



# TRAVEL

## Fly Higher than your Competition

The South China Morning Post and Sunday Morning Post have more frequent business travelers and those who sit in first or business class than some rival publications\*. They care about comfort, fine accommodation and enjoy premium travelling experience. Reach these select individuals with the best advertising spot 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+ Business Trips in past 12 mths

<b>SCMP/SMP</b> (Combined)	<b>44,077</b>
Sing Tao	16,159
HKEJ	13,047
HKET	5,702

\*More readers usually travel in Business / First Class

<b>SCMP/SMP</b> (combined)	<b>32,453</b>
HKET	5,646
Sing Tao	5,602
HKEJ	0

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](mailto:advertising@scmp.com)



Digital Platforms



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



**South China Morning Post**

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