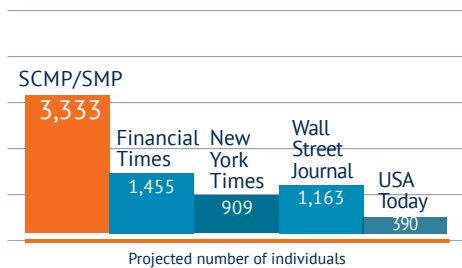


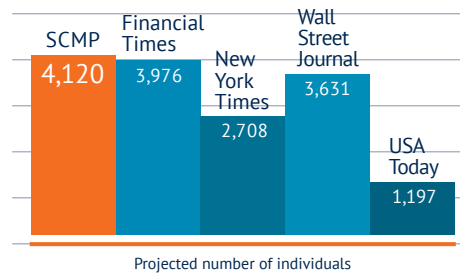
**SCMP** connects your brand with more *premium car owners* across digital and in print than regional industry peers.



## Print Readership



## Digital Readership



## READERS WHO OWN PREMIUM CAR WORTH MORE THAN US\$80,000

Source: Ipsos Connect Global Business Influencers Survey 2016 Hong Kong Report



## Creating Connections That Influence



Source: 1. Average Readership Per Issue, Print and Digital Editions, Hong Kong Audience Survey 2016 by Social Science Research Centre of HKU // 2. Average Net Circulation Per Issue, Print and Digital Editions, HKABC Audit Jul-Dec 2016 // 3. Google Analytics Report, August 2017