Understand China,
Understand the world,
With SCMP
It’s never been more important to

Understand China & Asia

Asia is on track to top 50 percent of global GDP by 2040 with China set to overtake the US as the world’s largest economy by 2028, representing a real shift in the world’s center of gravity.

Centre for Economics & Business Research

The Asian middle class is growing to be the biggest middle class by 2030. 90 percent of the next billion entrants into the global middle class will be in Asia.

Brookings Institution

The rise of China will be the most important change in the global economic, political and military balance of the next century.

Foreign Affairs

By 2030, China’s working-age population could account for 12 cents of every $1 of worldwide urban consumption. And by 2030, Asia will account for more than half of global consumption growth.

McKinsey Global Institute
About SCMP Advertising

SCMP Advertising’s mission is to help brands and partners make an impact with readers who want to understand global issues from an Asian perspective. All while providing effective and efficient marketing solutions that deliver ROI that matters. Through our award-winning and in-depth journalism, we cover China and Asia with nearly 31 million monthly readers globally. What sets us apart is how we connect thought-leading editorial content with brands across print and digital media.

We are the first news publisher in Asia to launch a first-party data platform, SCMP Lighthouse. We also provide our publisher-built brand suitability tool, SCMP Signal. Our creative house with a strong foundation of award-winning experience, Morning Studio is also on the list. With these resources, we are also able to give our partners a voice through bespoke storytelling and industry-leading digital tools that connect them with their audiences effectively.

Armed with our values and principles, we strive to uphold SCMP Advertising as a trusted partner that places readers and partners at the centre of everything we do.
We connect through language

SCMP has reported on China and Asia for more than a century. Headquartered in Hong Kong, and with journalists across Asia and the US, we are in a unique position to understand the cultural and linguistic differences across Asia, and are therefore able to bring a diversity of ideas that enrich the content we deliver.
SCMP is Journalism that Matters
71% of our readers believe SCMP is a purveyor of truth

Our journalism is the most influential Asian voice in the region.

Source: SCMP Polls 2022
Other global news organizations rely on SCMP to complete their picture of Asia.
We connect through diverse perspectives

SCMP has an Asian voice that is comprehensive, globally relevant and accessible - and that is what makes us unique.
SCMP speaks to a global audience with an **Asian voice**

*Conversations about China in both regional and global contexts*

---

*We connect through diverse perspectives*
Our audiences seek an alternative viewpoint

55% Global audiences surveyed say that SCMP has a unique perspective

“SCMP] Articles often provide an alternative viewpoint / perspective to UK and USA reporting on international and Asian topics of interest.” [SCMP reader, United States]

82% Audiences in Hong Kong value exploration and discovery, above all local publications and selected international publications

Source: SCMP Brand Health Survey 2021. Sample: 2185
Source: Global Business Influencers 2021 Base: All respondents in Hong Kong
We connect through **community**

We have a global community with an interest in Asia, and we are able to connect and engage with them because of our distinctive Asian heritage and an international editorial team.
SCMP has the most impactful global reach from Asia

Audience Geographic Breakdown

U.S 36% | ASIA 45% | ROW 19%

31M Website monthly MAU
94% International users
2.4B Video views per year
2:51 Average session duration

60% Early adopters of technology
42% Work for a multinational company
60% Manage a team at work
43% Make investment decisions at work
37% Keen on business expansion in ASEAN
25% Earn over USD250k per year

1 SCMP Persona Survey and Polls; 2 Hong Kong audience only
Our **global** audience

**Relevant**

**Timely**

**Insightful**

**Unique perspective**

“There are articles from writers of different background and political standpoints…they provide good reading and give me a more **balanced perspective**.”

[SCMP reader, Hong Kong]

“I'm a reader from Singapore, and there definitely have been times where I read articles on SCMP that has a more **unbiased reporting** than Singapore’s media such as ST or CNA, especially when it comes to news pertaining to Singapore.”

[SCMP reader, Singapore]

“I am an American that feels most news I see is biased. Whether about my own country or the world. I know China is another "World Power" that is often misunderstood and mostly unknown to my country. I want to learn, educate, and see for myself. Especially from an unbiased source that is professional and **closer to the issues that matter more in Asia**.”

