

明報

Quality & Credible Newspapers No.1 Reach amongst Quality Titles



Ming Pao: Neutral, Objective & Credible

Ming Pao Daily News - with a mission and long standing editorial direction to present objective and bias-free coverage. We have received numerous awards presented by local & overseas associations, and have successfully won the support from over 500,000 readers.

“Hong Kong News Award 2017”

by The Newspaper Society of Hong Kong

Received 14 Awards, including 5 winners from “Best Scoop”, “Best News Reporting”, “Best News Writing (Chinese)”, “Best Photograph (News)” & “Best Photograph (Features)”

“Focus on the Frontline 2016” Photo Contest

by Hong Kong Press Photographers Association

Received 1st Runner-up in “General News” & 2nd Runner-up in “Sport” category

“SOPA 2017 Awards for Editorial Excellence” by The Society of Publishers in Asia

Received Awards for Excellence in Reporting Breaking News

Best Scoop



Best News Reporting

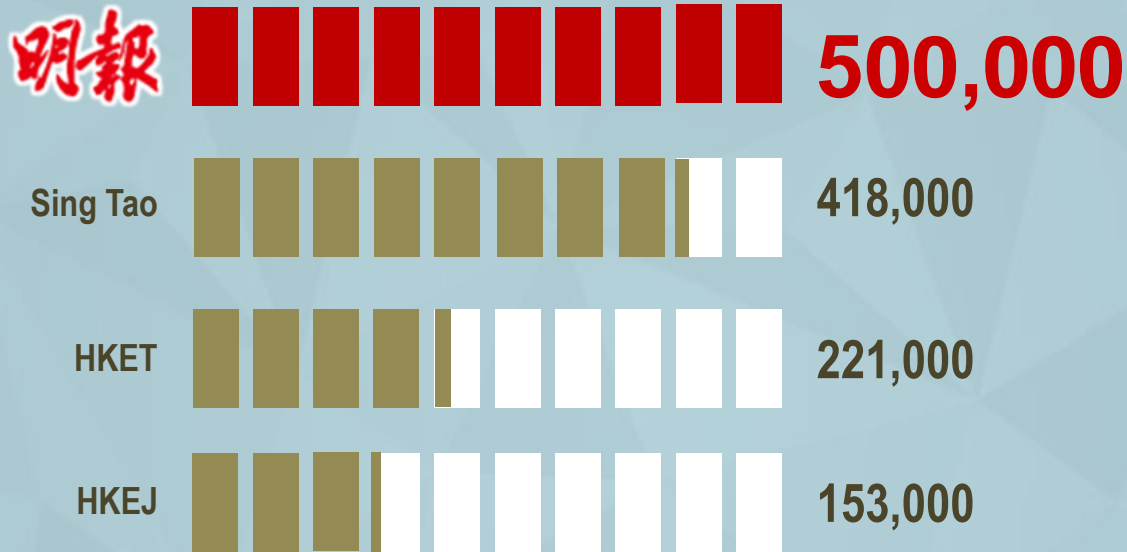


Best Photograph (News)





