

# 晨報

MORNING POST



# 自由日報

Merdeka Daily News



# RATE CARD 2017

No. 1 Chinese Daily Newspaper in **Tawau**

No. 1 Chinese Daily Newspaper in **Sandakan**



Sabah · Sarawak · Brunei · Media

DM COMMUNICATIONS SDN BHD  
 99B Jalan SS 21/1A, Damansara Utama,  
 47400 Petaling Jaya, Selangor Darul Ehsan.  
 Tel: 03-7729 3878 Fax: 03-7727 3761

Advertisement rates effective 1st Jan 2017



# 2017 Morning Post Rate Card

Frequency : Daily  
 Language : Chinese  
 Format : Broadsheet  
 Size : 54cm (H) x 34cm (W)  
 Circulation : 9,163 copies (ABC Report Jun 2015)  
 Coverage : Sabah – Tawau only

## Advertisement Rate

- Casual Rate : **RM 4.50 per.cm.col**
- 13 insertions : RM 4.20 per.cm.col
- 26 insertions : RM 3.90 per.cm.col
- 39 insertions : RM 3.60 per.cm.col
- 52 insertions : RM 3.30 per.cm.col

Announcement/ Classified : **RM 4.50 per.cm.col**

## Color Loading

Full Color : + 50%  
 2 Spots Color : + 100%  
 1 Spot Color : + 150%

## Position Loading

### **Main Paper**

Front Page + 100%  
 Back Page + 50%  
 Front Half Right + 30%  
 Front Half + 25%  
 Centerspread + 30%  
 Others Specific Page + 20%

DISPLAY ADVERTISEMENT		BLACK & WHITE	FULL COLOR
DESCRIPTION	AD SIZE	COST	COST
Full Page	54cm x 10cols	RM2,430.00	RM6,075.00
Junior Page	37cm x 7cols	RM1,165.50	RM2,913.75
Half Page	27cm x 10cols	RM1,215.00	RM3,037.50
Quarter Page	27cm x 5cols	RM607.50	RM1,518.75
Front Page Panel	10cm x 10cols		RM2,250.00
Back Page Panel	10cm x 10cols		RM1,687.50
Inner Page Panel	10cm x 10cols	RM450.00	RM1,125.00
Centerspread	54cm x 20cols	RM6,318.00	RM15,795.00

## Column Per Width

- 1 Column : 3.4cm
- 2 Columns : 6.8cm
- 3 Columns : 10.2cm
- 4 Columns : 13.6cm
- 5 Columns : 17.0cm
- 6 Columns : 20.4cm
- 7 Columns : 23.8cm
- 8 Columns : 27.2cm
- 9 Columns : 30.6cm
- 10 Columns: 34.0cm

## Booking / Material Deadlines (AOT / Datamation)

- 3 working days before publication date

## Cancellation Deadlines

Front Page – 15 working days  
 Others - 3 working days

Cancellation charges equivalent to 25% of the based advertising rate will be imposed on any cancellations made subsequently to the deadline.

# Our Readers – Morning Post



**36,652** readership

**40%** male

**60%** female

**75%** are aged between

**26 – 55** years old

**65%** has household income

Between **RM2K – RM6k**

# Merdeka Daily News (publication profile)



### Advertisement Rates (Effective Jan 2017)

- Frequency : Daily
- Language : Chinese
- Format : Broadsheet
- Circulation : **4,943 copies** (source: ABC Report Jun 2016)
- Coverage : Sabah – Sandakan only

### Profile:

- **No. 1** Chinese Daily Newspaper in Sandakan
- The **HIGHEST** circulation copy among all the dailies in Sandakan (including Chinese , English & Malay titles)
- Able to cover **70%** of Chinese readers in Sandakan (source: TNS Research International 2010)

Sandakan Chinese Newspaper Circulation	
Publication	Circulation (Sandakan only)
<b>Merdeka Daily News</b>	<b>4,821</b>
Competitor A	
Competitor B	556
Competitor C	2,166

Source: ABC Report Jun 2016

# 2017 Merdeka Daily News Rate Card

Frequency : Daily  
 Language : Chinese  
 Format : Broadsheet  
 Size : 54cm (H) x 33.7cm (W)  
 Circulation : 4,943 copies (ABC Report Jun 2016)  
 Coverage : Sabah – Sandakan only

