



South China Morning Post

Where Influence Intersects

ADVERTISING, MARKETING, SPONSORSHIP

MEDIA KIT

APRIL 2026

The World is Changing

The Shift East – Geopolitical & Capital Realignment

The Epicentre of Capital is Moving East

Asia is no longer an emerging market, it's a central pillar of the global economy.

Capital is flowing within Asia, not just to or from the West.

This shift isn't just economic. It's geopolitical, cultural and generational.

China's Strategic Reset

Belt and Road 2.0: more targeted, ESG-conscious infrastructure deals

RMB diplomacy: regional trade in RMB rising

Outbound investment is returning, with ASEAN a top recipient

Asean's Moment

Projected to become the 4th largest economy by 2030 (source: ADB, McKinsey)

Regional powerhouse markets: Vietnam (manufacturing), Indonesia (digital & green), Malaysia (semiconductors, Islamic finance, energy)

Intra-regional trade surging post-RCEP

The Great Wealth Transfer

\$5.8T intergenerational wealth transfer underway in Asia

Surge in family offices, sovereign fund diversification into ASEAN

Singapore & Hong Kong leading as hubs for policy-safe capital mobility

Asean is becoming the “New Europe” of capital inflows

From India’s Ambanis to South Korea’s Lees, an estimated [US\\$5.8 trillion in intergenerational wealth](#) is expected to change hands across Asia by 2030, shaping not only the region’s future but the rest of the world.

2026

2027

2028

2029

2030
Trillion
(USD)

8

9

2031

90% of heirs plan to change advisors after succession.

From Beijing to Jakarta: SCMP Connects the Dots

Only SCMP Sits at the Crossroads of Asia's Capital Corridors

SCMP's unwavering expertise in the finance industry and comprehensive grasp of macroeconomic trends throughout ASEAN and Greater China set the gold standard



LEADERS.

CREATORS.

INNOVATORS.

MAKERS.

TOMORROW'S
LEADERS.

VISIONARIES.

INNOVATORS.

CREATORS.

Read by the Influential

4.1M

In Hong Kong

55% of Hong Kong readers think of SCMP in news reading moments.*

15,000+

Global business elites

Banking and finance, professional services, technology, real estate, healthcare, science and more.**

2,100+

Global government officials

200+ in the U.S. Congress, 300+ in Greater China, 800+ in Asia****

*Kantar Study of local and international Hong Kong news media in English and Chinese for SCMP (400 qualified respondents from January 2026).

* Source: Ipsos Affluent Survey 2022. (P12M brand consumption)

***SCMP's internal analytics data. (March 2026). Sector data available upon request.

Where Readers

Become: Leaders, Makers, Pioneers, Innovators, Visionaries.

#1 Platform for when readers:

- Want to see how a major global event is impacting Asia
- Want to read in-depth analysis and gain knowledge about complex events
- Need a concise overview of the most important news in Asia (professionals)
- Need to understand China's economic policy direction (professionals)
- Need to understand Beijing's stance on a trade issues (professionals)
- Want to be the most informed person when discussing Asia (professionals)*

We are their authority

#1
Most Trusted

Ranked no.1 for trust, fact-checking, unique insights, in-depth analysis, and authoritative coverage in Hong Kong.

900+
Peer Citations

We report it first. They cite it later. SCMP cited in stories by Bloomberg, Reuters, The New York Times, Nikkei Asia, Cankao Xiaoxi, and more.

#160+
Awards

160+ Industry Awards in 2025. Including Gold for "Best Digital Subscription" at the global WAN-IFRA Awards.**

*(Kantar Study of local and international news media in English and Chinese for SCMP 2026: 400 qualified respondents).

