



my paper 我报

我生活
我思考
我主张
新加坡报业控股

The Best of Both Worlds!
THE BEST OF BOTH WORLDS!

About *my paper*

my paper is Singapore's first and only free bilingual newspaper, designed for young and busy working executives.

my paper enriches readers with both Eastern and Western views and cultural perspectives, offers a succinct combination of news and infotainment that is reflective of readers' lifestyles and cultural background.



Readership (MI 2008) (All people aged 15+)	Circulation (Avg Jan-Dec 2008)
213,000*	254,000

* Incidence of MYP readership as tracked in MI 2008 stood at 6% of P15+. The MI 2008 Readership reflected the composite AIR of the Chinese MYP (July 07- Dec07) and the New Bilingual MYP (Jan08-Jun08). SPH RAPD in-house tracking revealed average readership of 470,000 for Jan-Jun 2008.

Some Basic Facts

- ❖ Content in English sections are not translated version from Chinese sections and vice versa.
- ❖ The Paper is published from Monday to Friday.



Editorial Content

Play to the strength of both the languages

While both the English and Chinese sections offer a comprehensive range of news, from political to business to entertainment, the English section focuses more on local and international news while the Chinese section focuses more on lifestyle and entertainment news.



English editorial section

Front page
My News | Home
My Money
My Report
My News | World
My Sport
My Entertainment
My Lifestyle
My say

Chinese editorial section

封面新闻
本地新闻
财经
世界新闻
体育
娱乐
生活
观点

The Guide for TV, Movie & Music

Look out for the latest and hippest English and Chinese TV, Movies & Music!

Daily Features

Wednesday TV Reviews

Thursday Movie Reviews

Friday Music Reviews



Supplements

- ❖ On top of the regular annual supplements, such as CNY celebration, NATAS Travel, Great Singapore Sale, National Day, SITEX, COMEX, Christmas and etc., *my paper* will produce supplements according to advertisers' needs, be they in English, Chinese or both.



mypaper.sg

Extra online exposure at no cost!



我报网
my paper.sg
我生活·我思考·我主张 my life+my thoughts+my say

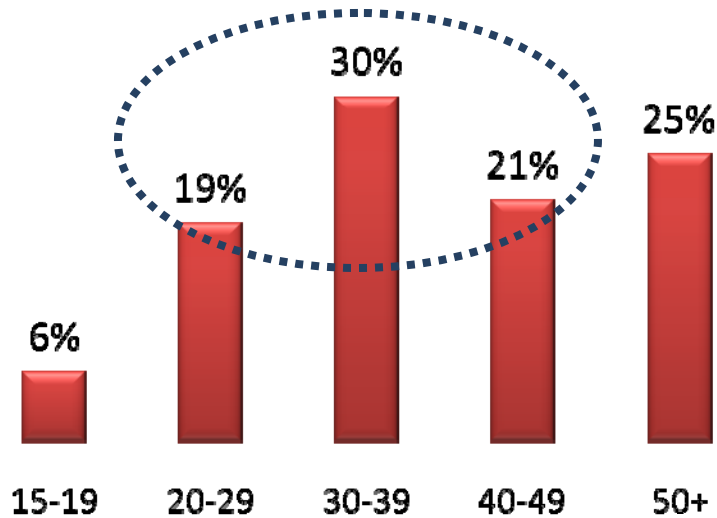


my paper 我报

Readers' Profile

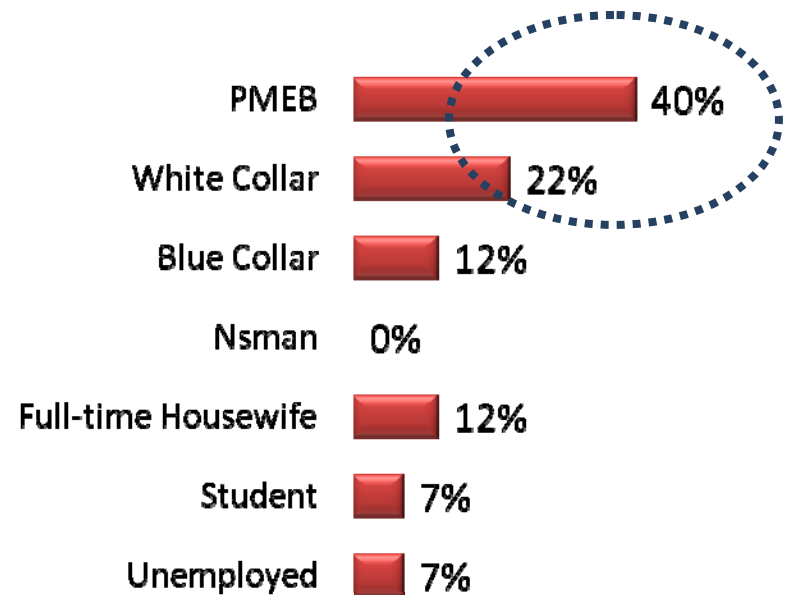
– Highly coveted segment of the population

