

Advertising+

SOUTH CHINA MORNING POST GROWING OUR WORLD FOR 120 YEARS

MEDIA KIT 2023



South China Morning Post

Produced by

MorningStudio



VISIONARIES.

FOR THE ASIAN
STORY TOLD
FROM ASIA

GREGORY VAN
- Co-Founder & CEO, Endowus



LEADERS.

TO UNDERSTAND THE
HONG KONG
PERSPECTIVE ON OUR
CHANGING WORLD

SHALINI MAHTANI
- The Zubin Foundation



PIONEERS.

FOR
HONG KONG'S
INTERNATIONAL
STORY

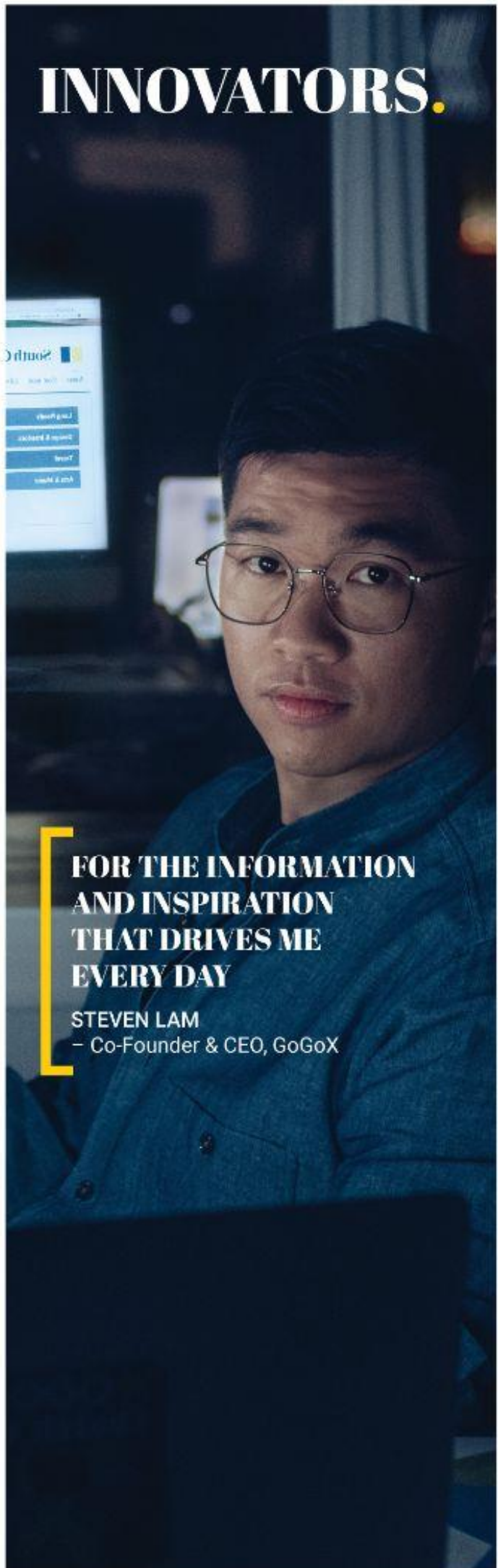
ALLAN ZEMAN
- Chairman, LKF Group



MAKERS.

