



SCMP ADVERTISING

Insights for Success

MEDIA KIT 2021



SCMP ADVERTISING

Insights for Success

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. Its principal focus is to deliver **effective and efficient** marketing solutions that **engage** and activate the right audiences and deliver ROI that matters.

Bringing our news business forward into the digital age has advanced our mission to lead the global conversation about China while broadening our international relevance and global reach. Through our award-winning journalism, we cover China and Asia with depth and unparalleled nuance for nearly 51 million monthly readers globally. What sets us apart is how we **connect thought-leading editorial content with brands** across print and digital media platforms, develop marketing solutions and run campaigns that **deliver results**.

SCMP's digital transformation has cemented our role as a leading news media company and this has enabled **SCMP Advertising** to empower our partners with insights through our **digital-first innovations**. We are the first news publisher in Asia to launch a first-party data platform in

SCMP Lighthouse to support our clients with purposeful intelligence that delivers more effective and efficient campaigns with better-targeted audiences. At the same time, brand safety is a top priority for us and partners can continue to trust our platform with our publisher-built brand suitability tool in **SCMP Signal**.

We have a well-established foundation of award-winning expertise and creative experience in **Morning Studio** that bridge our clients to success with **bespoke brand-storytelling solutions**. The team is committed to give voice to your brand and take its unique narrative to new heights by connecting with audiences through industry-leading digital tools and services.

Our team operates with a conviction to pave new ways for brands to drive growth and ROI in the digital age of news publishing. We are led with values and principles that establish SCMP Advertising as **a trusted partner** that places our readers and partners at the centre of what we do. With this in mind, we are dedicated to elevate your brand and ensure the success of your campaigns.



SCMP LIGHTHOUSE



SCMP SIGNAL

MorningStudio

DIGITAL PRODUCTS

SCMP has been headquartered in Hong Kong for over 100 years, with regional offices in China, Singapore and the US. Our goal is to grow a highly engaged global audience who value independent quality journalism that focuses on the impact of China and Asia on the global stage. Digital innovation has allowed us to grow our audience more than 10x over the last 4 years. We now reach more than 30 million unique visitors every month.

At SCMP, we believe in **transparency, innovation** and **quality**.

Data

SCMP Lighthouse is SEA's only 100% first-party data platform with more than 2,000 attributes available for custom segmentation. The average campaign with Lighthouse data drives a 32% increase in click-through rate.

Identity

We have first-party identifiers for 100% of our targetable audience.

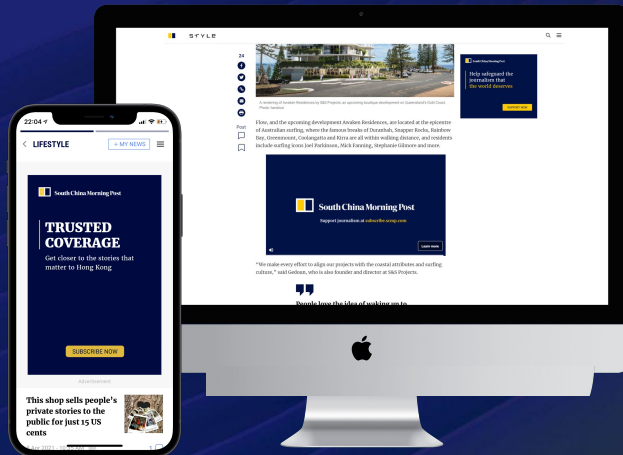
Brand Safety & Measurement

We believe in investing in proprietary tools, such as **SCMP Signal**, the industry leading AI based platform that utilises keywords, context, sentiment and readability to go beyond safety and drive performance by finding brand suitability.

Ad Experience

We have an uncluttered ad experience of larger rich media and video Ad formats. Generally in the centre of the reading panel (in context), that leads to greater stand out and comprehension. Both are critical in building brands successfully as well as driving a great user experience.

Refer to **Digital Product Portfolio** for our full range of digital capabilities.



DIGITAL READERSHIP

Global Impressions

325 million ad impressions per month¹

Video Views

2.4 billion per year¹

(116m monetisable views per month)

Average dwell time

2 mins 51 secs¹

Page Views per UV

3.55¹

Gender

51% Male : 49% Female¹

SCMP'S GLOBAL DIGITAL AUDIENCE: 30.7 MILLION MAU¹



United States
11.6M MAU

Other Countries
11.2M MAU

Southeast Asia
7.9M MAU

CORPORATE & CONSUMER AUDIENCE PROFILE



work for a multinational company



manage a team at work



make investment decisions at work



own at least 2 cars



regularly fly business or first class



are homeowners



earn over US\$250k per year

Sources:

1. Google Analytics, May 2021

2. SCMP Polls

PRINT PRODUCTS



First published in 1903, SCMP has built an enviable reputation for authoritative, influential and independent reporting on Hong Kong, China, and Asia. As Hong Kong's premier English language newspaper, we reach an educated and prominent readership every day. Known for our editorial expertise and close connections with thought leaders, SCMP delivers insights that impact our forward-thinking readers across an array of topics.

the *South China Morning Post* and *Sunday Morning Post*, and special publications across various fields of interests, including business, finance, lifestyle, property, and education. Our comprehensive portfolio consists of a daily, magazines, special reports and supplements, glossy publications of vertical interests, directories and guidebooks. This variety adds up to appealing and manifold options for advertisers to meet their specific needs.