- 70% are aged 20-49



	Population	Today readers
Ppl aged 20-49	60%	66%

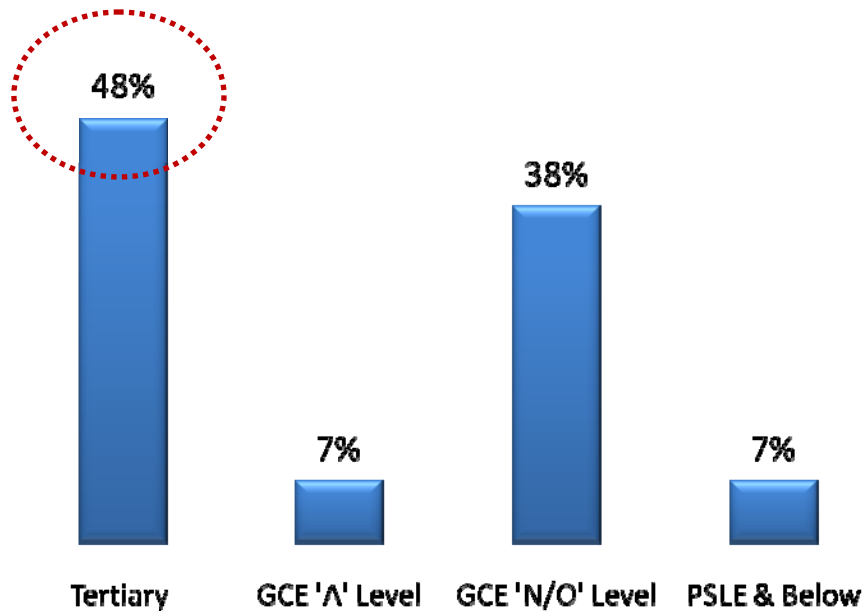
- 62% are PMEB & White Collar



	Population	Today readers
PMEB & White Collar	41%	58%

Readers' Profile (cont'd)

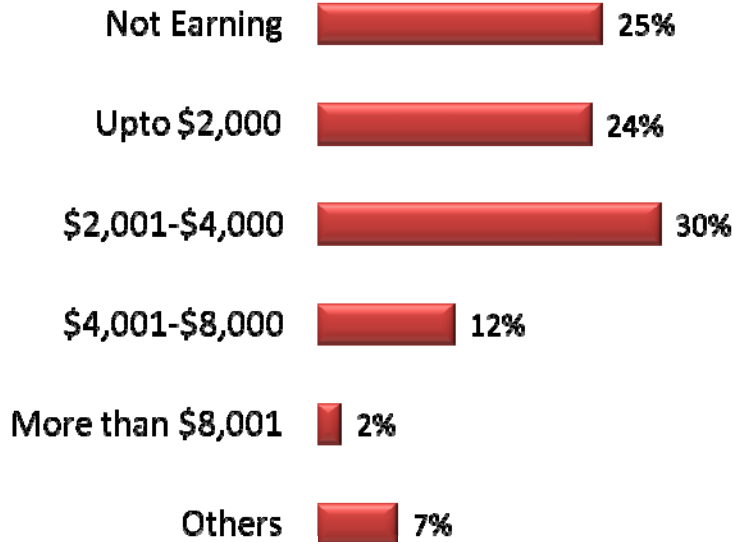
- Almost Half (48%) have received tertiary education.