## Advertisement Rate

- Casual Rate : **RM 4.50 per.cm.col**
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### **Main Paper**

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 Back Page + 50%  
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 Front Half + 25%  
 Centerspread + 30%  
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DISPLAY ADVERTISEMENT		BLACK & WHITE	FULL COLOR
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Inner Page Panel	10cm x 10cols	RM450.00	RM1,125.00
Centerspread	54cm x 20cols	RM6,318.00	RM15,795.00

## Column Per Width

- 1 Column : 3.1cm                      - 6 Columns : 20.1cm  
 - 2 Columns : 6.5cm                    - 7 Columns : 23.5cm  
 - 3 Columns : 9.9cm                    - 8 Columns : 26.9cm  
 - 4 Columns : 13.3cm                   - 9 Columns : 30.3cm  
 - 5 Columns : 16.7cm                   - 10 Columns: 33.7cm

## Booking / Material Deadlines (AOT / Datamation)

- 3 working days before publication date

## Cancellation Deadlines

Front Page – 15 working days  
 Others - 3 working days

Cancellation charges equivalent to 25% of the based advertising rate will be imposed on any cancellations made subsequently to the deadline.

# Our Readers – Merdeka Daily News



**19,772** readership

**55%** male

**45%** female

**70%** are aged between

**26 – 55** years old

**63%** has household income

Between **RM2K – RM6k**

# 2017 Merdeka Daily News / Morning Post Packages



Front Page Panel



## Main Paper Front Page Earspace

MDN Size : 5.5cm (H) x 8.0cm (W)  
 MPT size : 6.5cm (H) x 9.0cm (W)  
 Color : Full Color  
 Position : Main Paper Front Pg  
 Cost : RM 350.00



Front Page Half Page

## Main Paper Front Page Half Page

Size : 27cm (H) x 10cm (W)  
 Color : Full Color  
 Position : Main Paper Front Pg  
 Cost : RM 6,075.00  
 Offered : RM 5,467.50

Cost above is for per insertion per publication

No.1 Chinese Paper in East Coast Sabah  
沙巴(东海岸)第一华文报章

**FACTS YOU SHOULD KNOW ABOUT  
MERDEKA DAILY NEWS  
& MORNING POST**

晨報  
MORNING POST®

自由日報®  
Merdeka Daily News

# Covering 50% of Chinese Population in Sabah



## SANDAKAN DIVISION

District : Sandakan, Beluran,  
Kinabatangan, Tongod  
Sandakan Population : 702,207  
**Chinese Population : 68,063**