**SCMP's internal analytics data 2025. (March 2026).

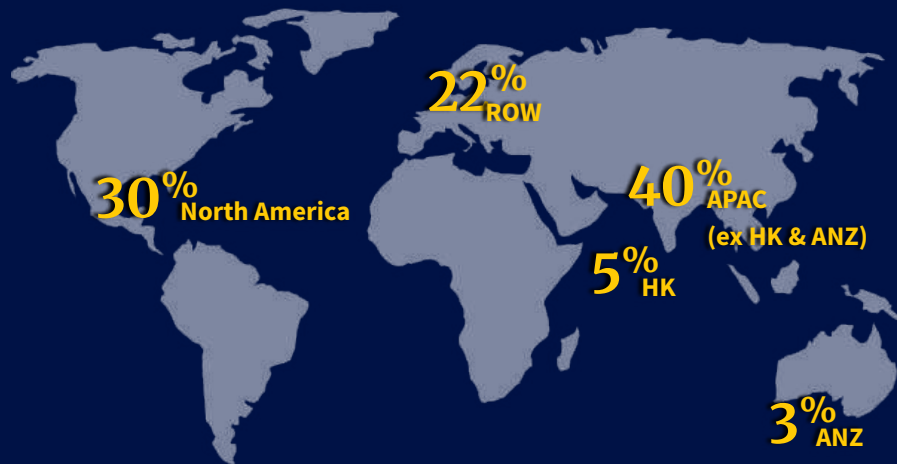
95% of SCMP digital traffic is from outside Hong Kong

ROW

	MAU	PV
EU	946k	2.9m
UK	750k	2.2m
MENA	334k	665k

North America

	MAU	PV
US	9.3m	22m
CA	876k	2.4m



APAC users ranked by engagement

	PV/U	MAU	PV
HK	14.7	1.7m	25m
SG	6.5	1.3m	8.4m
TH	4.3	114k	493k
MY	4.0	1.1m	3.7m
ANZ	3.2	865k	2.8m
VN	3.0	97K	288k
ID	2.8	190k	540k
PH	2.3	1.0m	2.2m
IN	2.1	664k	1.4m
TW	1.3	595k	794k

f 5 million

X 988k

▶ 3.9 million

▶ 1 BILLION VIEWS
reached on Youtube (4M followers)

@ 433k+

in 751k

Sources:

HK and US - SCMP First Party Data (Mar 2022)

All other geos - Google Analytics (Mar 2022)

*Audience numbers exclude off-platform traffic (except HK and US)

^competitive data via Similarweb

PV data from Exodus, Dec 2023 to Feb 2024

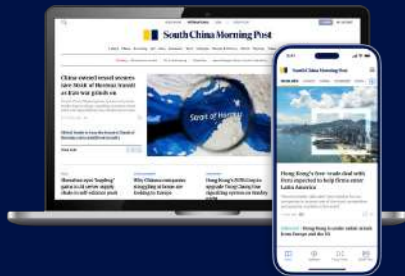
Social following as of Feb 2024

Where they Engage



Online
App

Always on, always influential:
Our app delivers real-time
intelligence to the palms of the
influential.



Online
SCMP.com

Our website is a window into
Hong Kong, Chinese Mainland,
Asia and the world.



Print
South China Morning Post

Monday-Saturday, with Sunday
Morning Post on Sunday.



Online
Social

With over 1 billion video views and a
multi-million-strong following, our
social platforms reach an engaged
global audience.

Where they Engage



Print, Online, Social
Style by SCMP

Intelligent luxury lifestyle magazine focused on curating the finest things that money can buy.



Print, Online, Social
PostMag

Sunday supplement covering contemporary culture in the region, and inspiring its readers to live well.



Print, Online, Social
100 Top Tables

SCMP's indispensable, authoritative guide to the hottest restaurants and bars in Hong Kong and Macau.



Print, Online, Social
Special Reports

From Art Basel to 100 Top Tables, our bespoke Special Reports connect brands with the most discerning tastemakers.



Chief Operating Officer



We translate SCMP's editorial authority into a high-performance marketing and advertising engine for brand growth. Through SCMP Live, we place your brand at the table with the C-suite, as well as innovators and policymakers shaping Asia's future. Meanwhile, SCMP's Morning Studio crafts award-winning narratives in creative formats that resonate across the global media ecosystem.

We look forward to partnering with you by offering a full-suite solution, bridging high-level engagement with premium storytelling and elite events to expand your brand's influence.

Kevin Huang

Kevin Huang
Chief Operating Officer



Bringing our reporting to life with **flagship** and **bespoke** platforms fostering genuine connection among the world's most influential figures.



China Conference Series

The definitive forum for the Greater Bay Area and Southeast Asia, featuring high-profile speakers such as CY Leung and HE Airlangga Hartarto.

Redefining Hong Kong Series

Brings together government officials, key opinion leaders and topical experts to delve into the issues shaping Hong Kong's future.

Community-Focused Events

SCMP's Inclusion Summit, International Schools Festival, Spirit of Hong Kong, SCMP Business Awards and more, driving broad-based community engagement.

Strategic Business Forums

High-level networking and thought-leadership platforms connecting your brand with policy-shapers and global talent to drive the city's economic narratives.