[SCMP reader, United States]
We connect through community

Our global audience

<table>
<thead>
<tr>
<th>Region</th>
<th>MAU</th>
<th>PV</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>1.2M</td>
<td>4.0M</td>
</tr>
<tr>
<td>UK</td>
<td>862.5K</td>
<td>2.9M</td>
</tr>
<tr>
<td>MENA</td>
<td>248.8K</td>
<td>645.5K</td>
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<tr>
<td>USA</td>
<td>5.8M</td>
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<td>922.3K</td>
<td>2.9M</td>
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<td>TW</td>
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<td>745.7K</td>
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<tr>
<td>SG</td>
<td>1.5M</td>
<td>9.6M</td>
</tr>
<tr>
<td>MY</td>
<td>1.3M</td>
<td>5.5M</td>
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<td>PH</td>
<td>1.1M</td>
<td>2.9M</td>
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<td>IN</td>
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<td>ID</td>
<td>188.9K</td>
<td>678.1K</td>
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<tr>
<td>TH</td>
<td>128.3K</td>
<td>594.0K</td>
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<tr>
<td>VN</td>
<td>60.5K</td>
<td>247.4K</td>
</tr>
<tr>
<td>ANZ</td>
<td>986.1K</td>
<td>3.6M</td>
</tr>
</tbody>
</table>

45% APAC
29% SEA
19% RoW
36% North America

Source: Google Analytics, Jan 2022
SCMP Lighthouse 1st Party Data Jan - Dec 2020 Global

Facebook followers in SEA
- Singapore: 189K
- Malaysia: 423K
- Indonesia: 157K
- Thailand: 158K
- Philippines: 791K

Followers
- Facebook followers in SEA
  - Singapore: 339K+
  - Malaysia: 748K+
  - Indonesia: 907K+
  - Thailand: 2.8M+
  - Philippines: 4.8M+
  - North America: 36%
  - RoW: 19%
  - USA: 5.8M
  - CA: 922.3K
Our Hong Kong audience

SCMP is viewed as more **International and Influential** compared to other print news publications in Hong Kong\(^2\)

**No. 1**

- Print publication read by BDMs\(^1\)
- News website reaching University-Educated Affluents\(^1\)
- Among readers who say they have more confidence purchasing products which have been advertised\(^1\)

**60%**

- Business influencers\(^3\)
  - Responsible for USD4.6 million
  - Average income of USD575k
  - Globalisation is an opportunity

Sources:
1. IAS214HS; IAS214HS Affluent APAC H1 2022
2. IAS214HS Affluent APAC H1 2022 2 Markets (HKG & SGP). Based on All respondents in Hong Kong 1,827,509., sample size 1,681. Sample size HKET 835, HKEJ 545, Ming Pao 525, SCMP 734. Question Score Structure 7 = Trustworthy, 1 = Unreliable etc.
3. GBI Main Survey 2021 HK
Our Hong Kong audience

Affluent investors
Among SCMP.com readers who like to keep up with financial news
Among print readers with more than 3 investments

Luxury products users
In reaching print audiences who value the high quality and exclusivity demonstrated by luxury products

Travel enthusiasts
In reaching print audiences who say that they enjoy going to new travel destinations

Source: IAS214HS; IAS214HS Affluent APAC H1 2022
Our Singapore audience

SCMP.com is among the top 3 international news publications that reaches readers in Singapore whose job duties involve management²

C-Suites
SCMP’s daily readers are 43% more likely to be a C-Suite compared to the overall affluent population²

Educated
70% of SCMP’s readers say that gaining knowledge and becoming better informed is a priority²

Financially savvy
67% of SCMP’s readers have more than 3 investments²

Sources: 1. SCMP First Party Data, January 2022
   2. IAS214HS Affluent APAC H1 2022 2 Markets
Our Singapore audience

High income earners
SCMP.com is among the top 3 international publications that reach readers in Singapore with a monthly personal income of more than SGD15k³

Have an eye for luxury items
SCMP.com daily readers are 35% more likely than the overall affluent population to have expensive tastes¹

Travellers
64% enjoy going to new destinations¹

Over 50% say that SCMP is an important source of news on China and Asia, and that we address this topic better than other news outlets²

