



ENG



BM



KADAZAN
DUSUN

Sabah's first established paper in **3** languages - ***Widest coverage in Sabah*** -

ABC Dec 2013 Report - The only English daily cover Sabah's 5 divisions & Labuan

Sabah oldest Newspaper since 1949 was given a new lease of life again on 8 March 1998 when it was bought over by the publishing company **Inna Kinabalu Sdn Bdn**. To signify a change from the old management and format, the newspaper was accordingly given a new name, New Sabah Times, incorporating the old identity and image with the new.

Being the Sabah's first established paper, New Sabah Times publish accurate, unbiased, reliable and timely news reported in **three main languages** spoken in Sabah, namely **English, Bahasa Melayu** and **Kadazandusun**.

Going from strength to strength, New Sabah Times is forging on ahead to becoming the **widest** circulating and successful publication in Sabah.



WIDEST COVERAGE ENGLISH DAILY IN SABAH

New Sabah Times Profile

YEAR 2014

Frequency	: Daily Newspaper
Language	: English + (BM / Kadazandusun)
Format	: Tabloid
Circulation	: 19,210 (ABC Report Dec 2013)
Readership	: 167,047 (TNS Research International 2012)
Coverage	: KK / Sandakan / Tawau / Kudat / Interior / Labuan (the widest coverage English Daily in Sabah)
Rate	: RM 7.00 p.c.cm



Creative Blurb Ads

Every client is entitled to explore the following creative ideas and enhance brand exposure in specific position.

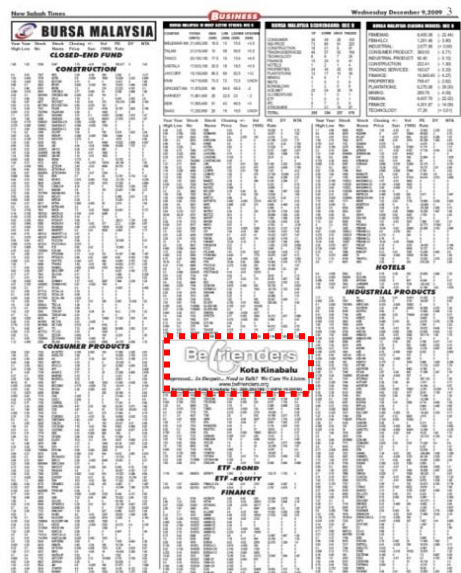
Business Section



DAY
Everyday (Except Sunday)

Mechanism
Size : 5cm (H) x 8.5cm (W)
Color : Full Color
Position : Business Front Pg
Value : **RM600.00**

Bursa Section



DAY
Everyday (Except next day of non-trading day)

Mechanism
Size : 3.5cm (H) x 8.5cm (W)
Color : B & W ONLY
Position : Bursa Pg
Value : **RM400.00**

Sport Section



DAY
Everyday

Mechanism
Size : 3.5cm (H) x 12.5cm (W)
Color : Full Color
Position : Sport Sec Back Pg
Value : **RM600.00**

BM Section



DAY
Everyday

Mechanism
Size : 6cm (H) x 5cm (W)
Color : Full Color
Position : BM Sec Front Pg
Value : **RM600.00**

- Newspaper is divided into 4 main sections -

1 MAIN - HOME / WORLD / SPORT



Home Page*

Our Home Page consists of approximately 12 pages of main interest news from Sabah and all over Malaysia

World Page*

New Sabah Times has approximately 4 pages of world news, sourced mainly from Bernama, Reuters, the Internet and AFP

Sports Page *

Our Sports section constitutes the stronghold of New Sabah Times. Our readers claim that we have the best coverage on sports. We devote six pages to cover local and world sports news.

2 BUSINESS - NEWS / CLASSIFIEDS



Business Page*

We have approximately 4 pages of Business news. Our business section daily updates readers on various valuable business market information on the local as well as international level.

Classified Page*

One of the key testimonial from local advertisers to manifest our influential power to the market. Average 8 – 10 pages of classified ads from various industry all over Sabah's region.

- Newspaper is divided into 4 main sections -

3 BM / KADAZAN DUSUN



BM Semasa*

This is similar to its English section. The pages contain current news with emphasis on local news.