FOR PERSPECTIVE
AND LOCAL INSIGHT
WITH A GLOBAL VIEW

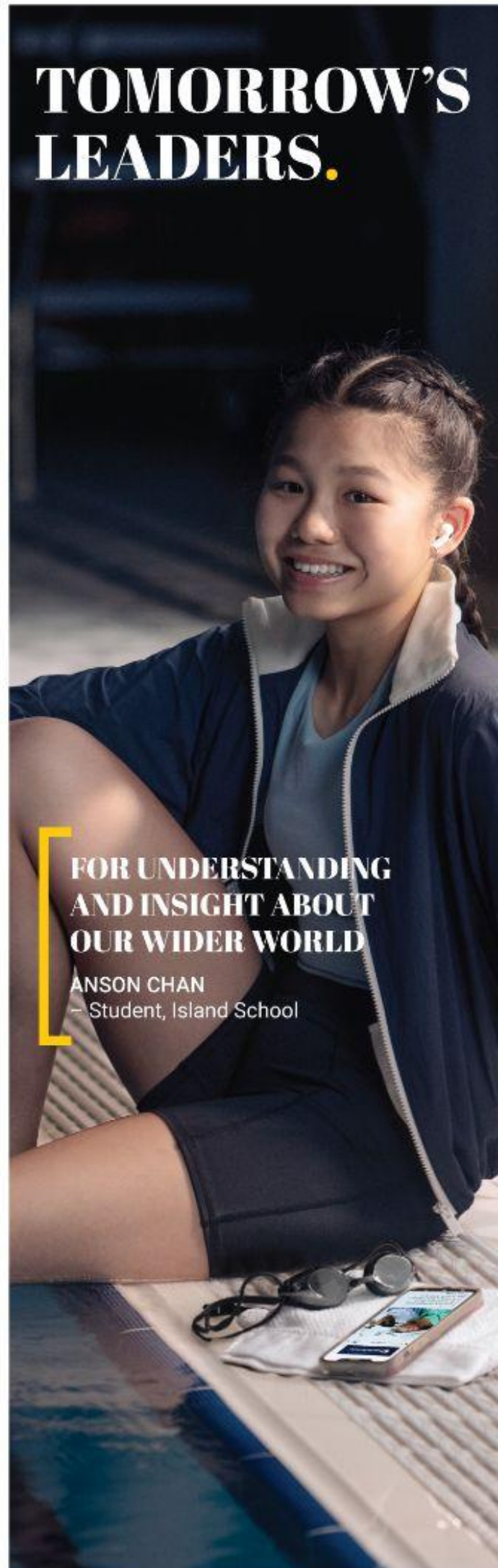
MAY CHOW
- Chef & Founder, Little Bao



INNOVATORS.

FOR THE INFORMATION
AND INSPIRATION
THAT DRIVES ME
EVERY DAY

STEVEN LAM
- Co-Founder & CEO, GoGoX



TOMORROW'S LEADERS.

FOR UNDERSTANDING
AND INSIGHT ABOUT
OUR WIDER WORLD

ANSON CHAN
- Student, Island School



For 120 years, the South China Morning Post has been trusted by both readers and partners in Hong Kong and Asia to tell their story.

Advertising+ connects partners to Asian affluent influencers and business decision makers, through impactful innovative marketing solutions and culturally relevant content.

We're for partners who want to shape the next chapter of Hong Kong and Asia's story.

An unrivalled community of influential affluent and business decision makers.

#1

MOST TRUSTED NEWSPAPER IN HONG KONG

for 25 consecutive years.*

#1

C-level executives

International news brand in Hong Kong**

#1

Affluent audiences

International print news brand in Hong Kong**

5.5+

Average articles

read in each session***

1.7M

MAUs in Hong Kong

1.3M in SG
4.6m in SEA***

35M

Global reach***

*CUHK Centre for Communication and Public Opinion Survey (Print Newspaper)

**Ipsos Affluent Survey Asia Pacific Q2 2022

***March 2023 internal data

An unrivalled community of influential affluent and business decision makers.

	The South China Morning Post	Publisher 1 (Global news media)	Publisher 2 (Local market news media)	Publisher 3 (Local market specialist media)
Most trusted <small>(SCMP #1 HK - CUHK)</small>	+	+	/	/
Reach in HK/ SG <small>(SCMP MAU: 1.7M HK/ 1.4 in SG)</small>	+	/	+	/
Reach in SEA <small>(SCMP MAU: 4.6 SEA)</small>	+	/	/	/
Access to affluent <small>(SCMP: 569,962 HK & 353,469 SG - Ipsos)</small>	+	/	/	+
Access to decision makers <small>(SCMP: 15,456 c-suites in HK - Ipsos)</small>	+	+	/	/

OUR COMMUNITY OF

...