Ming Pao: **No. 1 reach** amongst Chinese Quality Titles

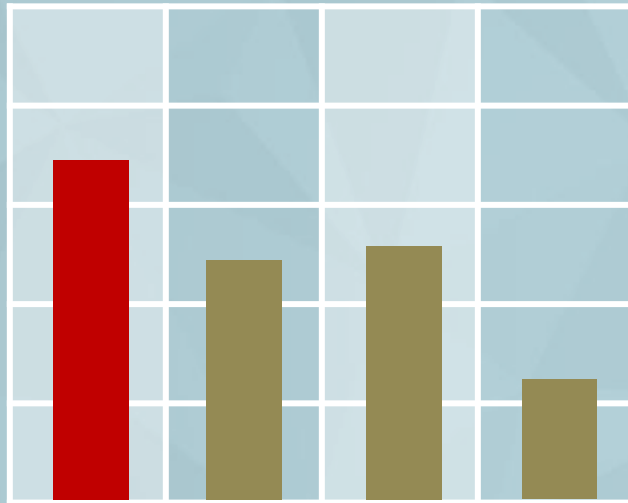




Quality Readership

Highest Professional Qualifications
with University or Above

167,000 102,000 118,000 55,000



明報

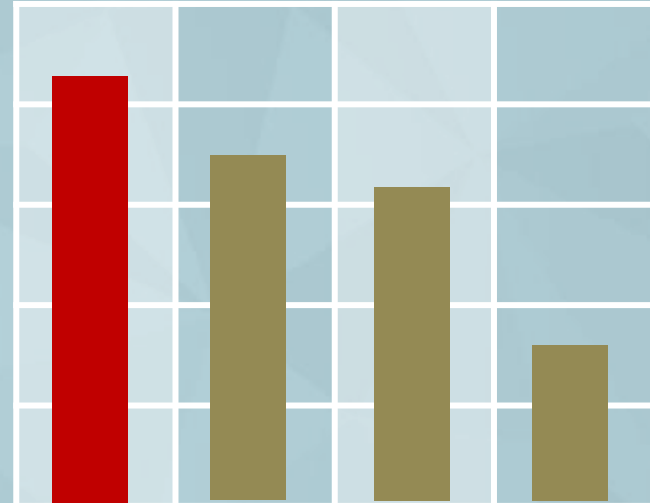
ST

HKET

HKEJ

Monthly Household Income
with HK\$30K+

211,000 185,000 151,000 78,000



明報

ST

HKET

HKEJ

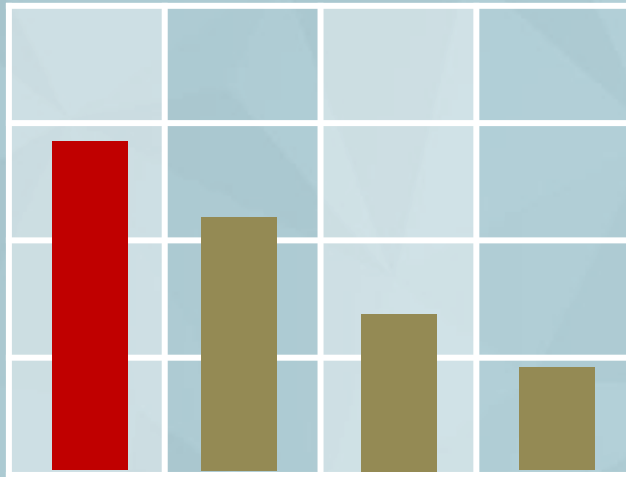
明報



Quality Readership

Age 20~34 for Readers

