

# FACTS & FIGURES

**#1** English language newspaper in Hong Kong with the highest audited circulation and English readership

**20,000**

active subscribers for SCMP.com, Asia's largest subscription-based online news and information provider

**05083**  
Hong Kong Stock  
Exchange symbol

**25th** anniversary of *Automobile*, the leading car magazine in Hong Kong

**101,782**

circulation for the second half of 2004

**77**  
pages

of *Classified Post* on average every Saturday in 2004

**HK\$317.1**  
million  
net profit

**20th**

anniversary of *Cosmopolitan* in Hong Kong capped by Fun Fearless Female Awards in December 2004

**HK\$1,374.7** million  
turnover

**99** Chinese books and 12 English books published by SCMP Book Publishing in 2004

**HK\$7.2**  
million

raised for local charities through Operation Santa Claus in 2004

**HK20.32 cents**  
earnings per  
share

**100+**  
Years of news  
with a view

**39,341**

audited circulation of *CosmoGirl!* in the first half of 2004

**51%**

growth in recruitment ad revenues

**23%**

growth in display revenues



POINTS OF VIEW

ClassifiedPostone

News & Views



MOVING UP

IN TRANCE



CHINA 40



REM: still looking from the inside out the Review

CHINA'S CHANGING FACE

GRANDSTAIR CITY

South China Morning Post

HISTORY LESSON

PRIZE CHANCE

HIGH PRICE

HK Disney to be world's cheapest



Sunday Morning Post

Election for CE to be held on July 10

New boss not saying if he'll run

Team takes the stage



招 Jiu Jik 職

Advertisement for a financial course: 金融界銀行 明升金融分析師 (CFA) 2月16日 專業理財

CH 車主 AUTOMOBILE

Advertisement for a car: 獨家試 New Audi A4

Magazine cover: BAZAR VALENTINE'S SPECIAL

Magazine cover: COSMO 20th Anniversary Issue

Magazine cover: COSMO girl! ARE YOU MY DREAM GIRL?

Magazine cover: MAXIM ALL IN ONE

Advertisement for Mak Ling Lin: Mak Ling Lin

Advertisement for HOT SPOTS: HOT SPOTS

Advertisement for Successful Careers: Successful Careers

Advertisement for Classified Post in Shanghai: Classified Post in Shanghai

Advertisement for paper products: 紙本新眼