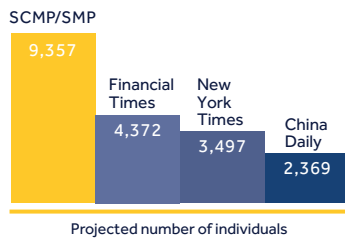


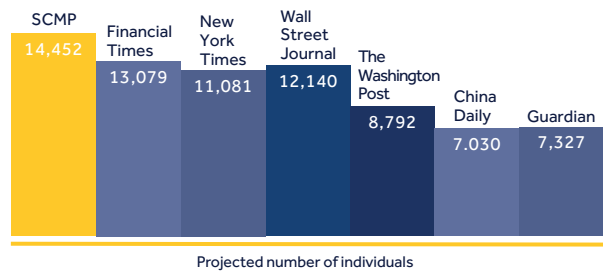
SCMP connects your brand with more **first- and business-class travellers** across digital and in print than regional industry peers.



Print Readership



Digital Readership



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

Source: Global Business Influencers Survey 2019: Hong Kong Report / Ipsos



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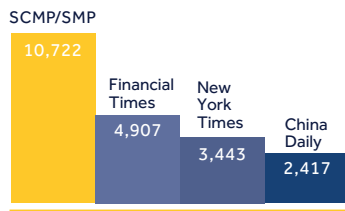
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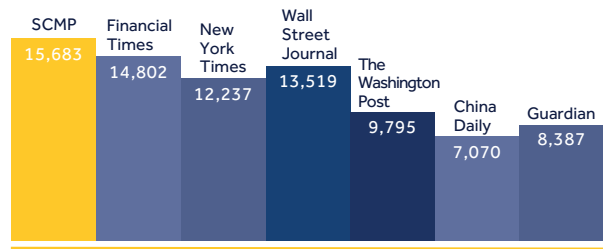


Print Readership



Projected number of individuals

Digital Readership



Projected number of individuals

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

Source: Global Business Influencers Survey 2019: Hong Kong Report / Ipsos



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