BUSINESS DECISION MAKERS

#1

C-level executives*
International news brand in
Hong Kong

15,456 / 57% of C Suite
C-level executives*
in Hong Kong read the SCMP

INFLUENTIAL AFFLUENT

#1

Affluent audiences*
International print news brand
in Hong Kong

705K

HK Affluent reach
(427,769 in SG)*

SOCIETY'S INFLUENCERS

13K

people have attended
SCMP events in the
past 12 months

88K

students from 490
schools in Hong Kong
read the SCMP

SHAPING OUR WORLD

*No. 1 in reaching C-Suites Source: Ipsos Affluent Survey 2022. (P12M brand consumption)
No. 1 in reaching affluent audiences with liquid assets >USD200k, Source: Ipsos Affluent Survey 2022. (P12M print)

Growing our world

Advertising+



From our
Editor-In-Chief

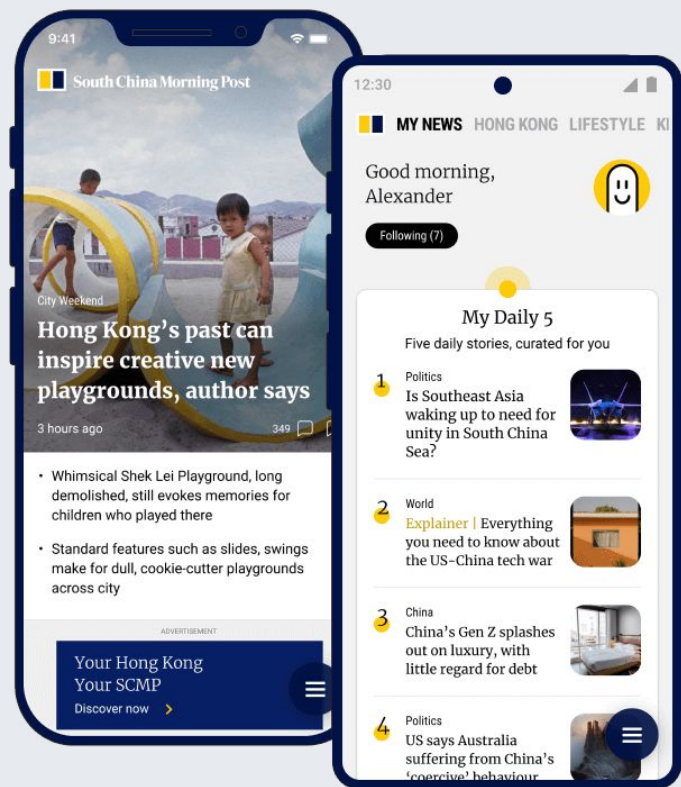


The South China Morning Post is an international organisation with employees of 24 different nationalities. We have a unique 'East meets West' culture with more feet on the ground and greater access to Asia than most organisations do.

Our primary function is to keep our readers informed, and we do so with pride and humility, respecting our readers enough to not be swayed by ideological bias.

Tammy Tam
Editor-In-Chief

KEY CONTENT PRODUCTS



Online
SCMP.com

Informing 35M+ readers each month, SCMP.com is definitive online home of the South China Morning Post with trusted news, analysis, features, and columns spanning Hong Kong, mainland China, Asia, and the world.



Print
South China Morning Post & Sunday Morning Post

South China Morning Post is printed Monday-Saturday, with the Sunday Morning Post on Sundays. The Sunday Morning Post is a leisurely read with an in-depth look at the week's important stories, thought-provoking opinion, and feature articles.



Print & Online
Style by SCMP

The all-new Style is a community platform bringing together brands and influencers united by their pursuit of discerning and intelligent luxury.



Print & Online
Post Magazine

Hong Kong's most prestigious Sunday magazine casting a Spotlight on (HK, Macau, GBA) art & culture, and entertainment.



From our
Chief Operating Officer



South China Morning Post Advertising+ is for brands and partners who want to shape the next chapter of Hong Kong's and Asia's story. We connect partners to quality affluent and influential Asian business decision-maker audiences.