Bespoke Lifestyle Activations

Premium brand integrations for the high-net-worth community, from wellness summits to private galas designed to build lasting brand loyalty.

Exclusive Community Experiences

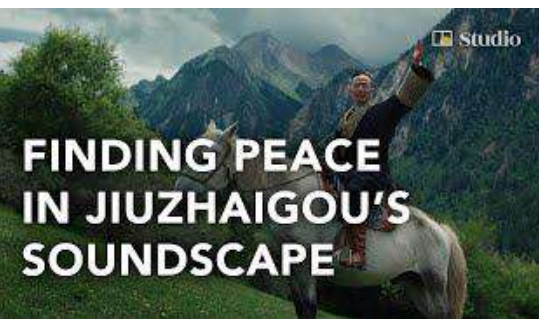
Immersive, "money-can't-buy" experiences—from luxury showcases to high-energy celebrations—providing the ultimate stage for the SCMP elite.

[Discover our latest events.](#)





Award-winning **branded content** arm of the South China Morning Post that specialises in creating content with brands, by journalists and marketers, intended for SCMP's influential audience.



**FINDING PEACE
IN JIUZHAIGOU'S
SOUNDSCAPE**

Premium branded editorial, video documentaries and multimedia pieces

Narrative-driven storytelling that features prominent and influential personalities to build emotional resonance and brand authority.

Interactive Digital Storytelling

High-energy social media reels and data-driven articles that simplify complex information into an actionable resource.

Executive & Thought Leadership

Customised interviews and features that showcase your leaders' professional insights.

SCMP's Morning Studio Amplified

A new advertising solution that enables brands to seamlessly amplify their branded content created by Morning Studio, beyond SCMP-owned platforms such as out-of-home/billboards and social media.

[Explore SCMP Morning Studio.](#)



Advertising+

SCMP drives **measurable action** by blending high-impact print and digital storytelling with precision targeting to reach a global audience of influential leaders.



High-impact Print Placements

Leverage premium print solutions designed to capture attention and solidify brand presence.

Precision Digital Advertising

Utilise data-driven digital strategies to amplify your reach and maximise audience engagement.

Advanced Ad Units

Access innovative advertising formats, including Topic Targeting, to ensure your message resonates in the right context.

Ecosystem Amplification

Benefit from strategic distribution across our entire media network to connect with an influential and highly relevant audience.

Explore innovative advertising units: [Creative Studio](#)

Explore advertorials, special features and more: [Sponsored content](#)

**TAKE YOUR PLACE
AT THE
INTERSECTION
OF INFLUENCE.**

WORK WITH US.

Website:

advertising.scmp.com

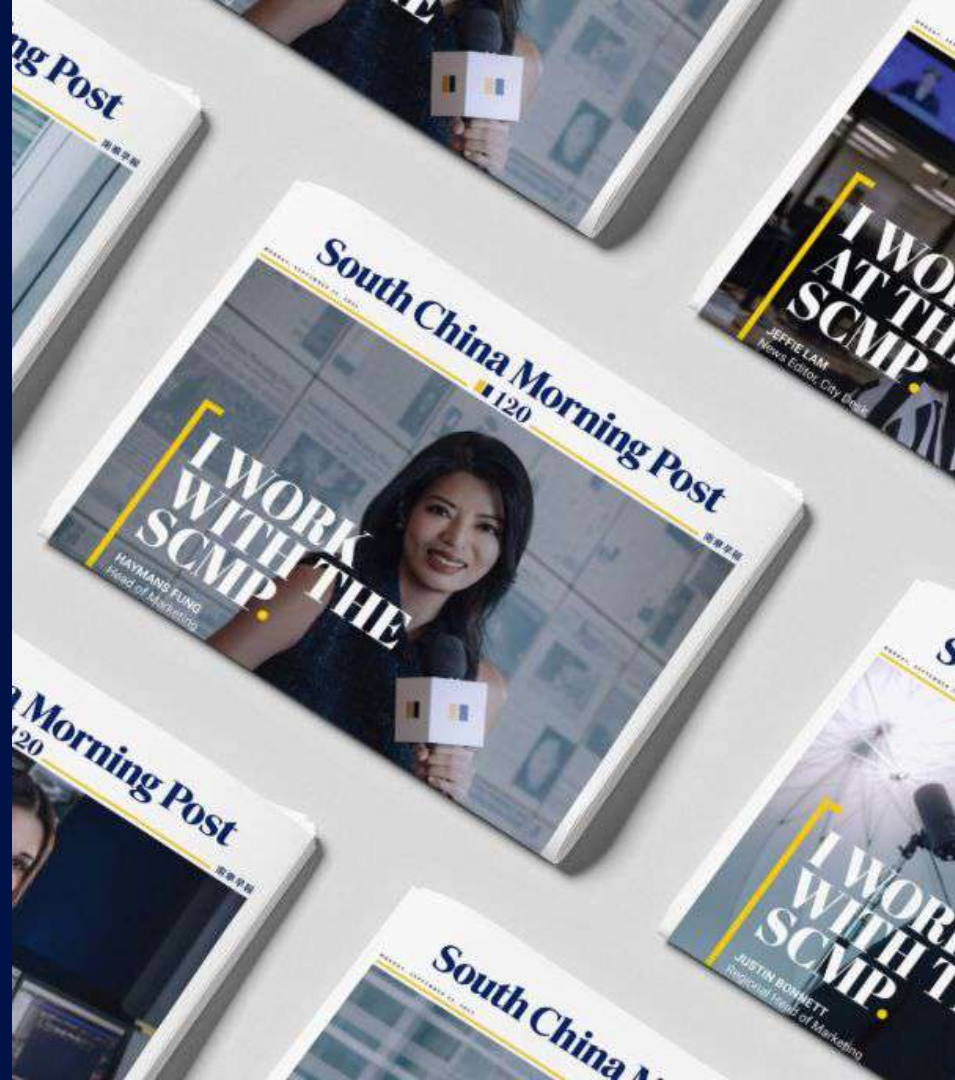
scmp.com

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Mandarin Oriental Celadon Green Integrated Campaign



Objective: To position Mandarin Oriental as the embodiment of serene luxury by building intrigue around Celadon Green and culminating in a reveal that transforms this signature colour into a distinctive expression of the brand's exceptional delivery and guest experience.

Solution: SCMP executed an integrated campaign for Mandarin Oriental was designed to build intrigue around the Celadon Green brand narrative and culminate in a high-impact reveal. The solution combined a **Homepage Takeover with 100% Share of Voice**, premium display formats, app interstitials, and outstream video, delivering over **822,000 impressions** and strong engagement, with App Interstitials achieving a **1.96% CTR**. To elevate prestige and mass visibility, we also included a **2-pp South China Morning Post newspaper cover wrapper**, transforming the print edition into a bold, **immersive brand statement** that brought Celadon Green to life across both digital and print touchpoints.

Campaign Dates: 15th Aug - 15 Sep 2025

Targeting: HK, SG, US, UK

Format: 100% SOV, Homepage Takeover, (Premium: Billboard, Half Page, InRead, Interscroller, Mobile Leaderboard; Standard LREC & Outstream)

Results:



100% HPTO + Takeover

516,189 Impressions
0.15% CTR
68% Viewability



Standard + Premium

121,163 Impressions
0.20% CTR
67% Viewability



Outstream

80,906 Impressions
0.08% CTR
82% Viewability



App Interstitial

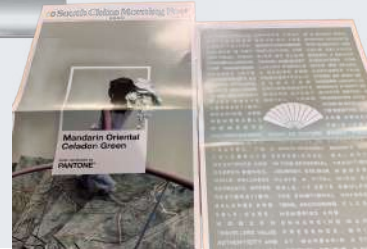
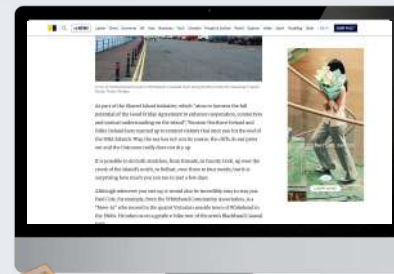
104,167 Impressions
1.96% CTR
98% Viewability



55% (Male)
45% (Female)



Audience also demonstrated interest in Business & Finance + News & Politics key vertical



Where Influence Intersects

South China Morning Post



Bank of Singapore **raises awareness** towards their global financial service amongst readers in Singapore, Hong Kong and UAE.



Objective: Raise awareness towards Bank of Singapore global financial services in targeted markets.






Solution: Bank of Singapore utilized high impact ad formats like Interstitial and Homepage Takeover and rich ad solutions, leveraging audiences from SCMP's banking topic articles and Bespoke audience to target qualified customers.

