

What is AsiaOne?

AsiaOne is the region's leading one-stop information portal which is content rich. It specialises in content from Singapore and the Asian region.

From Singapore's Budget 2008 to Malaysia's Mat Rempits to Hong Kong's Edison Chen sex photos scandal, AsiaOne has it all.

The portal's up-to-date reports, analyses, videos, photos and special packages provide in-depth coverage of the news event as well as cater to its users' daily news, business and lifestyle needs.

AsiaOne also has interactive forums and polls that allow users to post comments and discuss current events and issues of the day.

AsiaOne special interest sections

The portal has 10 special interest sections covering areas such as business, education, food, health, IT, motoring, travel and women issues. The top three sections are women issues, motoring and food.

There are also special themed sections within the portal that the AsiaOne team works with industry clients to produce. These include an Innovation section that promotes web2.0 technology and another on Formula One racing.

Why AsiaOne?

Since AsiaOne's launch in June 1995, the website's popularity has been growing from strength-to-strength. Its ever-growing smorgasbord of content caters to our readers' ever-growing hunger for quick and easily accessible content.

AsiaOne's formula for catering to readers' needs is evident in our audience numbers.

According to Media Index 2007, the AsiaOne network has a 50 per cent share of the local web audience.

More recently, in January 2008, AsiaOne had 700,000 unique visitors, which resulted in 10.2 million pageviews.

Its audience consists mainly of Professionals, Managers, Executives and Businessmen (PMEB). This strong profile of readers allows AsiaOne to connect marketers to a desirable demographic that represents the cream of online audiences.