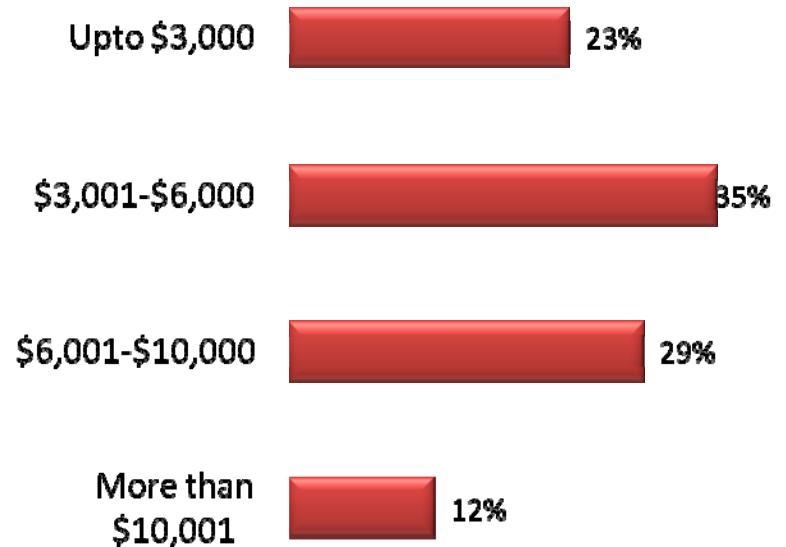
Readers' Profile (cont'd)

- MYP Readers are an affluent lot ...

Monthly Personal Income



Monthly Household Income



	Population	MYP readers
Median MPI	\$2,181	\$2,587

	Population	MYP readers
Median MHI	\$4,146	\$5,264

Targets aged 20-49 years

- The 20-49 year-old MYP Readers are well-educated, affluent and high-achieving bilinguals aged 20-49 years!

Young (aged 20-49)	Est. National Population		Est. MYP Readers	
	('000)	%	('000)	%

Bilingual (English & Chinese)	Est. National Population		Est. MYP Readers	
	('000)	%	('000)	%

Total	1,398	100	142	100
--------------	--------------	------------	------------	------------

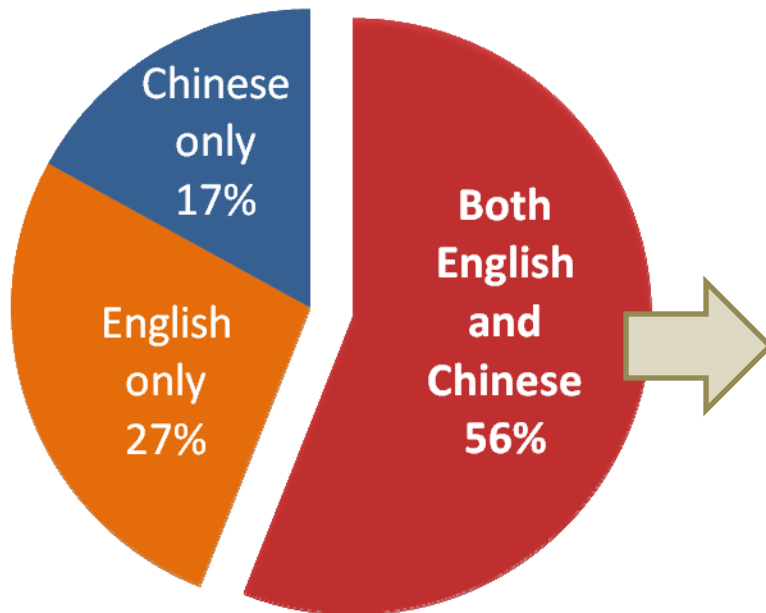
Total	2,244	100	149	100
--------------	--------------	------------	------------	------------

PMEB & White Collar	1,228	55%	107	72%
Tertiary Education	1,178	53%	89	60%
Median MPI	\$2,382		\$2,623	
Median MHI	\$4,619		\$5,229	

