



出版銷數公證會
Audit Bureau of Circulations

Certificate of Circulation

For the 181 issues distributed between 1st January and 30th June, 2011

Apple Daily

Page	Contents
2	Average Net Sales Type of Circulation
3 - 5	Supporting data
6	Geographical Analysis

All data carried in this Certificate is derived from a Return of Circulation audited by K P Law & Company, HKABC assigned auditors, on behalf of the Publisher - **Next Media Group / Apple Daily Limited**.
The Publisher has certified that the data has been reported in accordance with the HKABC rules, bylaws and procedures.
For details of other publications in membership of The Hong Kong Audit Bureau of Circulations Limited, or the rules and procedures covering circulation, please contact the HKABC.

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Apple Daily (for the 181 issues distributed between 1st January and 30th June, 2011)

	TOTAL		HONG KONG		OTHER AREAS	
	Core Edition	Unique Edition	Core Edition	Unique Edition	Core Edition	Unique Edition
TOTAL AVERAGE NET CIRCULATION PER ISSUE	288,055	-	283,412	-	4,643	-
Total paid circulation	288,055	-	283,412	-	4,643	-
Total free circulation	-	-	-	-	-	-
PAID CIRCULATION						
NEWSSTAND AND SINGLE COPY SALES	TOTAL	284,633	-	279,990	-	4,643
At Basic Cover Price		284,633	-	279,990	-	4,643
Below Basic Cover Price but not less than 50%		-	-	-	-	-
Less than 50% of Basic Cover Price but not less than 20%		-	-	-	-	-
PAID SINGLE COPY SUBSCRIPTIONS	TOTAL	-	-	-	-	-
At 80% or more of Basic Annual Rate		-	-	-	-	-
Below 80 % of Basic Annual Rate but not less than 50%		-	-	-	-	-
Less than 50% of Basic Annual Rate but not less than 20%		-	-	-	-	-
PAID MULTIPLE COPY SUBSCRIPTIONS	TOTAL	-	-	-	-	-
At 80% or more of Basic Annual Rate		-	-	-	-	-
Below 80 % of Basic Annual Rate but not less than 50%		-	-	-	-	-
Less than 50% of Basic Annual Rate but not less than 20%		-	-	-	-	-
Less than 20% of Basic Annual Rate but not less than 5%		-	-	-	-	-
State the number of unpaid subscriptions/renewals included in the audit issue		-	-	-	-	-
PAID SPONSORED SINGLE COPY SUBSCRIPTIONS	TOTAL	-	-	-	-	-
At 80% or more of Basic Annual Rate		-	-	-	-	-
Below 80 % of Basic Annual Rate but not less than 50%		-	-	-	-	-
Less than 50% of Basic Annual Rate but not less than 20%		-	-	-	-	-
Less than 20% of Basic Annual Rate but not less than 5%		-	-	-	-	-
REGULAR BULK SALES	TOTAL	3,422	-	3,422	-	-
At Basic Cover Price		-	-	-	-	-
Below Basic Cover Price but not less than 50%		208	-	208	-	-
Less than 50% of Basic Cover Price but not less than 20%		3,214	-	3,214	-	-
Less than 20% of Basic Cover Price but not less than 5%		-	-	-	-	-
Less than 5% of Basic Cover Price but not less than 1%		-	-	-	-	-
ISSUE-SPECIFIC BULK SALES	TOTAL	-	-	-	-	-
At Basic Cover Price		-	-	-	-	-
Below Basic Cover Price but not less than 50%		-	-	-	-	-
Less than 50% of Basic Cover Price but not less than 20%		-	-	-	-	-
Less than 20% of Basic Cover Price but not less than 5%		-	-	-	-	-
Less than 5% of Basic Cover Price but not less than 1%		-	-	-	-	-
FREE CIRCULATION						
CONTROLLED FREE CIRCULATION	TOTAL	-	-	-	-	-
Individually requested		-	-	-	-	-
Organization requested		-	-	-	-	-
NON-CONTROLLED FREE CIRCULATION	TOTAL	-	-	-	-	-
Individually Requested		-	-	-	-	-
Organization Requested		-	-	-	-	-
REGULAR BULK FREE DISTRIBUTION	TOTAL	-	-	-	-	-
ISSUE-SPECIFIC FREE DISTRIBUTION	TOTAL	-	-	-	-	-