## TAWAU DIVISION

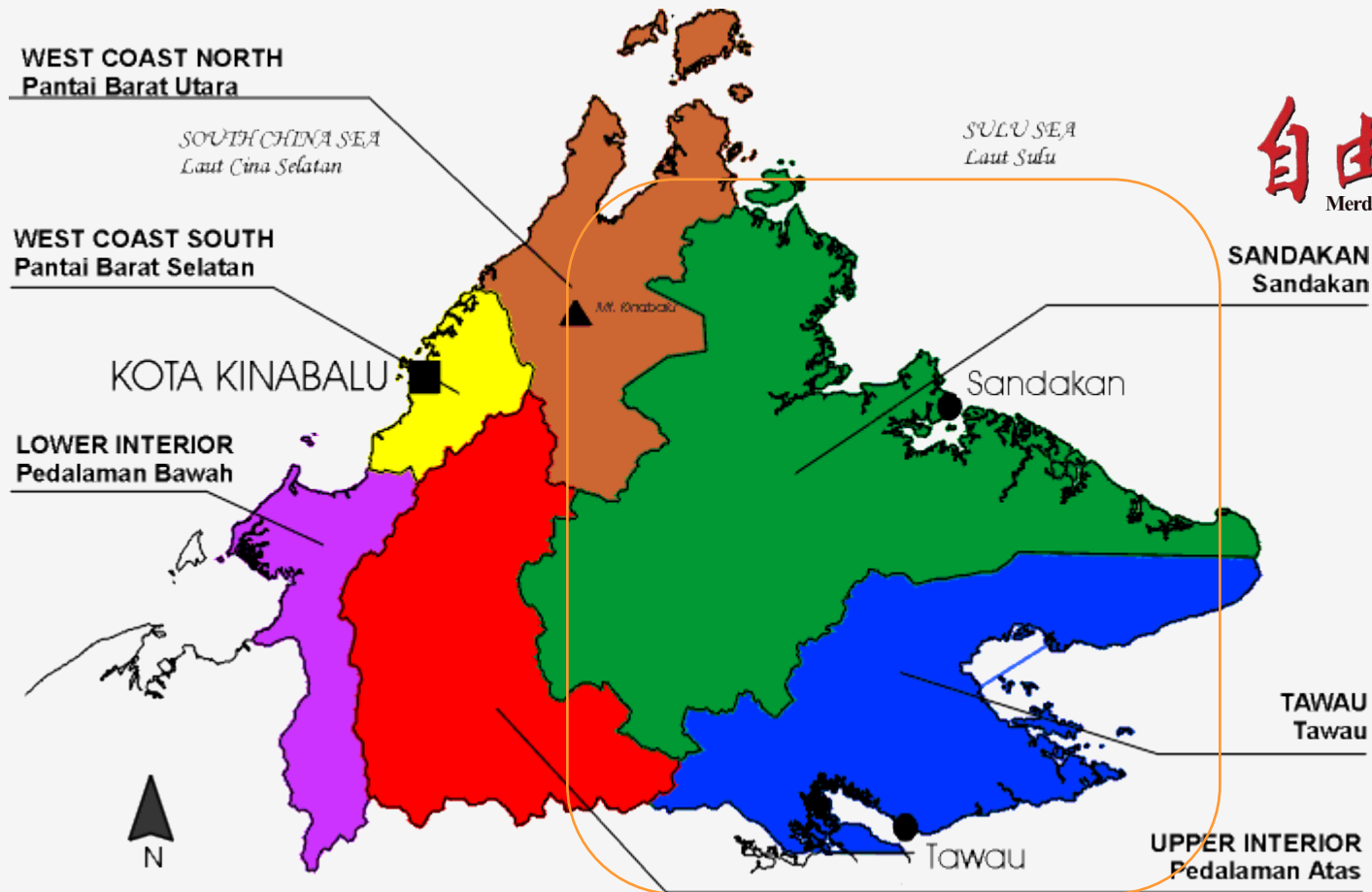
District : Tawau, Lahad Datu,  
Semporna, Kunak  
Tawau Population : 819,955  
**Chinese Population : 55,876**

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East Coast (Tawau + Sandakan) contributes up to **48%** of total Sabah population & **41%** of **total Chinese population** in Sabah.

Merdeka Daily News and Morning Post are able to cover **70%-80%** of the Chinese readers in Sandakan and Tawau respectively.

# Especially the affluent Chinese population in East Coast who active in plantations & SME Businesses



自由日報<sup>®</sup>  
Merdeka Daily News

晨報  
MORNING POST<sup>®</sup>

# 1 title is ineffective / insufficient ... to penetrate Chinese Population

## Chinese Print Media Coverage Throughout Sabah

Coverage Standard	0%-20% (Bad)	20%-40% (Weak)	40%-60% (Moderate)	60%-80% (Good)	80%-100% (Excellent)
Media	Kota Kinabalu	Sandakan	Tawau		
Only SH	44%	20%	35%		

## Best combination of **Sabah** Chinese Daily

- *Merdeka Daily News* has the **strongest** influential power in Sandakan
- *Morning Post* has the **strongest** influential power in Tawau

### Recommendation

Media	Kota Kinabalu	Sandakan	Tawau
SH + MDN + MPT	44%	66%	82%

- SH = See Hua
- MDN = Merdeka Daily News
- MPT = Morning Post



# **SUMMARY**

## **RATIONALES OF MERDEKA DAILY NEWS & MORNING POST**

1. Over 41% of Chinese population are based in Sandakan & Tawau, Sabah
2. Newspaper has the highest penetration rate
3. Merdeka Daily News has the strongest influence in Sandakan district
4. Morning Post has the strongest influence in Tawau district
5. Best combination for 1 West Coast Publication + 2 East Coast Publications

# Advertising Testimonial

Chinese readers in Sabah are loyal to the regional newspaper due to its exclusive local news coverage and dedicated display advertisement from local advertisers such as public announcement, retail store promotions, event happenings and classified advertisements.





DM Communications Sdn Bhd

D&C Marketing Sdn Bhd

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