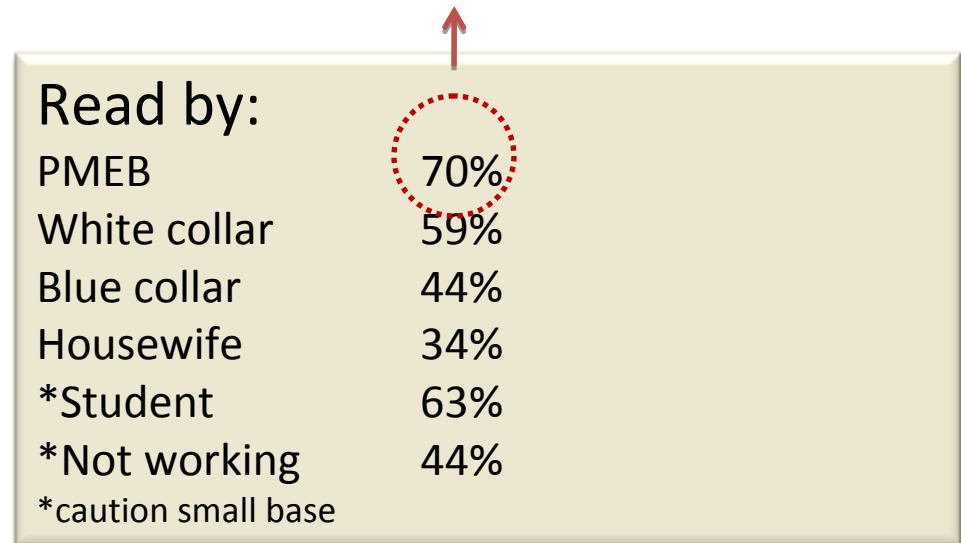
PMEB & White Collar	773	55%	96	68%
Tertiary Education	655	47%	76	54%
Median MPI	\$2,623		\$2,887	
Median MHI	\$4,628		\$5,522	

Flexibility to reach readers in either language

Q: Which languages did they read in?



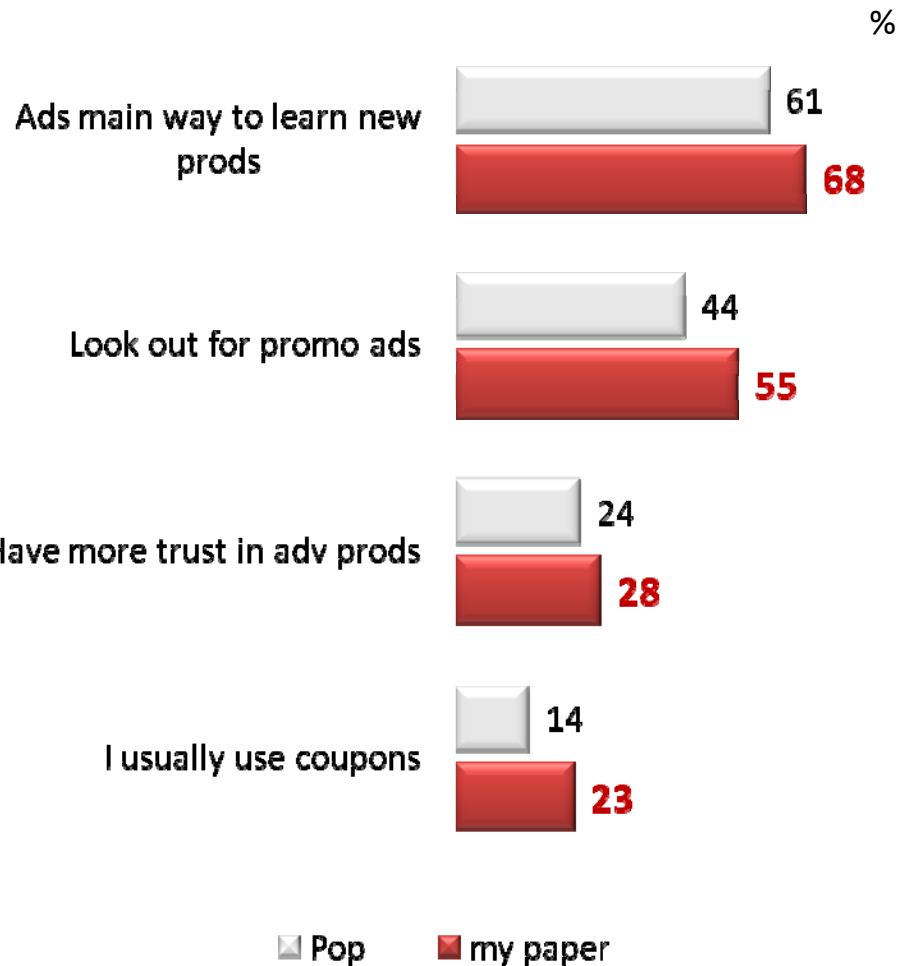
- **Significantly more of PMEBs (70%) are reading both language sections in my paper.**



Base: All respondents (n=338)

Source: SPH RAPD Page Traffic Study Oct 08

My Paper readers are receptive towards advertising in newspapers



Base: People aged 15+ (Est. Pop: 3,690,000)

MYP ytd readers (Est. Pop: 213,000)

Source: Nielsen Consumer Insights 2008



"my paper is my partner
for movie promotions.
The response received
from readers has always
been very encouraging."