SCMP creates captivating stories printed in our flagship products,

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

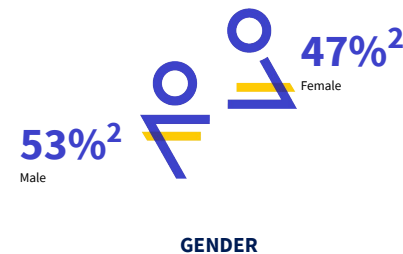
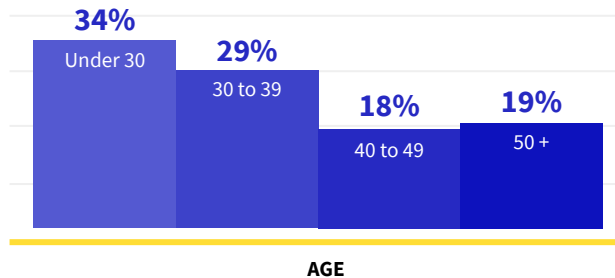
PRINT READERSHIP

As Hong Kong's number one media outlet in print readership reach among the business influencers¹, we capture the lion's share of Hong Kong's highest disposable income consumers and its most powerful business decision makers via our flagship products and special publications across a variety of interests, including lifestyle, property, education and business. Leverage SCMP's extensive resources and relationships to create the connections you want and influence the demographics you need.

CIRCULATION



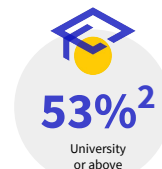
READERSHIP



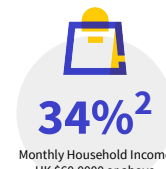
POSITION



QUALIFICATION



PURCHASING POWER



FAMILY



Sources:

1. Global Business Influencers Survey 2020: Hong Kong Report/Ipsos

2. Print Readership, 2020 Q4 Nielsen Media Index, Hong Kong Report

MorningStudio

As part of a media company that has been the region's main source of Asian and international news since 1903, we understand the importance of communication – and know what makes a good story.

No matter if your brand requires a result-orientated content strategy, a new brand campaign or simply an inventive tale told, Morning Studio, SCMP's branded content team caters to your needs.

Morning Studio aims to engage our readers through storytelling while enabling the brand behind the content to achieve its marketing objectives. Our branded content uses multimedia resources—including eye-catching video, infographics and animation—and is search-engine optimised (SEO). The content is crafted to high editorial standards with the unique voice of the SCMP, and effectively distributed across all of the SCMP's platforms including on desktop, mobile web, and mobile app, as well as on social media channels.



Branded Content



Bespoke Publishing



Custom Events



Creative Services

LATEST AWARDS ACHIEVEMENT

2021



Native Advertising Agency/
Studio of the Year
- Bronze



Best Series of
Sponsored Videos
- Bronze



Most Creative
Native Advertising Campaign
- Bronze

2020



Best Native Advertising/
Branded Content Campaign - Gold



The Drum.
Online Media
Awards
Winner 2020

Winner of Native Advertising Campaign
of the Year

Visit morningstudio.scmp.com to learn more and check out award-winning case studies.

ABOUT SCMP

The South China Morning Post is a leading news media company that has reported on China and Asia for more than a century with global impact. Founded in 1903, SCMP is headquartered in Hong Kong, where it is the city's newspaper of record. Our teams span across Asia and the United States, working together to connect with news consumers around the world. We are committed to informing and inspiring through journalism of the highest standards.

Our vision is to “**Elevate Thought**” and our mission is to “**Lead the global conversation about China.**”

We develop news content 24/7, driven by world-class journalists, editors, visual artists, photographers and videographers, all guided by the principle of “Truth and Fairness”.

Our editorial teams are powered by emerging digital technologies that allow us to create innovative ways to tell Asia's most important and compelling stories. Against the backdrop of shifting discovery and consumption behaviours, SCMP reaches users across distributed media platforms including scmp.com, smartphone and tablet apps, social media and messaging platforms, as well as our flagship newspaper. Additionally, SCMP is Asia's leading

magazine publisher with a portfolio of premium lifestyle and fashion titles including Cosmopolitan, ELLE, Esquire and Harper's BAZAAR. We are also home to Goldthread, a content platform with a focus on food, travel and culture in China.

SCMP AND THE TRUST PROJECT

In 2020, the South China Morning Post became the first news organisation in Asia to join the Trust Project, a consortium of the world's top media companies committed to the highest standards of journalistic quality, transparency and credibility. The Trust Project is a worldwide initiative that provides standards of news production to help readers identify credible journalism. The Post believes a commitment to transparency is foundational to journalistic excellence. By implementing transparent newsroom policies on ethics, corrections, fact-checking and sourcing, its participation with the Trust Project underlines SCMP's dedication to press freedom and quality journalism. This reinforces its continued mission to lead the global conversation on China with trustworthy, comprehensive reporting from its unique vantage point in Hong Kong.



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