Sources: 1. IAS214HS Affluent APAC H1 2022 2 Markets
2 SCMP Brand Health Survey 2021
At SCMP, we pride ourselves on being able to create connections between mindsets and anchor conversations in the bigger picture. We do the same for our partners by bridging the gap to their audiences, all of whom are interested in issues surrounding Asia. It’s how we enable brands and scale connections which wouldn’t normally exist. We will now introduce our products briefly.
First published in 1903, SCMP creates captivating stories printed within our flagship products, *South China Morning Post* and *Sunday Morning Post*. As Hong Kong’s premier English language newspapers, both publications deliver key insights that leave an impression on our forward-thinking audience. As for our specialist publications, they span across many fields of interests like business, finance, lifestyle, property, and education. These include *Style, Post Mag, This Week in Asia*, and many more. To ensure every story connects with its intended audience, some of these publications are on the digital sphere as well.

Refer to the [Print Media Kit](#) to see the full range of our print products.
STYLE

The city’s most insightful guide to the world of culture and luxury. Available online.

Post Magazine

Hong Kong’s most prestigious Sunday magazine

This Week in Asia

A compact news digest that helps business elites keep pace with fast changing times. Available online.
In the last 4 years, our audience has grown ten times over, resulting in more than 30 million unique visitors every month. Digital innovations have allowed us to connect effectively with insightful individuals interested in our perspective of things.

A testament to the values we uphold every day - transparency, quality, and innovation.

- SCMP Lighthouse
- Connecting via Identity
- Connecting via Brand Safety & Measurement
- Connecting via Ad Experience

Refer to Digital Product Portfolio to see how we create content that connects through our full range of digital capabilities.
In order to write stories that connect with people, it's important to first understand them. With first-party data giving us insights into their psyche, behavioural patterns, and more, we gained a clearer picture of our readers. Our hand is guided by this data, and with that hand, we craft stories that speak to them better.
SCMP SIGNAL

Asia's first publisher-built brand safety tool. It measures: Keywords, Context, Sentiment and Readability. This tool allows your brand to move beyond basic brand safety into **brand suitability**.

**Maximise**

your reach of key audience.

**Only appear in**

Safe & Appropriate Content

**Drive Performance**

with engaging content

<table>
<thead>
<tr>
<th>SCMP SIGNAL</th>
<th>Vendor 1</th>
<th>Vendor 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keyword Blocklist</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Meta Data</strong></td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Context</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Sentiment</strong></td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Suitability</strong></td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td><strong>CTR Increase</strong></td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td><strong>100% Coverage</strong></td>
<td>✔️</td>
<td>✗</td>
</tr>
</tbody>
</table>
SCMP’s proprietary privacy-compliant, first-party data platform.

Leverage SCMP’s unique first-party data with known recency, provenance and quality to discover insights and build actionable and addressable data sets.
Connect with our audience using **Sponsored Polls**

Enables brands to quickly drive valuable data to obtain a quantifiable measurement of their campaign effectiveness by demonstrating the path from awareness and consideration, to intent and conversion.

Here are the 3 main types of polls:
- Sponsored Polls for Insight
- Sponsored Polls for Targeting
- Brand Lift Polls
<table>
<thead>
<tr>
<th>Flexible Buyer Control</th>
<th>Take control. Buyers have full control to manage their campaign, either directly via their buying platform or through our experienced managers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brandsafe &amp; Quality Environment</td>
<td>SCMP Signal, our proprietary integrated verification contextual tool, ensures brand safety and actively helps drive performance through contextual suitability.</td>
</tr>
<tr>
<td>Highly Scalable</td>
<td>Never miss a out on an opportunity. Delivering your campaign at the highest priority, you’re able to maximum the reach of your target audience.</td>
</tr>
<tr>
<td>Controlled Delivery</td>
<td>Boost performance. Even and controlled campaign delivery helps to ensure we maximum your reach and can optimize your campaign effectively.</td>
</tr>
<tr>
<td>Premium Audience</td>
<td>Get instant access to our first party audience segments via PD &amp; PG deals.</td>
</tr>
<tr>
<td>Bespoke Targeting Solutions</td>
<td>Customizable targeting and measurement options are available when buying via a PG deal.</td>
</tr>
</tbody>
</table>

*Revenue loss improvement from a typical OMP activation. Based on the The ISBA recently released a Programmatic Supply Chain Transparency Study.