Kadazandusun*

The Kadazandusun section contains current news reported in the Kadazandusun language that gives more emphasis to happenings in the kadazandusun community.

4 PLUS - ENTERTAINMENT / LIFESTYLE

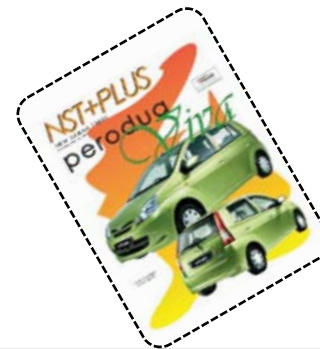


PLUS*

The PLUS section represents one of the best features of our newspaper. Conveniently given in a pullout format, it features local and international entertainment news and guides with an additional leisure section. Due to popular demand, in addition to the National TV and local radio guides, New Sabah Times also provides a daily guide for Astro viewers recommending the 'Pick of the day'.

PLUS SECTION : Focus Content Section

PLUS - ENTERTAINMENT / LIFESTYLE



PLUS SECTION DAILY FEATURE TOPICS

Monday	Parenting
Tuesday	Book Review, Features / Fashion
Wednesday	iProperty (Bi-weekly), HOMEDEC (Monthly)
Thursday	Discovery, Entertainment Weekly Update
Friday	Travel
Saturday	Football Extra, Gadget & Tech , Motoring
Sunday	Earth Week Review, Health, Movie Review, Science, Travel, Video Gaming Review

- Focus Content Section -

GADGET & TECH

- Every Saturday -



Weekly updates on the latest gadget & tech available in the market, specially for those who strive to keep up to date with important technology trends for both business and personal use.

EDUCATION

- Every last Friday of the month -



In collaboration with **Study Malaysia**, providing education guideline & comprehensive info for all the students in pursuing tertiary education. NST is the yearly education media partner for Study Malaysia education fair.



TRAVEL

- Every Friday -



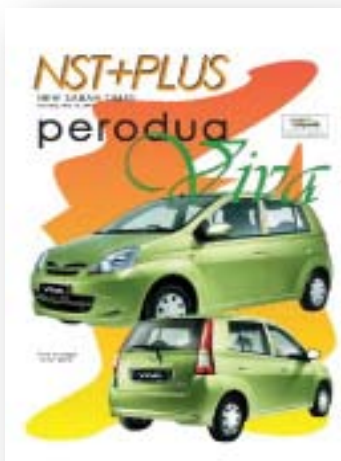
In collaboration with **Tourism Sabah & Tourism Malaysia**. Covered 20 major Hotels in Sabah and about 200 copies subscription from **MAS Airline** on daily basis. (Domestic Route)



- Focus Content Section -

MOTORING

- Every Saturday -



Contributed by **Motor Trader Editor – Chips Yap**, providing latest car model in an exclusive preview and news in Malaysia automotive industry.

FOOTBALL EXTRA

- Every Saturday -



Our weekly 8 pages pullout to cater football enthusiasts who like to keep the latest updates from the English Premier League (EPL).

PROPERTY NEWS

- Every Bi-Wednesday -



Contributed by **iProperty**, providing latest property news and essential tips for home decoration.

- Focus Content Section -

Home Decoration - Wednesday (Bi-Monthly) -



Contributed by **C.I.S Network**, highlighting the ideas and guideline in home decoration , in an exclusive preview – published on Wednesday on a bi-monthly basis.