Our culturally relevant content and events drive connection and consideration, and our first-party data platform and brand safety tool deliver impact through insights and context.

Kevin Huang

Kevin Huang
Chief Operating Officer

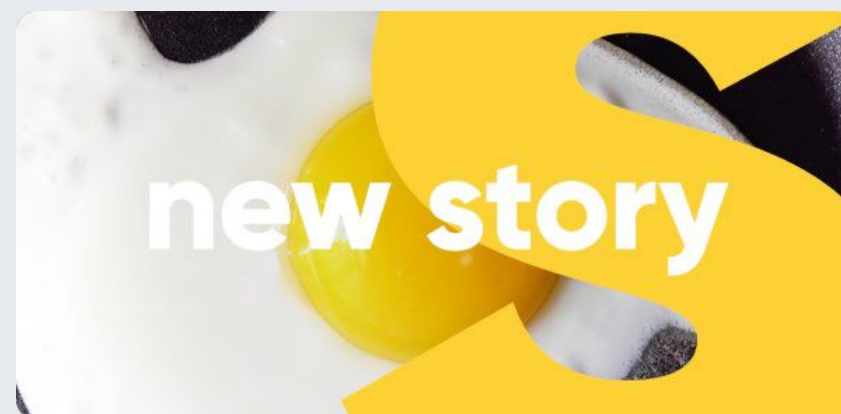
MARKETING SOLUTIONS THAT DRIVE IMPACT FOR PARTNERS



SCMP L!VE

Events connecting with communities

and bringing our award-winning journalism to life, including our flagship China Conference, and Redefining Hong Kong events.



MorningStudio

Awards winning branded content marketing arm of the South China Morning Post specialising in storytelling with the standards of a newsroom, and the perspective of a marketer.

SCMP Lighthouse

Unique first-party data to discover insights and build actionable and addressable data sets that deliver efficiency and ROI.

SCMP Signal

Asia's first publisher-built brand safety tool allowing partners to move beyond the basics of brand safety into brand suitability. Brand can see up to 72% CTR increase when using Signal.