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RATES

Basic Cover Price (HK) : HK\$6.00 as at 30th June, 2011

Basic Cover Price (other areas) : N/A

Annual HK subscription rate : HK\$6.00/copy as at 30th June, 2011

Annual other areas subscription rate : N/A

RATES FOR ELECTRONIC EDITIONS OF PRINTED COPIES

Basic Cover Price (HK) : N/A

Basic Cover Price (other areas) : N/A

Annual HK subscription rate : N/A

Annual other areas subscription rate : N/A

DUPLICATIONS : N/A

EXCLUSIONS : N/A

NON PUBLICATION : N/A

HKABC EXCLUSION NOTE HELD : N/A

CONTROLLED FREE CIRCULATION: TERMS OF CONTROL

N/A

AGE OF REQUESTS : N/A

No. of requests		%
-	Under 1 year	-
-	1 - 2 years	-
-	2 - 3 years	-
-	Total	-

SINGLE ISSUE VARIANCE (any issue whose net circulation was at variance by more than 10% (+ / -) from the TOTAL AVERAGE NET CIRCULATION)

Issue No. & Date	Variance % (Mark +/-)
Please refers to Pg 5	

Issue No. & Date	Variance % (Mark +/-)
Please refers to Pg 5	

Issue No. & Date	Variance % (Mark +/-)
Please refers to Pg 5	

ISSUE-SPECIFIC BULK SALES ANALYSIS

Issue No. & Date	Quantity	As a % of Net Avg. Sales	% off BCP
N/A			

Issue No. & Date	Quantity	As a % of Net Avg. Sales	% off BCP
N/A			

Issue No. & Date	Quantity	As a % of Net Avg. Sales	% off BCP
N/A			

BACK ISSUE BULK SALES ANALYSIS

Issue No. & Date	Quantity	As a % of Net Avg. Sales	% off BCP
N/A			

Issue No. & Date	Quantity	As a % of Net Avg. Sales	% off BCP
N/A			

Issue No. & Date	Quantity	As a % of Net Avg. Sales	% off BCP
N/A			

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REGULAR BULK SALES ANALYSIS (CASH) - *expressed as the average per published issue*

Category	Sold at BCP		Below BCP but not < 50%		< 50% of BCP but not < 20%		< 20% of BCP but not < 5%		< 5% of BCP and >=1% of BCP		Total	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%	Quantity	%	Quantity	%
Airlines	-	-	172	5%	3,214	94%	-	-	-	-	3,386	99%
Clubs / Restaurants	-	-	-	-	-	-	-	-	-	-	-	-
Colleges / Schools	-	-	-	-	-	-	-	-	-	-	-	-
Hotels	-	-	36	1%	-	-	-	-	-	-	36	1%
Mass Transit Locations	-	-	-	-	-	-	-	-	-	-	-	-
Offices	-	-	-	-	-	-	-	-	-	-	-	-
Outdoor Stands / Boxes	-	-	-	-	-	-	-	-	-	-	-	-
Residences	-	-	-	-	-	-	-	-	-	-	-	-
Shopping / Retail Outlets	-	-	-	-	-	-	-	-	-	-	-	-
Universities	-	-	-	-	-	-	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL NET AVERAGE	-	-	208	6%	3,214	94%	-	-	-	-	3,422	100%

ISSUE-SPECIFIC BULK SALES ANALYSIS (CASH) - *expressed as the average per published issue*

Category	Sold at BCP		Below BCP but not < 50%		< 50% of BCP but not < 20%		< 20% of BCP but not < 5%		< 5% of BCP and >=1% of BCP		Total	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%	Quantity	%	Quantity	%
Airlines	-	-	-	-	-	-	-	-	-	-	-	-
Clubs / Restaurants	-	-	-	-	-	-	-	-	-	-	-	-
Colleges / Schools	-	-	-	-	-	-	-	-	-	-	-	-
Exhibitions / Events	-	-	-	-	-	-	-	-	-	-	-	-
Hotels	-	-	-	-	-	-	-	-	-	-	-	-
Mass Transit Locations	-	-	-	-	-	-	-	-	-	-	-	-
Offices	-	-	-	-	-	-	-	-	-	-	-	-
Outdoor Stands / Boxes	-	-	-	-	-	-	-	-	-	-	-	-
Residences	-	-	-	-	-	-	-	-	-	-	-	-
Shopping / Retail Outlets	-	-	-	-	-	-	-	-	-	-	-	-
Universities	-	-	-	-	-	-	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL NET AVERAGE	-	-	-	-	-	-	-	-	-	-	-	-

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SINGLE ISSUE VARIANCE (any issue whose net circulation was at variance by more than 10% (+ / -) from the TOTAL AVERAGE NET CIRCULATION)