- 2014 SUPPLEMENTS -

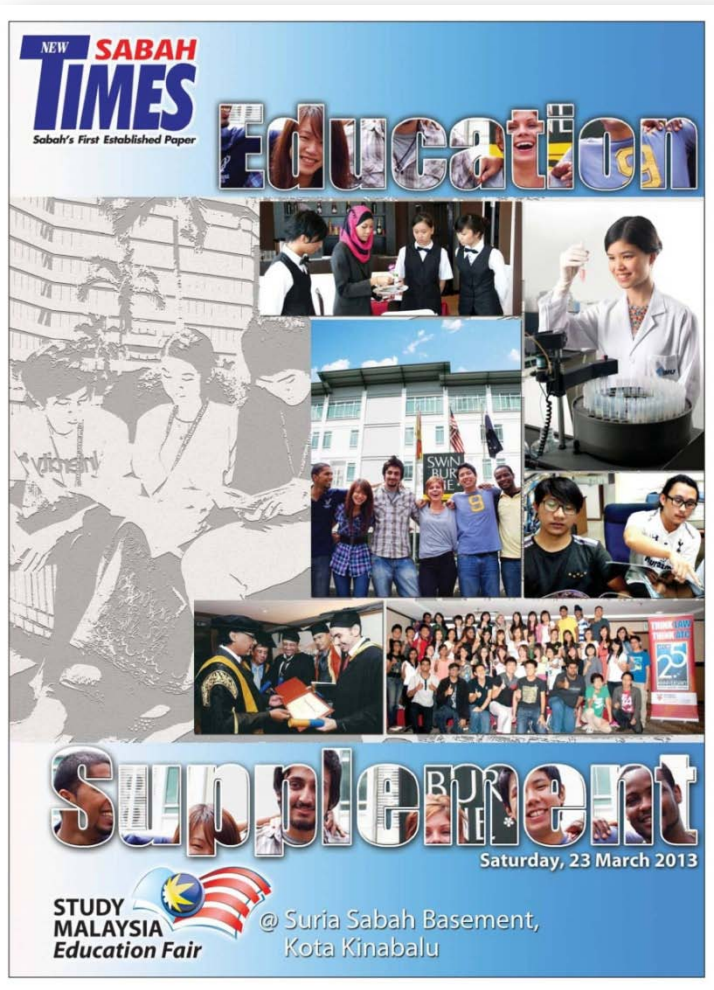
EDUCATION



Our Education Supplement is an one stop portal for education news for local and overseas universities colleges or private institutions. At here, everyone can easily seek out the latest information on scholarships, campus talk, course availability, course career advantage, study advices, and so on.

New Sabah Times is the yearly official **media partner** for the **Study Malaysia Education Fair**, the largest education fair in Sabah.

Frequency	: 3 times
Date	: March / June / December
Formats	: Pullout
No of Pages	: 24 ~ 32 pages



- 2014 SUPPLEMENTS -

KAAMATAN (HARVEST FESTIVAL)

Apart from some of the major celebrations in Peninsular Malaysia such as Chinese New Year, Hari Raya and Deepavali, **Hari Kaamatan** is also known as the festive season celebrated by Kadazan Dusun people throughout the month of May. Officially, there will be a public holiday for Sabahan on **30th and 31st of May** for this particular celebration.

Frequency	: Yearly
Date	: May
Formats	: Pullout
No of Pages	: 12 ~ 16 pages



- 2014 SUPPLEMENTS -

YEAR END MOTORING

New Sabah Times is the only English Dailies in Sabah who has been consistently running a comprehensive **Motoring Supplement on a yearly basis**. Together with the supports from our weekly motoring section writer – **Chips Yap**, this supplement will once again provide a better outlook to our readers who strive to keep up to date with important automotive trends for both business and personal use. Articles on everything to do with forest roads and motorways can be found mixed in with ads that are seen by exactly the right target group.

Frequency	: Yearly
Date	: November
Formats	: Pullout
No of Pages	: 16 ~ 24 pages



- 2014 SUPPLEMENTS -

Christmas & Year End Sale

Sabah is home to the **second highest proportion** of Christians in Malaysia. With the conjunction of Christmas that falls on 25th Dec, and New Year Celebration on 1st Jan, many stores offer great deals on shopping items to further boosting up their sales. At here, people are able to seek out great deals on finish goods or offered services, from Christmas gifts to New Year shopping celebrations.

Frequency : Yearly
Date : December
Formats : Pullout
No of Pages : 12 ~ 16 pages

The image shows the cover of a supplement titled "NEW SABAH TIMES Year End Sale Supplement". The cover includes the Sabah Times logo, the date "Saturday December 15, 2012", and the website "http://www.sabahtimes.com.my". The main visual is a large, decorated Christmas tree in a shopping mall, with a smaller, white, star-shaped tree to its right. There are two inset images: one showing a silver star-shaped jewelry set and another showing a KFC meal. At the bottom, there is a KFC advertisement with the text "SUDAH PUKUL 6 PETANG DAN TIBA MASANYA UNTUK BALIK, MALAYSIA." and "BALIK MAKAN MALAYSIA". The KFC logo and "sogood" logo are also present.

