

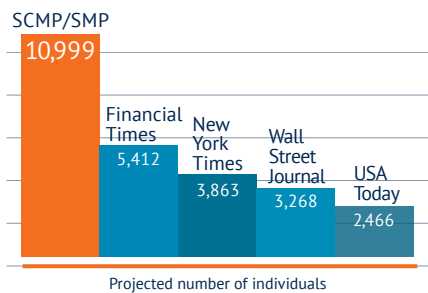
# Advertising & Marketing Solutions

South China Morning Post

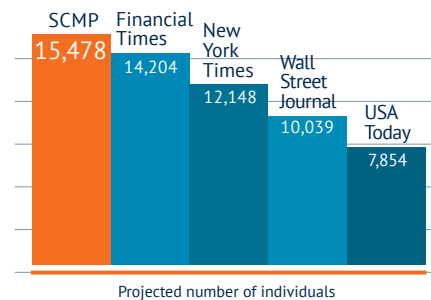
**SCMP** connects your brand with more *first- and business-class travellers* across digital and in print than regional industry peers.



## Print Readership



## Digital Readership



## READERS FLYING FIRST- OR BUSINESS- CLASS ON BUSINESS TRIPS IN THE PAST 12 MONTHS

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

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