139,000 102,000 66,000 44,000



明報

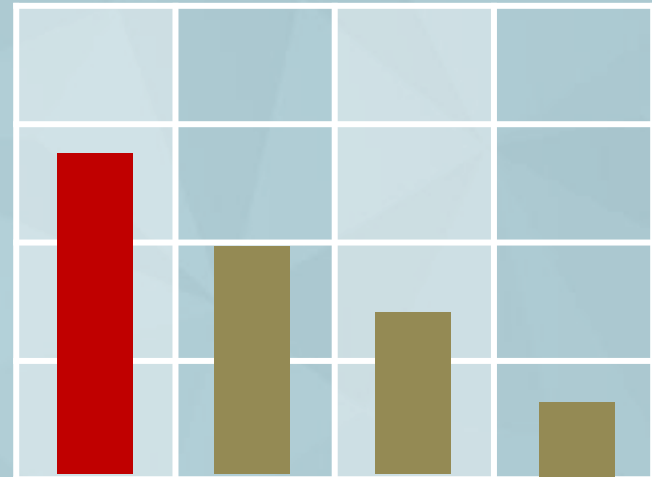
ST

HKET

HKEJ

Age 35~49 for Readers

132,000 93,000 69,000 29,000



明報

ST

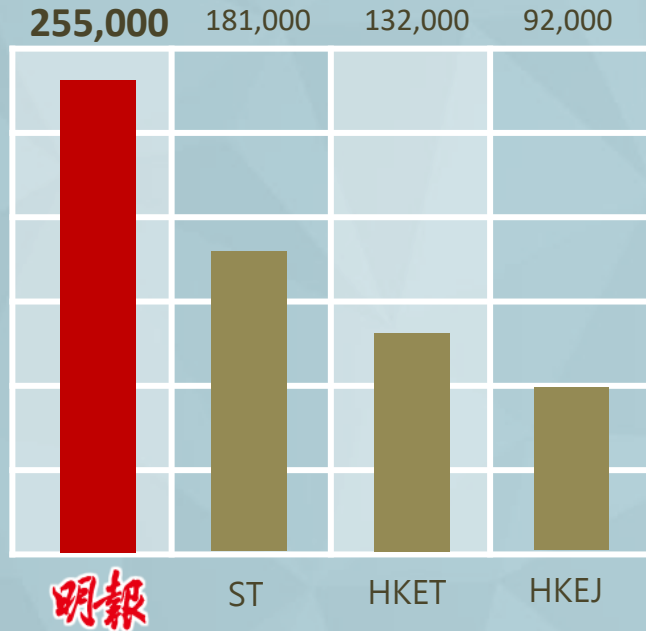
HKET

HKEJ

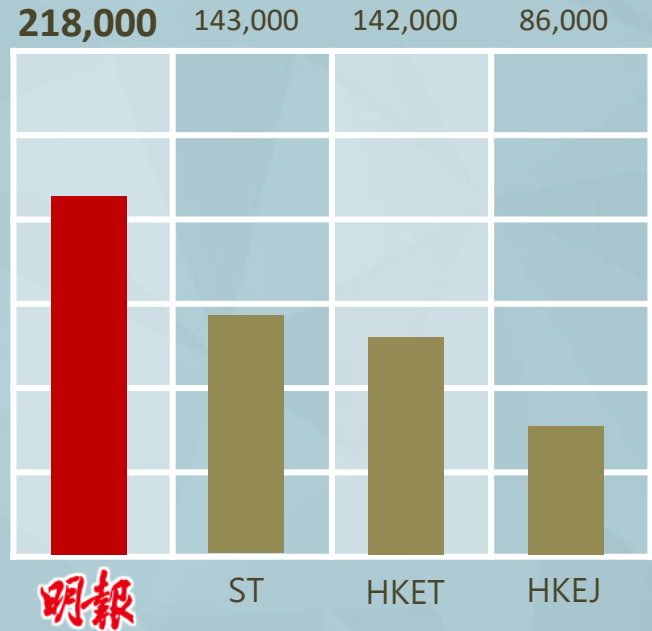


Quality Readership

Status In Household
Shopping Decision Maker



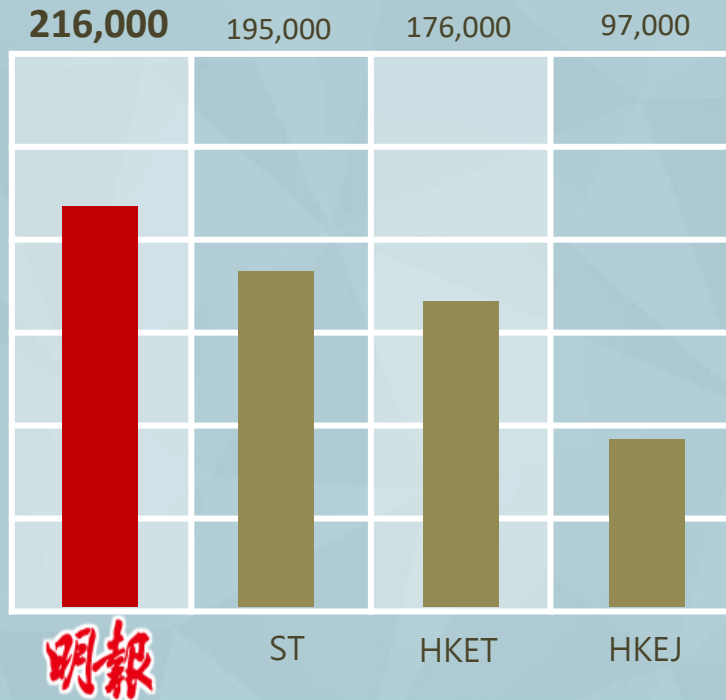
Status In Household
Main Income Earner





Quality Readership

Occupation Status





Occupation Status in Ming Pao