Rationales

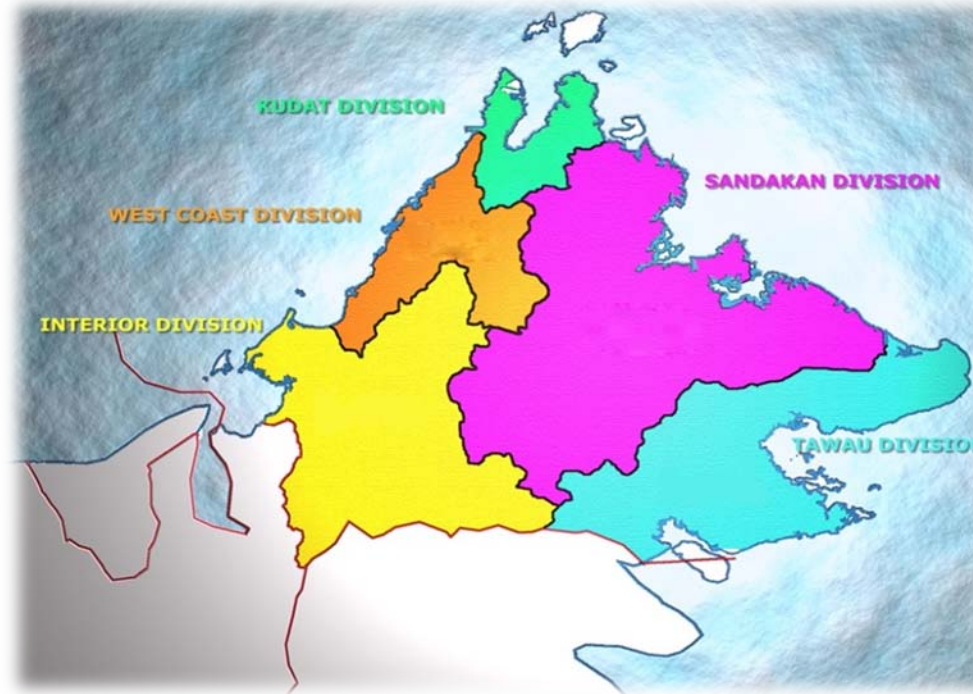
- ✓ **1** Widest Coverage English Daily in Sabah
- ✓ **2** Effective Platform in Reaching Urban Dwellers
- ✓ **3** Significant coverage in Kota Kinabalu. Sandakan & Tawau
- ✓ **4** ONE Edition – 3-Language Contents
- ✓ **5** Wider Pass-along Readership @ 1copy : 8readers
- ✓ **6** The only Tabloid Size Newspaper in Malaysia
- ✓ **7** 7x Weekly Focus Sections + 4x Yearly Supplements
- ✓ **8** Perceived as a useful platform for buying products and services



1 Widest Coverage English Daily in Sabah



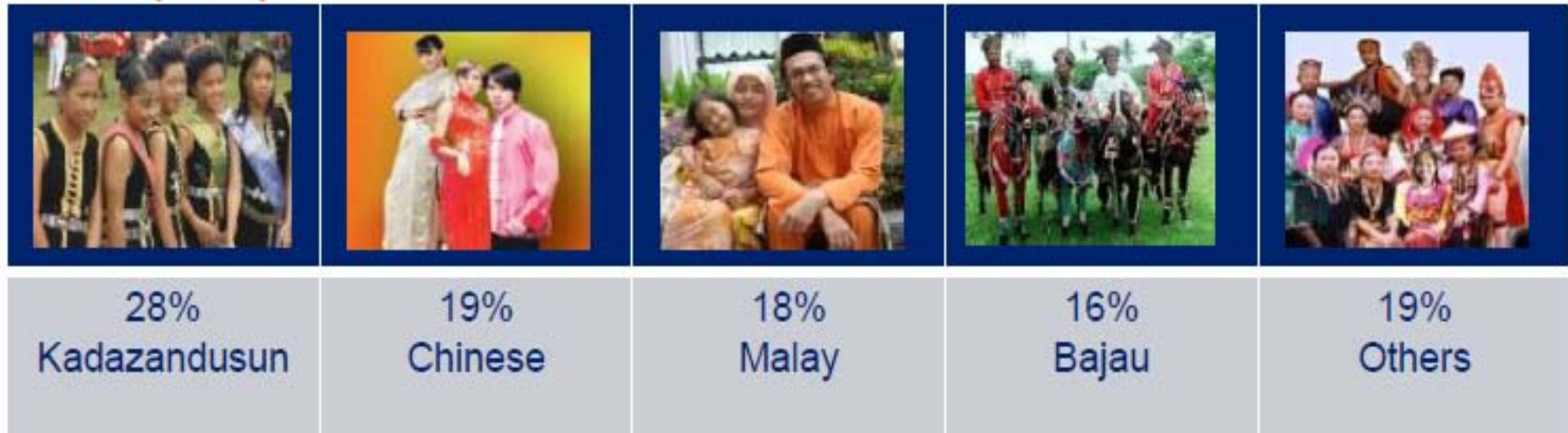
Kota Kinabalu / SANDAKAN / TAWAU / KUDAT / PENDALAMAN / LABUAN



