SCMP connects your brand with more **first- and business-class travellers** across digital and in print than regional industry peers.

**PRINT READERSHIP**

| Source: Global Business Influencers Survey 2017: Hong Kong Report / Ipsos |
|-----------------------------|-----------------------------|
| **Readers Flying First- or Business-Class on Business Trips in the Past 12 Months** |
| **USA Today** | **Financial Times** | **New York Times** | **Wall Street Journal** |
| Print Readership | Digital Readership |
| SCMP | SMP |
| 9,974 | 15,234 |
| 2,892 | 10,012 |
| 2,890 | 8,608 |
| 3,009 | 9,463 |
| 1,410 | 4,723 |

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**Creating Connections That Influence**

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Projected number of individuals

Print Readership

SCMP/SMP 6,077
Financial Times 1,646
New York Times 2,031
Wall Street Journal 1,869
USA Today 805

Digital Readership

SCMP 9,352
Financial Times 5,953
New York Times 5,423
Wall Street Journal 5,797
USA Today 3,143

READERS HAVING 5 OR MORE LEISURE TRIPS IN THE PAST 12 MONTHS

Source: Global Business Influencers Survey 2017: Hong Kong Report / Ipsos

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