Ms. Diane Chan, Marketing Manager,
Warner Bros. Pictures



"我们和《我报》
合办的活动一直
获得热烈的反应，
对电影的宣传很有
帮助。"

— 陈晓薇，华纳兄弟制片市场经理

two languages. one newspaper.

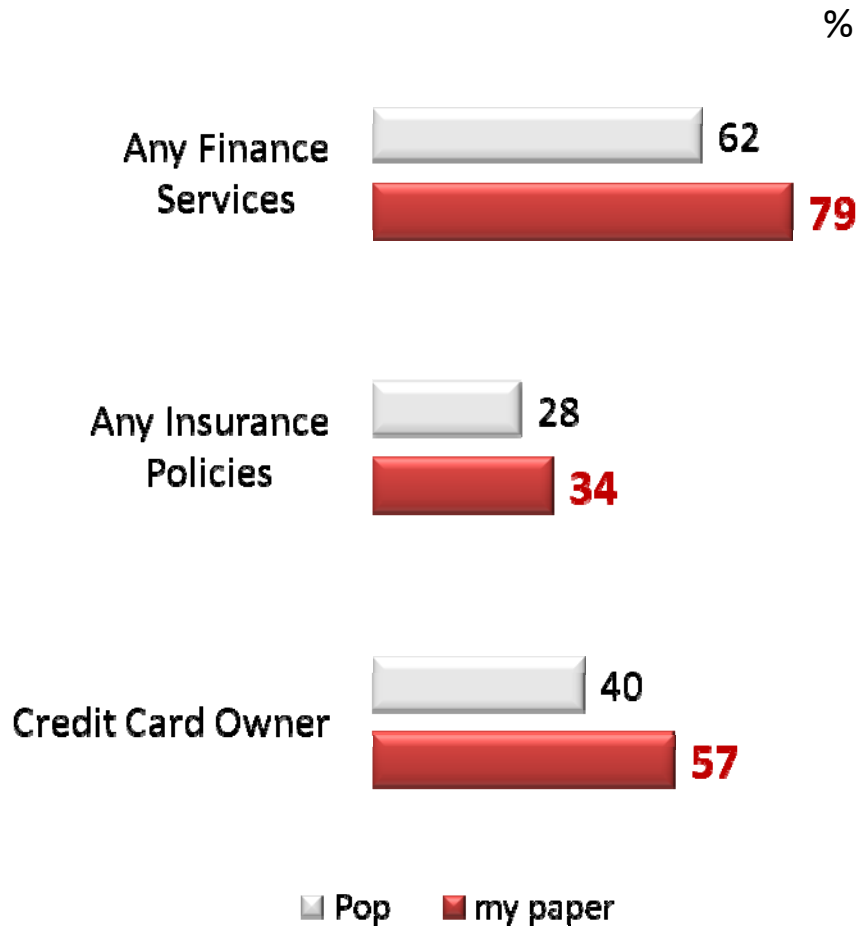
my paper 我报

一报双语，两种惊喜。

my paper 我报

Example

Well Suited For The Banking & Finance Sector



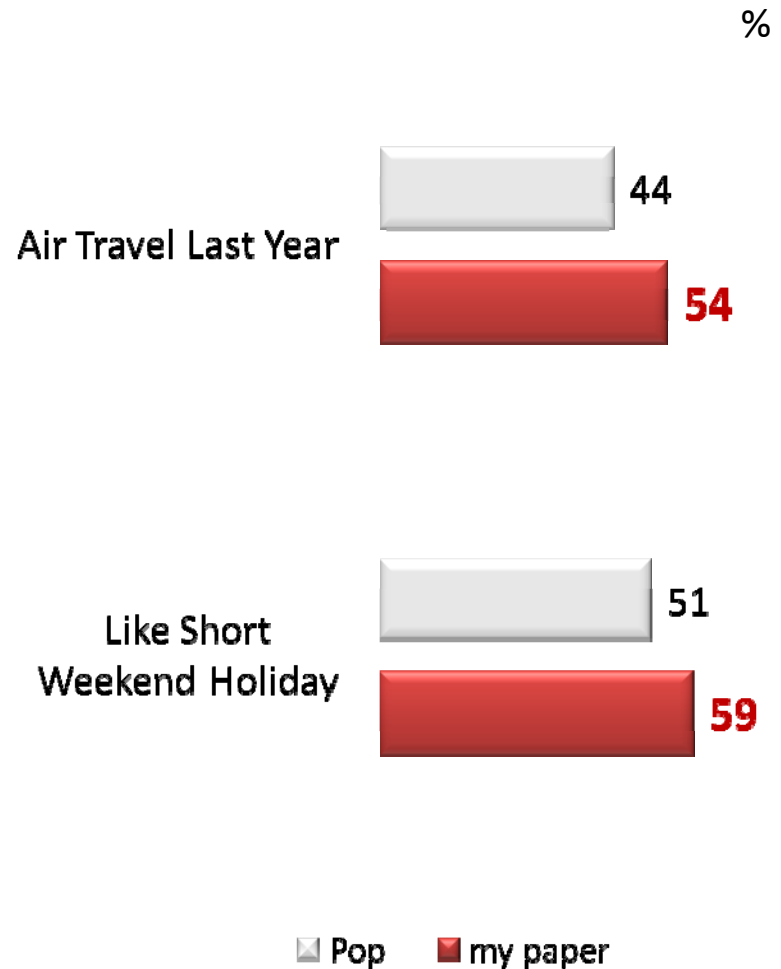
Base: People aged 15+ (Est. Pop: 3,690,000)

MYP ytd readers (Est. Pop: 213,000)

Source: Nielsen Consumer Insights 2008

Example

Our Readers are Great Targets for the Travel Sector



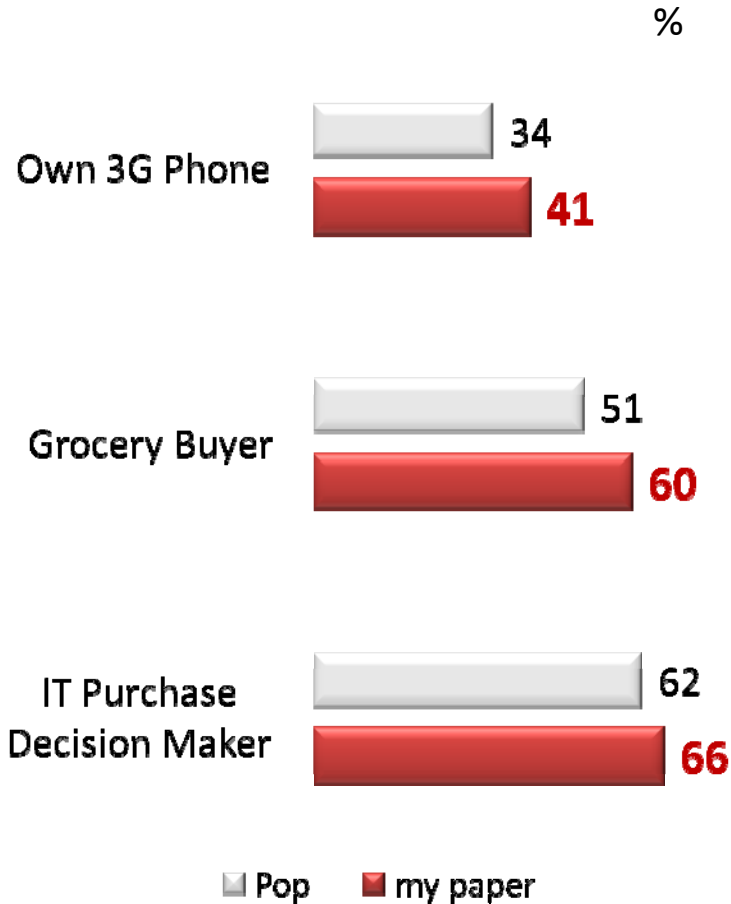
Base: People aged 15+ (Est. Pop: 3,690,000)

MYP ytd readers (Est. Pop: 213,000)

Source: Nielsen Consumer Insights 2008

Example

A Good Choice For The Telco, Retail & IT Advertisers



Base: People aged 15+ (Est. Pop: 3,690,000)
MYP ytd readers (Est. Pop: 213,000)
Source: Nielsen Consumer Insights 2008

“Out Of The Box” Advertising Concept

Hanging Position – Hanging Top

Thaksin's brother-in-law is PM candidate



McVALUE LUNCH
New Deal
Lunch that
comes from the
\$4.50

McDonald's
A great lunch, great value, and fast service.