Based on the **Audit Bureau Circulation** report, New Sabah Times is the only English daily covers **5 major divisions** in Sabah namely KK, Sandakan, Tawau, Kudat & Pendalaman, as well as **Labuan**.

2 Effective Platform in Reaching Urban Dwellers

Sabah (768k)



(source: TN SResearch International 2012)

Non-Chinese is the primary target due to **81% of urban dwellers are non-Chinese.**

English dailies will be the most effective platform in reaching Urban Dwellers.

3

Strong in Sabah West Coast - Kota Kinabalu + Penampang

English NP	Kota Kinabalu	Penampang
New Sabah Times	55%	21%

Source: TNS Research International 2012

According to **TNS Research International 2012**, New Sabah Times has significant readership in both **Kota Kinabalu and Penampang**.

4 Reaching Mass Market with 3 Languages Content



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Optimum reach to different races with accurate, unbiased, reliable and timely news reported in 3 main languages in Sabah, namely **English, Bahasa Malaysia** and **Kadazandusun** in **one edition**.

5

Wider Pass-Along Readership

Perceived Pass-Along Rate :

8 readers per copy



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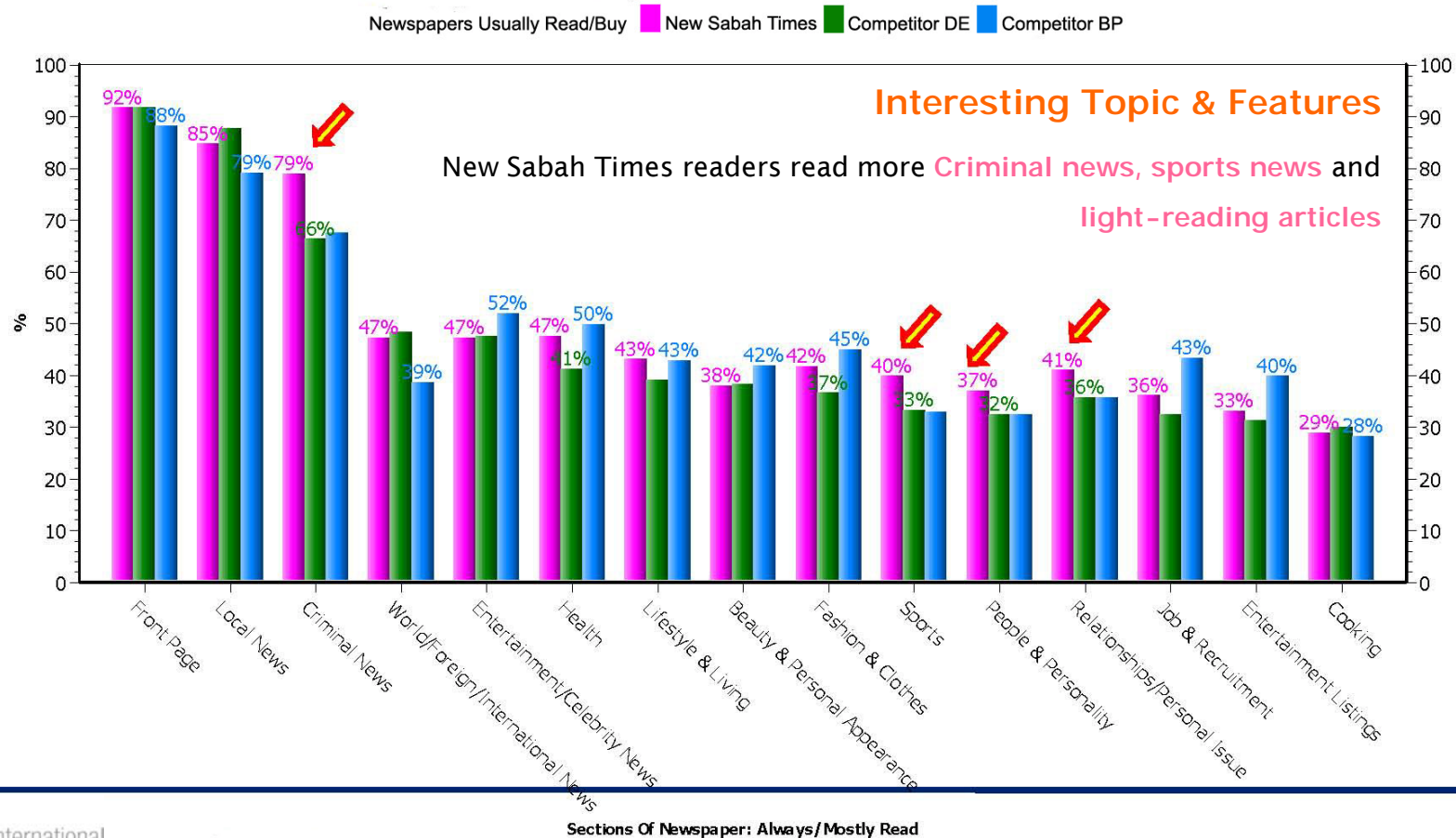