Audemars Piguet Royal Oak 50

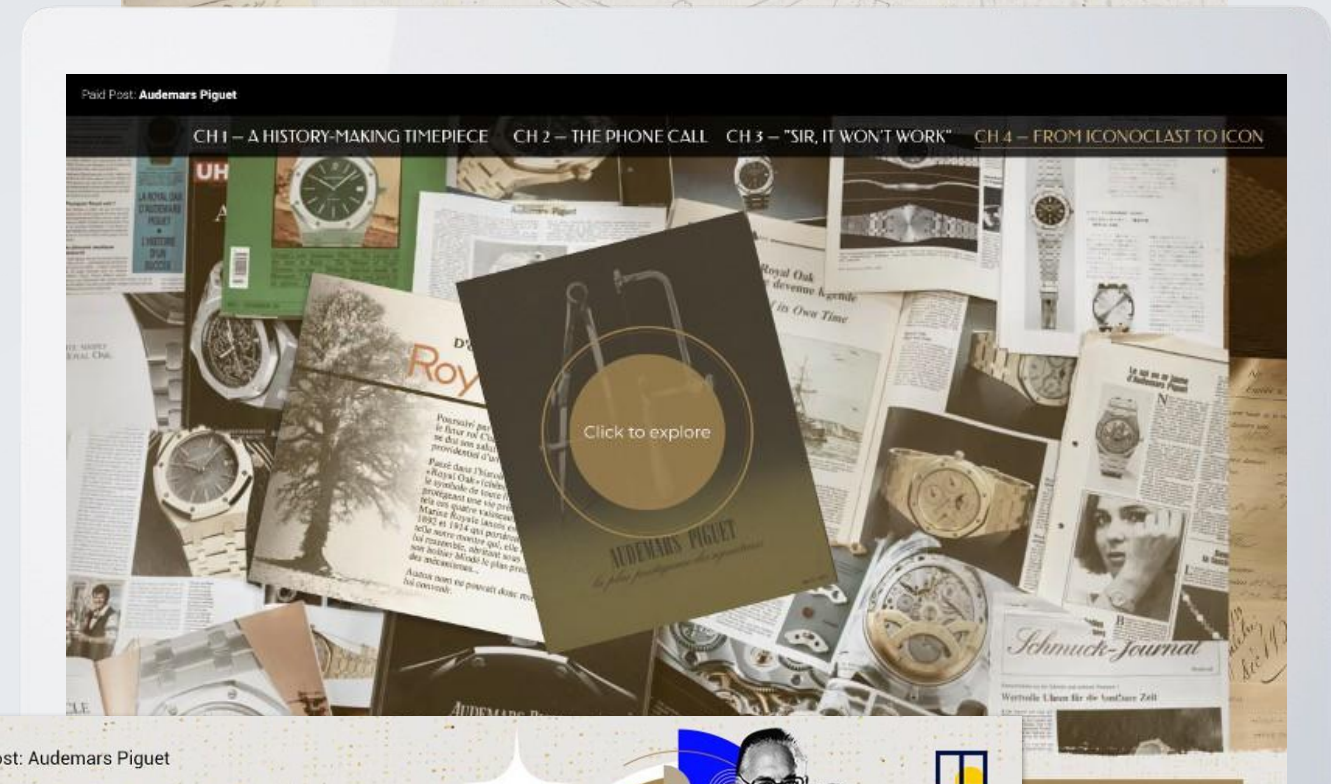
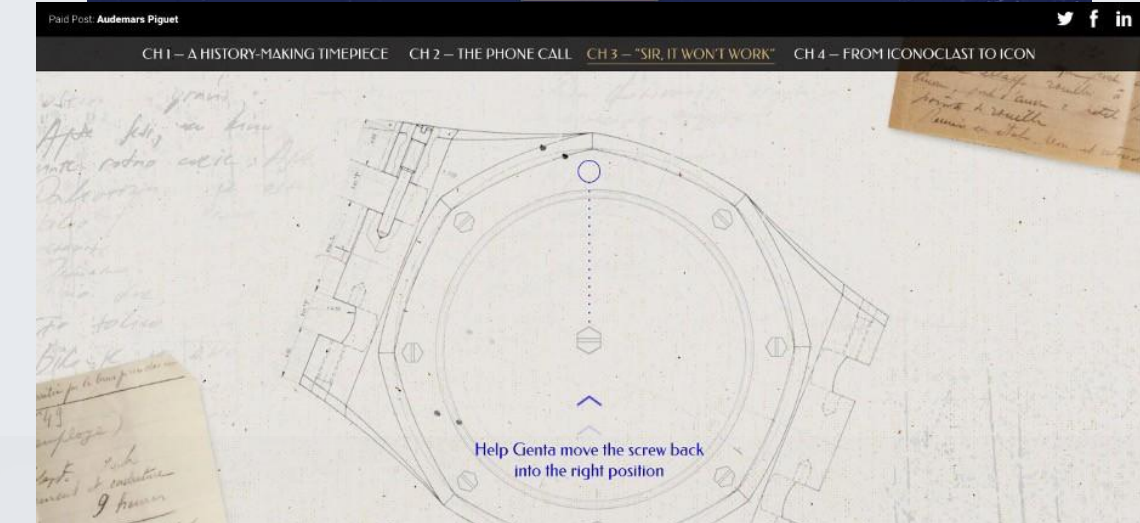
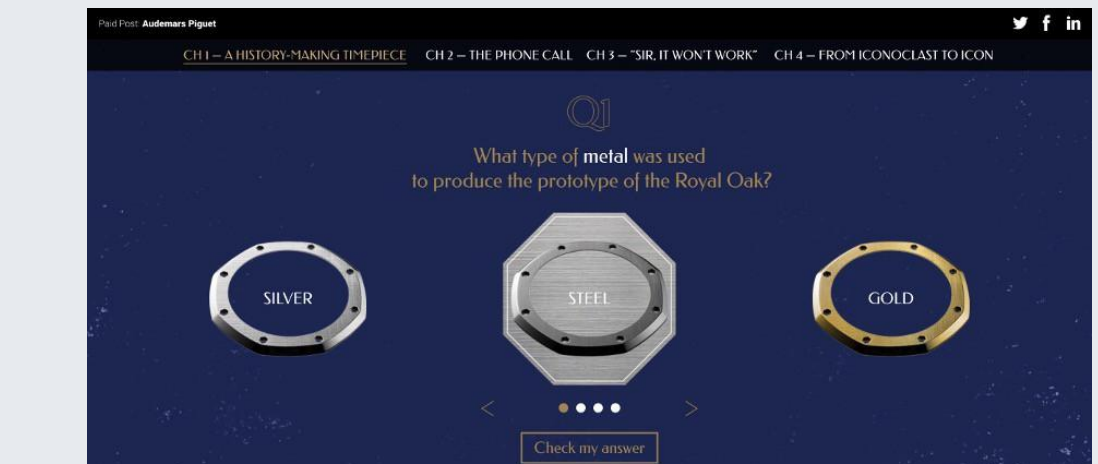
To celebrate the 50th anniversary of Audemars Piguet's iconic Royal Oak watch, Morning Studio produced **a multimedia storybook** that takes readers back in time to witness the birth of this horological legend and learn more about its creation.