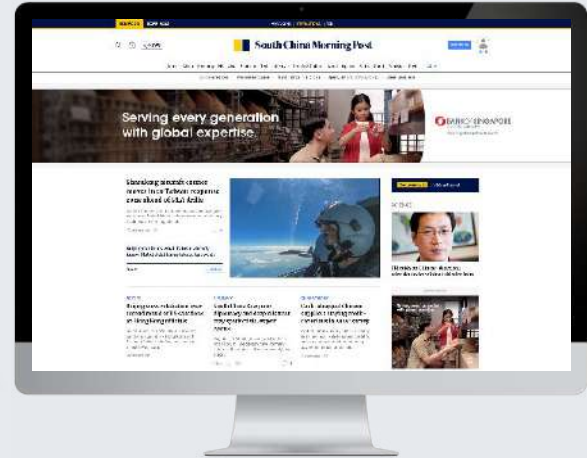
Campaign Dates: Apr - Jun 2025

KPI: Reach

Format: HPTO, Interstitial, Premium(InRead, Mobile, Billboard, Halfpage, Interscroller), Outstream & Vertical Video, Topic Targeting

Results:

	App Interstitial	59,288 Impressions	1.5% CTR
	Homepage Takeover + 100% SOV	226,405 Impressions	0.14% CTR
	Premium Display	164,019 Impressions	0.2% CTR
	Video (Outstream & Vertical)	160,001 Impressions	0.21% CTR
	Topic Targeting	13,401 Impressions	0.1% CTR



Audience also demonstrated interest in News, Asia news and Economic key vertical



Audience Insight



81%



19%

Luxury Group by Marriott International

Heartbeat of a destination

Marriott has partnered with us to create a content series **promoting its luxury hotels in Greater China through destination marketing**. The series weaves Marriott's luxury hotels into the narrative, targeting international travelers to establish Marriott as their top choice when traveling in Greater China.

Inspired by the Chinese saying “Each Place Nurtures its Own Inhabitants” (一方水土養一方人), we are producing a **three-episode documentary-style series filmed in Hong Kong, Jiuzhaigou, and Shanghai**, where Marriott's luxury hotels are located. The series explores these destinations from the perspective of Marriott representatives, seamlessly integrating Marriott into the storytelling. It highlights how Marriott adapts to local culture and landscapes to offer travelers localized luxury experiences.

“Heartbeat of a destination”

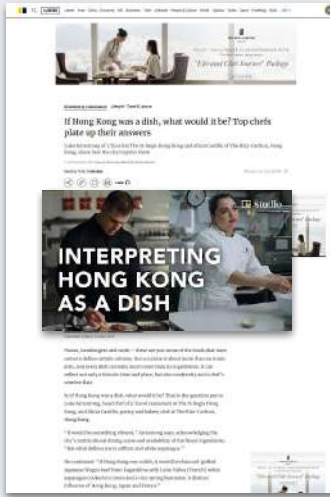
In partnership with Luxury Group by Marriott International

[VISIT PAGE](#)

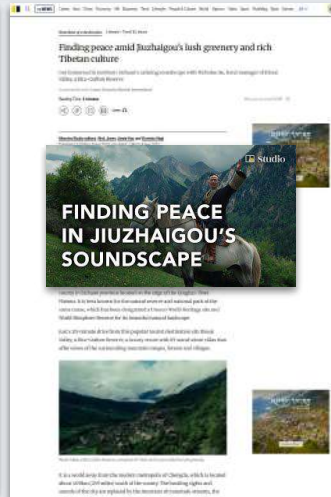


[Dedicated Content Hub](#)

1 Video
If Hong Kong was a dish, what would it be? Top chefs plate up their answers
 by Nick Jones, Angie Hsu and Morning Studio editors
 Luke Armstrong of L'Enfer at The St. Regis Hong Kong and



[Episode 1 - Hong Kong](#)



[Episode 2 - Jiuzhaigou](#)



[Episode 3 - Shanghai](#)