Source: TNS Research International 2012

New Sabah Times has recorded wider pass-along readership (**1 copy = 8 readers**) due to our 3-language news is well accepted by local community together with our strong distribution throughout all **major hotels, government departments, corporate organizations, legal firms and schools.**

6

Variety of Contents for Readers' Bonding



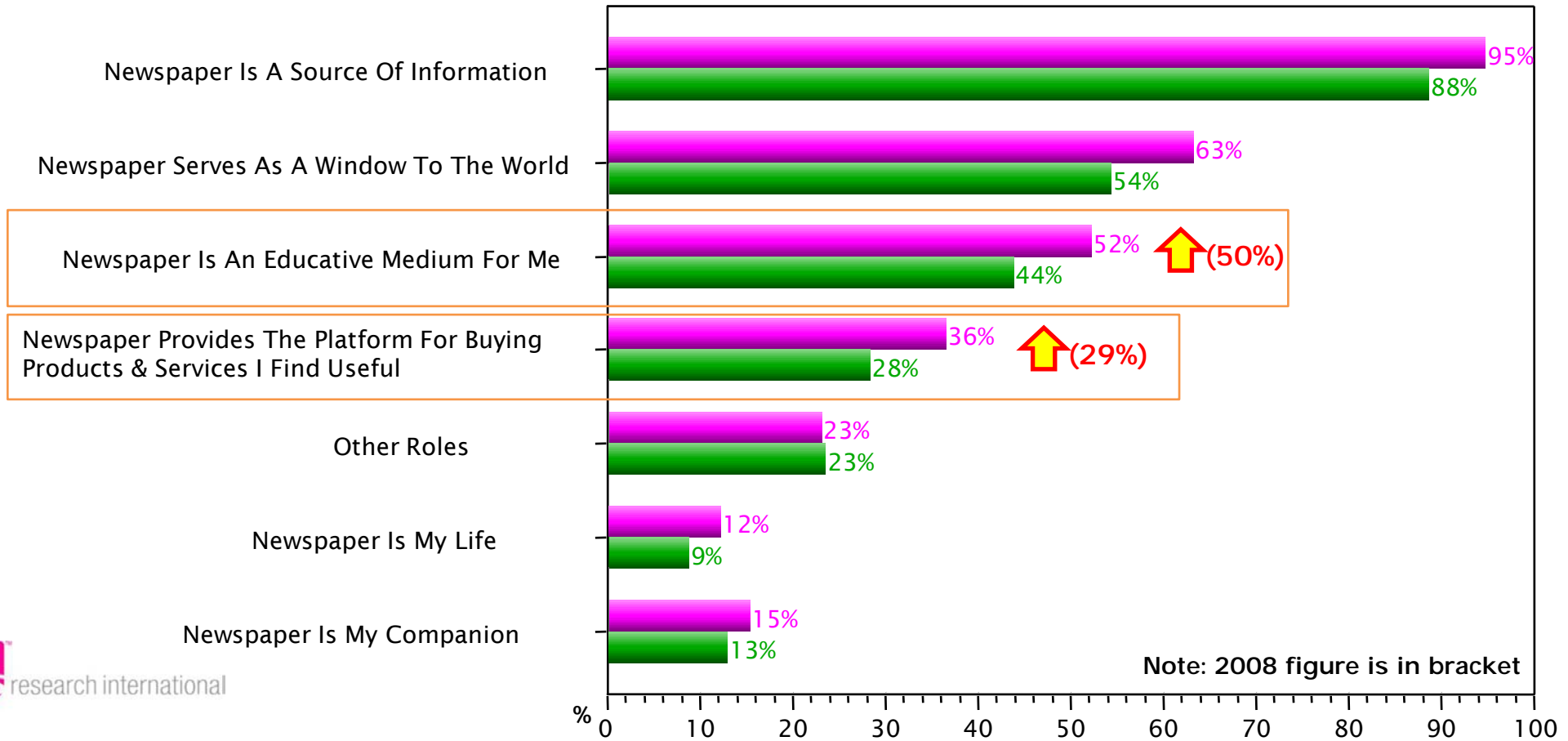
New Sabah Times readers read more **criminal news, sports news** and **light-reading articles**.