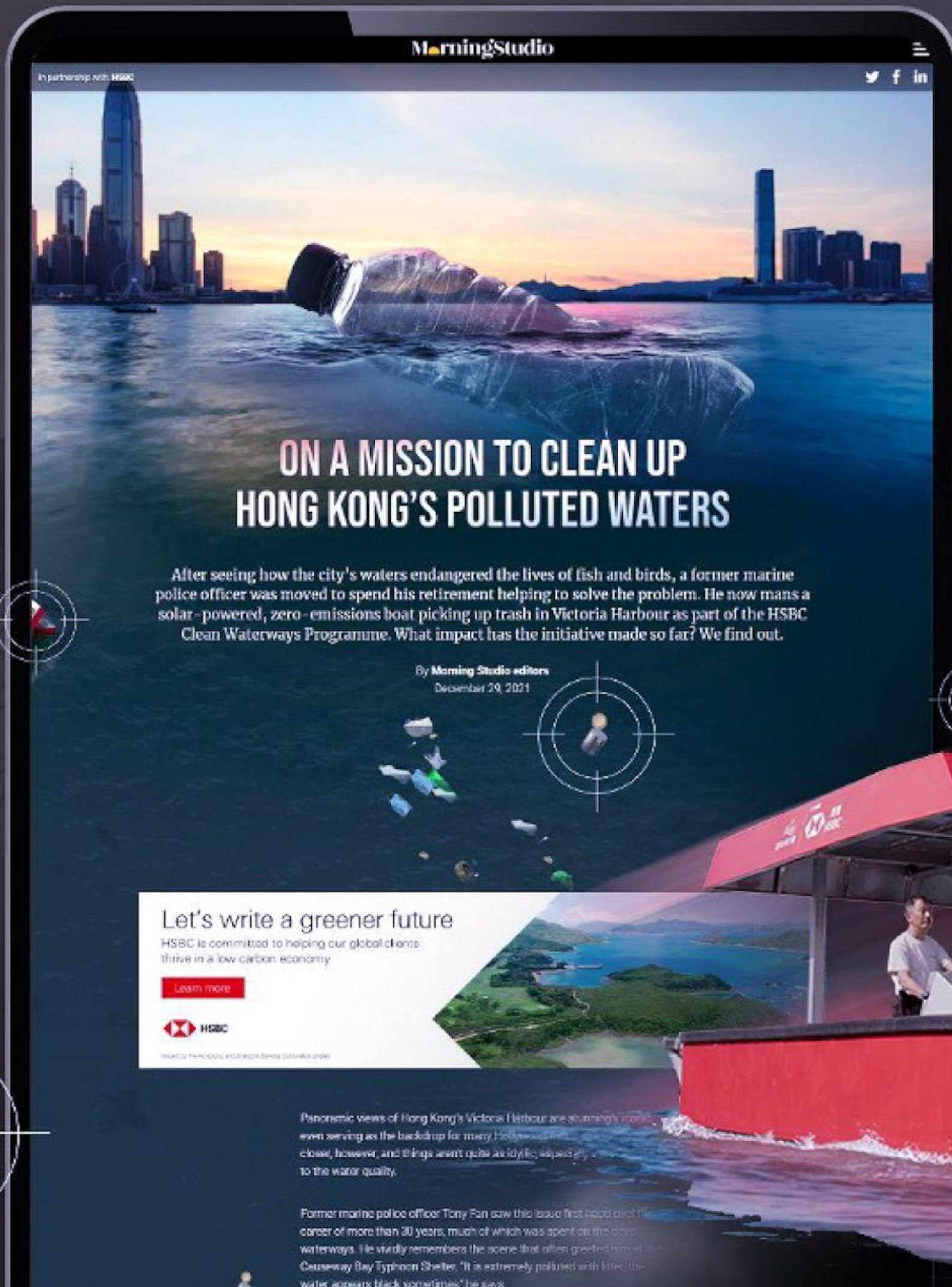
Multiple interactive games, quizzes and animations were created to provide an immersive chronicle.