100% Flexibility

100% Coverage

31 mil MAU

Up to +49% efficiency *

100% Control

59 Audience Segments

100% Customizable
Desktop formats

Billboard 970x250
LREC 300x250
Half Page 300x600
Homepage Takeover*
2200x250/2200x90

*Only available through direct deals & PG
Video formats

Outstream Video 16:9

Vertical Video 9:16

Instream Video 16:9
### Mobile formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Leaderboard</td>
<td>300x100</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50</td>
</tr>
<tr>
<td>LREC</td>
<td>300x250</td>
</tr>
<tr>
<td>Native Ad*</td>
<td></td>
</tr>
<tr>
<td>Inread FullPage</td>
<td>320x480</td>
</tr>
<tr>
<td>Interstitial</td>
<td>320x480</td>
</tr>
<tr>
<td>Miniscroller *</td>
<td>414x615</td>
</tr>
<tr>
<td>Interscroller *</td>
<td>414x615</td>
</tr>
<tr>
<td>Homepage Takeover *</td>
<td>500x100/500x50</td>
</tr>
</tbody>
</table>

*Only available through direct deals & PG
We connect through ‘glocal’ storytelling

At SCMP, we are in a unique position in the middle of East and West, allowing us to take an international story and localise it, and conversely we are able to elevate a local story for a global audience - it’s all about making the story relevant.
Morning Studio is the **creative house of the South China Morning Post (SCMP)**. We specialise in storytelling for brands to create content that connects, in the form of **branded online content and events**.

Run by **award-winning journalists and marketing experts**, we leverage the history, expertise and audience of SCMP, which has been the region’s main source of Asian and international news since 1903.

SCMP’s exclusive first-party data also equips us with a **compelling, naturally Asian perspective in an increasingly globalised world**, along with **strategies and creative possibilities rooted in data**.

With this as our foundation, each of our unique localised brand stories is able to strongly connect to its intended global audience, and more.
What you’ll get when you work with Morning Studio and SCMP:

- **On-platform (scmp.com)**
  - HOMEPAGE TAKEOVER on scmp.com
  - DISPLAY ADS WITH CUSTOM AUDIENCE TARGETING on scmp.com
    - LREC
    - NATIVE
    - OUTSTREAM

- **Off-platform (Social)**
  - 4.8+ Million followers
  - 2.8+ Million subscribers
  - 339K+ followers

- **HERO DIGITAL CONTENT** published on scmp.com

- Media distribution
Which of our works would you like to see?
Paypal came to Morning Studio to create content on SCMP.com to increase awareness of their Digitise & Thrive (D&T) content to the Hong Kong market, eventually leading to consideration.

We created two written episodes, one of which shared how Paypal solutions could lead to growth for their target audience of SMEs in Hong Kong, both with a final call-to-action for readers to download their Digitise + Thrive eBook / report.

Average time on page performance for both episodes were notably higher than SCMP’s editorial benchmark, suggesting the advertorial+ content we created to lead to the Digitise + Thrive ebook resonated well with our target audience.
For two years in a row, Morning Studio was awarded by Singapore Tourism Board to create series of video content showcasing stories of Singaporeans. The aim was to inspire locals and travellers to eventually experience and explore Singapore when travel opens.

In the first year, we highlighted human stories in a three-part video series that demonstrated the strength and resilience of Singaporeans during the pandemic.

In the second year, three more videos showed extraordinary, Singapore-only experiences, to showcase to the world a side of Singapore less seen. These videos saw a longer average time spent on page as opposed to general editorially-led stories from tourism/travel related topics on SCMP.
Marriott wanted to increase awareness for their Michelin-starred restaurants in Hong Kong and Macau among the younger generation in Asia — strengthening the brand association with the newly launched Marriott Bonvoy brand in Asia.

A series of six editorial-style videos, Fueling the Culinary Fire, was produced by Morning Studio and published both on SCMP and Goldthread. Each episode highlighted the restaurant chef’s unique identity and culinary journey. Through compelling storytelling and refined cinematography, the six-part video series goes deep into the chefs’ craftsmanship, passion, dedication, and pursuit of excellence in the world of fine dining.
Amazon Web Services (AWS) wanted to promote two of their products to the Asian market: Machine Learning and AI and Data Analytics.

To increase awareness of these products, Morning Studio produced two written episodes – one that utilised soft-selling of the product, and the other more direct – each around the two product topics.

