 2015 by Social Science Research Centre of HKU



South China Morning Post

Make every day matter

SCMP/SMP have more readers willing to spend on cars



*More European Car Owners

SCMP/SMP (Combined)	77,474
Sing Tao	65,798
HKET	45,926
HKEJ	45,729

*More readers own 2 or more cars

SCMP/SMP (combined)	60,274
Sing Tao	55,143
HKEJ	38,261
HKET	34,364

When it comes to maximising your returns, we have the ideal audience for your products and services.

Advertising Inquiry
 ☎ (852) 2565 2435 ✉ advertising@scmp.com



*Source: HK Audience Survey 2015 by Social Science Research Centre of HKU