UOB Private Bank

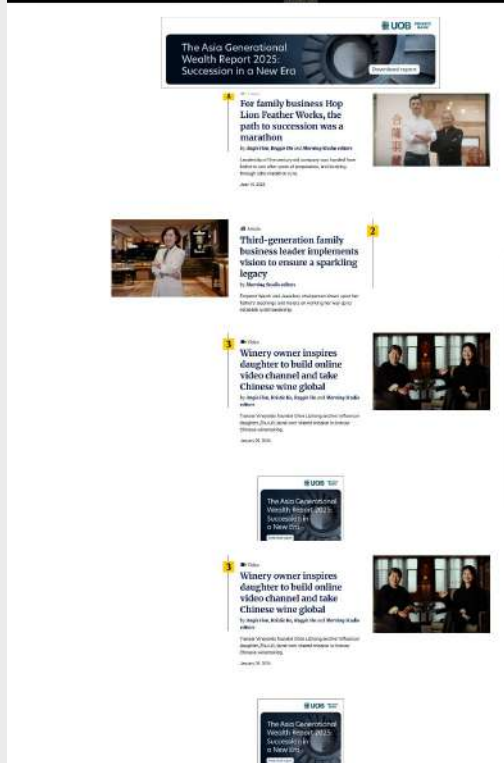
Carrying on a legacy

UOB Private Bank approached us to raise awareness of their brand philosophy—“UOB helps business owners in Asia create a stronger legacy”—among multi-generation business owners in Taiwan, Hong Kong, and China. Our goal: to share real stories on SCMP.com that highlight UOB’s core tenets and values.

We produced a video series featuring the succession planning journeys of three successful family business owners across China, Taiwan, and Hong Kong. Through authentic, lifestyle-driven storytelling, we brought their messages to life across three content pillars: “Grooming the next generation,” “Integrating new with old,” and “Shifting mindsets.”

“Carrying on a legacy”
In partnership with UOB

VISIT PAGE



DBS

Resilient growth in uncertain times

DBS approached us to produce a thought leadership piece **to amplify their industry white paper** and **raise awareness of DBS Global Transaction Services**, showcasing the team's expertise to treasury and finance professionals at large corporates—primarily in Singapore, Hong Kong, China, India, Indonesia, and Taiwan.

With this brief in mind, we produced an **“Insider Talk” video** and an **accompanying article** for publication on SCMP.com. The video features an in-depth conversation between two DBS executives, sharing insights on new strategies for CFOs and treasurers.

This thought leadership piece has successfully attracted readership with its **unique industry insights, engaging format, and timely angles.**

“Resilient growth in uncertain times”
In partnership with DBS

[VISIT PAGE](#)



Conducted by global consulting firm, Strategy Analytics, the survey interviewed more than 800 chief financial officers (CFOs) and treasurers, found that 26 per cent of participants have made data-driven financial intelligence a priority.

“Improving data-driven financial intelligence can help enhance a firm’s operational efficiency, which will allow it to make speedier decisions and help drive innovation,” Lim Soon Chong, group head of global transaction services at DBS, says.

Lim and another DBS senior executive, Jolyan Wong, head of global transaction services at DBS-Hong Kong, shared insights from the survey into how businesses can continue to thrive in the South China Morning Post’s latest video-led InsiderTalk article.

These regular InsiderTalk discussions focus on international business leaders and executives as they present opinions, strategies and future visions regarding their home markets and industries.

Lim and Wong explain why it is important for finance teams to be able to evolve and adapt their priorities to respond to today’s complex, fast-changing business environment.



Petronas LNG

Key to A Lower-carbon Future

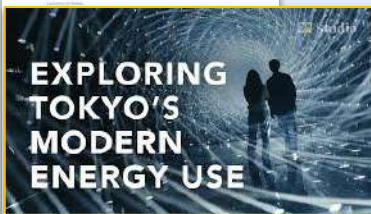
Petronas partnered with SCMP Morning Studio to create **interactive and creative** content with a **fresh angle** aimed at **educating their target audience about the sustainable aspects of liquefied natural gas (LNG)** and **raising awareness** of the brand in the APAC region.

SCMP Morning Studio produced a **documentary-style video** that taps into the **social media travel trends in China**, approaching the topic **from a lifestyle (travel) perspective**. By incorporating **unconventional storytelling methods** and featuring the **voices of KOLs**, we have effectively made complex technological topics more accessible and engaging for our audience. Through **strategic partnerships with KOLs**, we were able to **broaden the reach and impact** of the campaign by leveraging the **influencers' social platforms, both in China and overseas**.

Besides the travel-style documentary video, we have also created a **multimedia infographic** to introduce LNG, its applications, and its significance to energy transformation in a vivid, visually driven way, making a chemistry-related topic **more approachable and understandable**.

Social Campaign on SCMP Instagram (For Pre-heat)

Article and video on [SCMP.com](https://www.scmp.com)



Exposure from influencers' social media ^

Interactive Infographic on SCMP.com

