



TRAVEL

Fly Higher than your Competition

The South China Morning Post and Sunday Morning Post have more frequent leisure travelers and those who sit in first or business class than some rival publications*. They care about comfort, fine accommodation and delightful destinations. Reach these select individuals with the best advertising sport 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 frequent business travelers who travel in first or business Class



*More readers took 6+ Leisure Trips in past 12 mths

SCMP/SMP (Combined)	51,510
HKET	13,099
Sing Tao	4,865
HKEJ	2,440

*More readers usually travel in Business / First Class

SCMP/SMP (combined)	36,261
HKET	24,032
Sing Tao	20,229
HKEJ	11,631

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



South China Morning Post
Make every day matter