China ups checks after milk scandal

Govt says that baby milk powder market needs better supervision and management

ASK KIN LIAN 6秒

EXCELLENT CUSTOMER SERVICE

生活协调, 工作顺心

Centre Strip

熊市中的上扬 涨势并非长期

美国经济将陷入衰退已不是新闻, 因此DAX可在2746点或以上找到支持点。

WORLD OF FLAVOURING

授名状

Single

授名状

Single

ASK KIN LIAN 6秒

EXCELLENT CUSTOMER SERVICE

生活协调, 工作顺心

Advertorial

以人为本 关爱员工
——运用国际的亲家企业文化

生活协调, 工作顺心

my paper 我报

False Cover-Wrap



Sponsored Page

The image shows a sponsored page for Nikon Coolpix cameras. The top banner reads 'Put your heart in the image' and 'Brought to you by...'. The main headline is 'STILL SPARKLING' with the sub-headline '运动狂热'. Below the headline, there are several columns of text in Chinese, interspersed with images of people playing sports (soccer, basketball, tennis) and a Nikon Coolpix camera. At the bottom, there is a large image of a Nikon Coolpix camera and the text 'COOLPIX S500 S200'. The page is framed by a yellow border.

Discounted Advertising Rates wef 8 July 2008

Series Rates Discounts

A] 6 insertions within 3 months - FPFC @ \$5,500

Colour / Size	Full Page 33cm x 6col	Junior Page 27cm x 4col	Half Page 17cm x 6col	Quarter Page 17cm x 3col
Black & White	\$3,300	\$1,800	\$1,700	\$850
1-Spot	\$4,300	\$2,800	\$2,700	\$1,900
2-Spot	\$4,600	\$3,200	\$3,100	\$2,300
Full Colour	\$5,500	\$4,300	\$4,200	\$3,500

Discounted Advertising Rates wef 8 July 2008 (cont'd)

Series Rates Discounts

B] 3 insertions within 3 months - FPFC @ \$6,000

Colour / Size	Full Page 33cm x 6col	Junior Page 27cm x 4col	Half Page 17cm x 6col	Quarter Page 17cm x 3col
Black & White	\$3,500	\$1,900	\$1,800	\$900
1-Spot	\$4,500	\$3,000	\$2,900	\$2,000
2-Spot	\$4,900	\$3,400	\$3,300	\$2,400
Full Colour	\$6,000	\$4,700	\$4,600	\$3,800

NOTE:
Series Rate Discounts - If the number of advertisements or amount published is below the number contracted within the specified period, then the next applicable rate on the series scale or the casual rate will apply. A recovery based on the difference between the reduced rate and the applicable rate will be made.

Volume Discount for Master Contract

Budget Commitment (\$)	Volume Discount
50,000	5
100,000	7.5
200,000	10
500,000	12.5
Above 500,000	15



Appendix

- my paper readers' profile
- my paper editorial daily features
- my paper rate card

Daily Features

Lifestyle* (for Chinese section only)

Monday	Motoring/Design/IT
Tuesday	Food/Learning
Wednesday	Beauty/Health
Thursday	Travel
Friday	Fashion/Weekend

Entertainment

Monday	Feature
Tuesday	Feature
Wednesday	TV Reviews
Thursday	Movies Reviews
Friday	Music Reviews



Base Rate (per column cm)

\$19

Colour Surcharge	
Full-Colour	\$4,000
2-Spot	\$1,800
1-Spot	\$1,200

Premiums	
Odd-number Page	10%
Specified Section/Page	10%
Page 3 / Page 5 (E/C sections)	30%
Page 7 / Page 9 (E/C sections)	20%
Centrespread	20%

Specified Positions / Creative Buys	
Double-Page Spread across gutter	10%
Specified Position within page	25%
Odd Size	25%
Solus Position	60% of page cost or actual size, whichever is higher
Creative Buy	70% of page cost or actual size, whichever is higher

Front Page	
8cm x 6col*	\$6,000
29cm x 6col	\$12,000