“Legend made of steel”

Paid Post with Audemars Piguet

[VISIT PAGES](#)





HSBC

Clean Waterways Programme

A multimedia infographic experienced produced by SCMP Morning Studio. This multimedia content uses a **human-centric storytelling approach** with 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 have contributed to **high reach and engagements**, which attracted readers to consume the full multimedia content.

In its campaign period, the page saw significant unique traffic to the page, and a particularly long engagement time of **over 3 mins**, outperforming SCMP's organic editorial average of under 2 minutes.

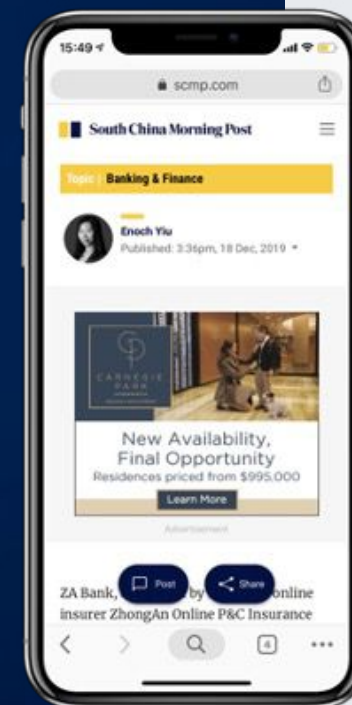
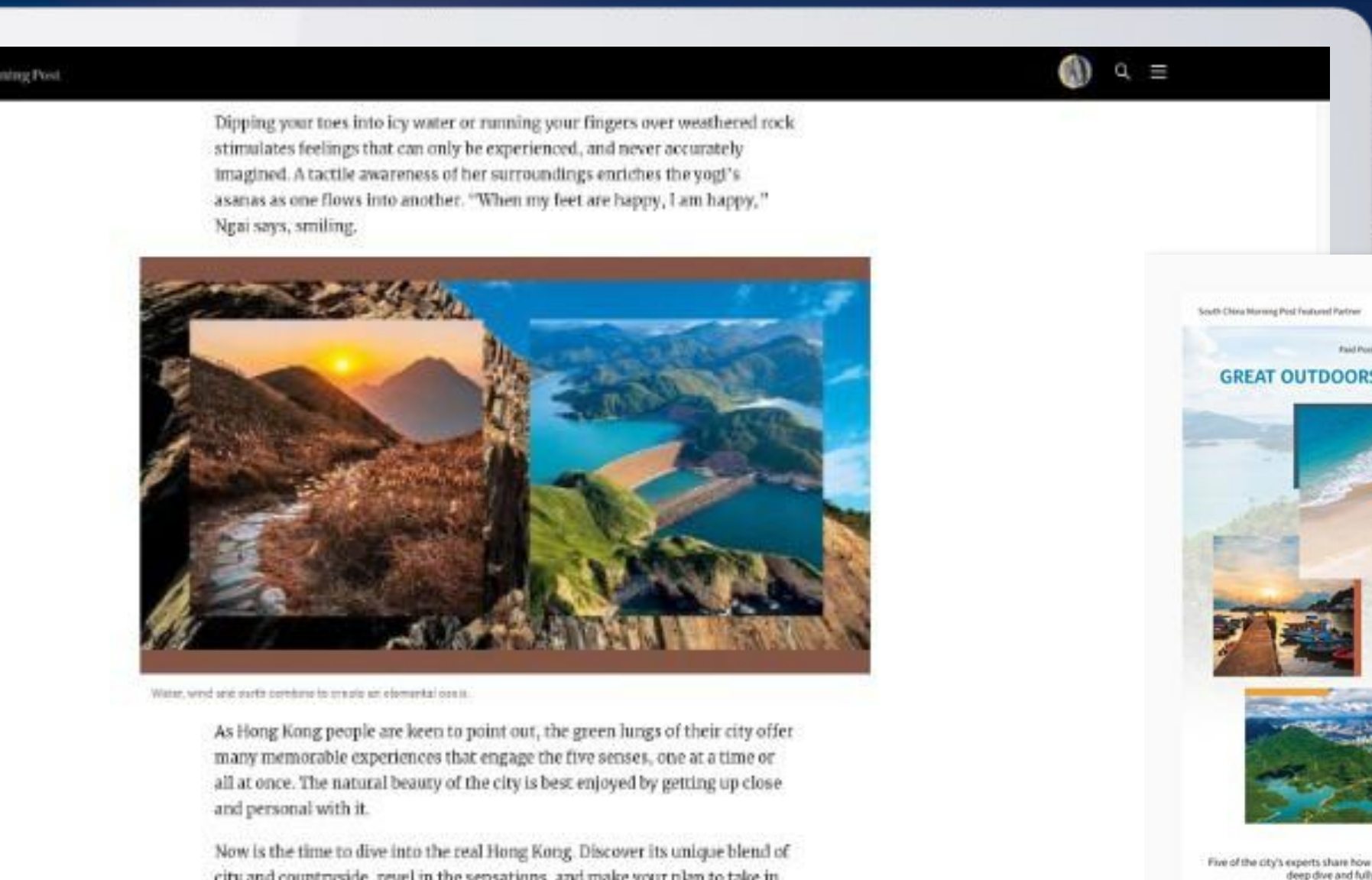
VISIT PAGES



Hong Kong Tourism Board Great Outdoors Guidebook

Morning Studio, in collaboration with the Outdoor & Extreme team from the SCMP's Sports desk, hiked and cycled around Hong Kong to create a custom publishing project for the HKTB, featuring Hong Kong's Great Outdoors. The guidebook, which features selected hiking trails, cycling tracks and other outdoor attractions, including Hong Kong Unesco Global Geopark, offers a host of invigorating experiences to stimulate the senses, plus **engaging human stories and stunning photography.**

Hong Kong Tourism Board Great Outdoors Guidebook



With the help of a complimentary advertorial hosted on SCMP.com, SCMP has helped **extend the reach of the campaign from offline to online and to our interested readers.**

Distribution of the advertorial includes an eDM blast, 1 SCMP Sport Twitter post, 2 SCMP Facebook posts, 1 slot in the Outdoor & Extreme newsletter, and 500,000 impressions of 1 banner creative across SCMP.com.

3 KOLs (**ChauKei Ngai, Kelvin Yuen, and Christian Yang**) were also invited to promote the campaign on their IG and Facebook pages.

VISIT PAGES

Let's **chat** & work together



Belinda Tse

Business Director, SCMP
belinda.tse@scmp.com

Hong Kong



Josi Yan

Business Director, SCMP
josi.yan@scmp.com

Hong Kong



Darryl Choo

Business Director, International, SCMP
darryl.choo@scmp.com

Singapore, Asia & International markets