

# Alibaba buys South China Morning Post

Alibaba's purchase of Hong Kong's South China Morning Post is being compared to Amazon founder Jeff Bezos' acquisition of The Washington Post. Both deals involve e-commerce giants buying faltering newspapers

Chairman Jack Ma



**Alibaba**  
**South China**  
**Morning**  
**Post**

CEO Jeff Bezos



**amazon**  
**The**  
**Washington**  
**Post**

**Purchase, 2015:** \$266m

**South China Morning Post (SCMP)**  
Founded 1903 (112 years old)

**Circulation, 2014:** 102,000

**Alibaba:** Founded 1999 (16 years)

**Revenue, 2014:** \$12bn

**Head office:** Hangzhou, China

Purchase includes group assets such as local versions of **Cosmopolitan**, **ELLE**, **Esquire**, **Harper's Bazaar** and other leading magazines, as well as advertising businesses

**Purchase, 2013:** \$250m

**The Washington Post**  
Founded 1877 (138 years)

**Circulation, 2012:** 475,000

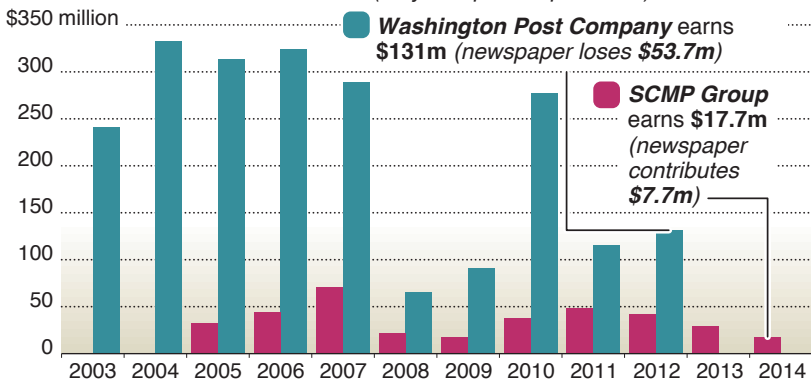
**Amazon:** Founded 1994 (21 years)

**Revenue, 2014:** \$89bn

**Head office:** Seattle, U.S.

Bezos buys newspaper through his personal **Nash Holdings** company (not through Amazon). Purchase includes several U.S. regional titles and armed forces publications

## NEWSPAPER GROUP NET PROFITS (10 years prior to purchase)



Sources: Quartz, Entrepreneur Media, wire agencies

Pictures: AP

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