Issue No. & Date	Variance % (mark +/-)	Issue No. & Date	Variance % (mark +/-)	Issue No. & Date	Variance % (mark +/-)	Issue No. & Date	Variance % (mark +/-)	Issue No. & Date	Variance % (mark +/-)	Issue No. & Date	Variance % (mark +/-)
01-Jan-11	11%	09-Apr-11	12%								
09-Jan-11	13%	17-Apr-11	12%								
16-Jan-11	11%										
23-Jan-11	11%	01-May-11	11%								
30-Jan-11	11%	07-May-11	12%								
		10-May-11	10%								
03-Feb-11	-31%	15-May-11	10%								
04-Feb-11	-21%	21-May-11	10%								
06-Feb-11	-12%	29-May-11	10%								
07-Feb-11	-11%										
12-Feb-11	11%	05-Jun-11	10%								
20-Feb-11	12%	11-Jun-11	10%								
27-Feb-11	17%	19-Jun-11	10%								
		28-Jun-11	-10%								
02-Mar-11	10%										
06-Mar-11	12%										
12-Mar-11	23%										
16-Mar-11	10%										
20-Mar-11	14%										
27-Mar-11	12%										
30-Mar-11	11%										
03-Apr-2011	12%										

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TOTAL CIRCULATION		288,055	
HONG KONG TOTAL	283,412	REST OF ASIA	4,643
MAINLAND CHINA - BY PROVINCE		Bangladesh	-
Anhui	-	Bhutan	-
Beijing	-	Brunei	-
Chongqing	-	India	-
Fujian	-	Indonesia	-
Gansu	-	Japan	-
Guangdong	-	Kazakhstan	-
Guangxi	-	Laos	-
Guizhou	-	Macau	4,643
Hainan	-	Malaysia	-
Hebei	-	Maldives	-
Heilongjiang	-	Mongolia	-
Henan	-	Myanmar (Burma)	-
Hubei	-	Nepal	-
Hunan	-	North Korea	-
Inner Mongolia	-	Pakistan	-
Jiangsu	-	Philippines	-
Jiangxi	-	Singapore	-
Jilin	-	South Korea	-
Liaoning	-	Sri Lanka	-
Ningxia	-	Taiwan	-
Qinghai	-	Thailand	-
Shaanxi	-	Vietnam	-
Shandong	-	Other	-
Shanghai	-	AUSTRALIA & PACIFIC	
Shanxi	-	Australia	-
Sichuan	-	Fiji	-
Tianjin	-	Guam	-
Tibet	-	New Zealand	-
Xinjiang	-	NZ Island Territories	-
Yunnan	-	Papua New Guinea	-
Zhejiang	-	Solomon Islands	-
Other	-	Western Samoa	-
		Vanuatu (New Hebrides)	-
		Other	-
EUROPE TOTAL	-	Albania	-
		Austria	-
		Belgium	-
		Bulgaria	-
		Croatia	-
		Cyprus	-
		Czech Republic	-
		Denmark	-
		Estonia	-
		Finland	-
		France	-
		Germany	-
		Greece	-
		Greenland	-
		Hungary	-
		Iceland	-
		Ireland	-
		Italy	-
		Latvia	-
		Lithuania	-
		Luxembourg	-
		Monaco	-
		Netherlands	-
		Norway	-
		Poland	-
		Portugal	-
		Romania	-
		Russia	-
		Slovenia	-
		Spain	-
		Sweden	-
		Switzerland	-
		Turkey	-
		Ukraine	-
		United Kingdom	-
		Other	-
NORTH AMERICA TOTAL	-	Canada	-
		Mexico	-
		USA	-
		Other	-
CENTRAL & SOUTH AMERICA TOTAL	-	Antilles, Netherlands	-
		Argentina	-
		Aruba	-
		Bahamas	-
		Barbados	-
		Bermuda	-
		Bolivia	-
		Brazil	-
		Chile	-
		Columbia	-
		Cuba	-
		Dominica	-
		Guatemala	-
		Guiana, French	-
		Guyana	-
		Haiti	-
		Honduras	-
		Jamaica	-
		Panama	-
		Paraguay	-
		Peru	-
		Venezuela	-
		Virgin Islands, British	-
		Virgin Islands, US	-
		Other	-
AFRICA TOTAL	-	Angola	-
		Botswana	-
		Burundi	-
		Cameroon	-
		Central African Rep.	-
		Chad	-
		Comoros, The	-
		Congo	-
		Ghana	-
		Guinea	-
		Kenya	-
		Liberia	-
		Madagascar	-
		Malawi	-
		Mali	-
		Mauritius	-
		Mayotte	-
		Namibia	-
		Nigeria	-
		Rwanda	-
		South Africa	-
		Sudan	-
		Swaziland	-
		Tanzania	-
		West Sahara	-
		Zambia	-
		Zimbabwe	-
		Other	-
MIDDLE EAST & NORTH AFRICA	-	Algeria	-
		Bahrain	-
		Egypt	-
		Iran	-
		Iraq	-
		Israel	-
		Jordan	-
		Kuwait	-
		Lebanon	-
		Libya	-
		Morocco	-
		Oman	-
		Qatar	-
		Saudi Arabia	-
		Syria	-
		Tunisia	-
		UAE	-
		Yemen	-
		Other	-