Like with all campaigns by Morning Studio, we built content and display ads around the custom content to target key decision makers of SMEs as well as IT professionals. These drove them to the articles so they can understand the key themes and case studies AWS wanted to highlight.
DBS wanted to **raise awareness and interest** of their digital banking capability, and be perceived as the leading digital bank in Hong Kong.

Morning Studio produced **two episodes**: the first was an interview with a DBS executive, highlighting the revolution of digital banking.

The second was a **multimedia webpage with interactive infographic elements** that showcased the DBS app's digital banking capabilities.
HSBC wanted to raise awareness of its Clean Waterways programme, so we created a multimedia infographic experience around a human story.

We dug out and crafted a compelling narrative around statistics, eye-catching visual elements, and educational mini game making the story highly interactive. The appealing visual, engaging copy and carefully curated headline contributed to high reach and engagements, which attracted readers to consume the full multimedia content.

In its short campaign period, the page saw significant unique traffic to the page, and a particularly long engagement time, outperforming SCMP’s organic editorial average.

“HSBC Clean Waterways Programme” in partnership with HSBC

VISIT PAGE
As part of their Sustainability campaign in early 2022, HSBC wanted to promote brand awareness of their sustainability support and corporate social responsibility efforts in Hong Kong and mainland China. The focus was on sparking thought leadership.

As part of a suite of content pieces, Morning Studio produced one podcast episode and found Sustainable Asia host Khoa Tran to interview HSBC’s senior economist and expert on China’s green transition, Jing Liu.

With only 2 weeks to promote and zero audiences in the newly created Morning Studio podcast playlist, the episode performed extremely well, reaching over 100 unique users in the newly formed podcast series.

“Towards a sustainable world” in partnership with HSBC
Lazada wanted a **targeted and light-hearted but impactful campaign** to **drive top-of-mind awareness and brand recall** of Lazada as a champion for women empowerment in Southeast Asia.

For this we tapped on International Women’s Day, and featured Lazada’s award-winning women. This in turn promotes their **Lazada Forward Women Awards** and generate impulse and inspire sellers to consider Lazada as the top marketplace for growth and enablement.

We delivered a **listicle with a style that was customised to align with Lazada’s brand and feel**, and achieved outstanding results, especially on our Facebook post; **click-through rate was more than five times of SCMP’s benchmark.**
Over 250 awards in the past 2 years

INMA Global Media Awards
- Best Use of Data
- Best Data Dashboard

Society of Publishers in Asia
- Excellence in Information Graphics

WAN-IFRA Asian Digital Media Awards
- Best Data Visualisation
- Best News Website
- Best News Mobile Service

Society for News Design
- Best Product Design
- Best Use of Video

Campaign APAC Tech
- Most Valuable Product

Global BIGGIES Awards
- Excellence in Data Analytics,
- Data-driven Technology,
- Data-driven Product Development

Awards
Contact Us

Headquarter
Hong Kong

South China Morning Post Publishers Limited
Advertising & Marketing Solutions Department
19/F, Tower 1, Times Square,
1 Matheson Street, Causeway Bay,
Hong Kong
Tel: (852) 2565 2435
Fax: (852) 2565 5380
E-mail: advertising@scmp.com

China

Beijing Bureau & Sales Office
Rm. 3-5, Tower D, Guanhualu SOHO 2,
No. 9 Guanhu Street,
Chaoyang District, Beijing, China 100020
Tel: (86) 10 6502 5109
Email: ad.chinasales@scmp.com

Shanghai Bureau
Unit 106, 15F, Yueshang Plaza,
No.1 Wuning South Road,
Jingan District, Shanghai, China 200042

Guangzhou Bureau
Rm. 1209, South Tower, World Trade Centre,
371-375
HuanShi Dong Lu, Guangzhou, China, 510095

Shenzhen Bureau
Rm. 65-66, Level 13, Kerry Plaza, Tower 3, 1-1
Zhong Xin Si Road, Futian District, Shenzhen,
China,
518048

Singapore

Singapore Sales office
160 Robinson Road, #21-09 SBF Centre,
Singapore 068914
Tel: (65) 6734 8628
Email: ad.apacsales@scmp.com

United States

New York Bureau
142 W 57th Street, 11th Floor, New York,
NY 10019, USA

Washington D.C. Bureau
1875 K Street NW, Washington, D.C.
20006, USA
Thank You!

SCMP ADVERTISING
content that connects

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