(Source: TNS Research International 2012). Beside these, our exclusive & comprehensive contents from various partners namely Chips Yap from **Motor Trader Magazine, Study Malaysia, HWM Magazine, iProperty, HomeDec** and **Tourism of Sabah & Malaysia**.

7 A Newspaper Acts Beyond Functional Role

Role Of Newspapers

■ New Sabah Times ■ Competitor DE



New Sabah Times is not only recognized as an **education medium** for the readers, but also an **useful medium** provides the platform for buying products & services. (Source: TNS Research International 2010)

Retail Advertisements Endorsement



Every Month – Nationwide Campaign



PARKSON



Endorsements from retail advertisements have proven our strength as the major platform in reaching **Sabah households** effectively and efficiently.

Our Local Advertisers Speak for Themselves



----- CKS Supermarket

One of the significant supermarket in KK

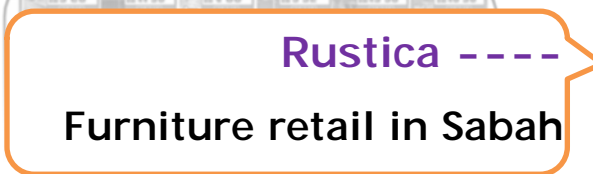


Rustica ----

Furniture retail in Sabah

Chan Furniture-----

Largest retailers in selling furniture & electrical products



Local Classified Section ----

Average 12 pages on a daily basis



RATE REVIEW

Ads Categories

Casual Rate

Cost Per Insertion

FULL COLOR	Size	@ 7.00 (+150% clr ldg)	+ 6% GST
Full Page	36cm x 8col	5,040.00	5,342.40
Junior Page	26cm x 6col	2,730.00	2,893.80
Half Page	18cm x 8col	2,520.00	2,671.20
Panel Ads	7cm x 8col	980.00	1,038.80

BLACK & WHITE

BLACK & WHITE	Size	@ 7.00	+ 6% GST
Full Page	36cm x 8col	2,016.00	2,136.96
Junior Page	26cm x 6col	1,092.00	1,157.52
Half Page	18cm x 8col	1,008.00	1,068.48
Quarter Page	18cm x 4col	504.00	534.24
Panel Ads (Not Available in Front Pg)	7cm x 8col	392.00	415.52

Position Loading

Front Page	+ 100%
Back Page	+ 50%
Front Half Right	+ 30%
Front Half or Specific Page	+ 25%
Centrespread	+ 30%

Color Loading

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

Contact Info in KL



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