ABOUT THUMBS UP

Thumbs Up was started on 15 Jan 2000, targeted at students between Pri 3-6. It is one of SPH’s two weeklies for students. Thumbs Up is published every Monday during school terms.

The tabloid-sized Chinese newspaper presents news to students in a perspective that their young mind can understand, so as to improve their general knowledge and Chinese language ability.
ENGAGING FORMAT

Thumbs up adopts a fun and interactive editorial approach, with the use of colourful pictures and illustrations to appeal to its young readers.

Average Readership per issue 58,000**

** children aged 9 to 14
Source: Thumbs Up Readership Survey 2015
EDITORIAL FOCUS

(a) Information/Knowledge
- Reports on news and current affairs
- Humanities; Science & Discovery; IT
- Reports on school activities, sports, personalities

(b) Leisure
- Stories, folklore, comics, games/contests

(c) Language
- Composition writing, assessments, exercises, mock exam papers

It is a weekly tabloid published every Monday, except during school holidays.
EDITORIAL CONTENTS

• 报纸教学计划 - NiE (Newspaper-in-Education)

• 新闻台 - News Stand

• 大头条 - Headlines (students’ express their views on current affairs or other hot topics)

• 世界拼盘 - The World At One Glance
  (assorted news on quirky happenings, bizarre animals and latest inventions from different corners of the world)

• 新闻消化室 - News Digest
  (Understand current affairs the easy way)

• 抱抱熊 - Dear Teddy (Agony Column)

• 小作家 - Young Writers
EDITORIAL CONTENTS

• 小记者 - Young Reporters

• 大玩家 - Learning Through Fun Games
  (learning of Chinese proverbs through fun games designed by teachers every week.

• 故事城 - Stories Galore

• 连环图 - Comics “Jump Class” 《跳班》

• 温习虫 - Revision Bug (Primary Schools Assessment)

• 模拟试卷 - Mock Examination Papers*

*non-regular columns
Collaborate with external writers/organization to present interesting content on Chinese culture and traditions.

个个都好有趣 - Wonderful Bamboo

Content and illustrations by the Design and Cultural studies workshop of Hong Kong.

The relationship between elements of nature and Chinese culture is vividly depicted in this monthly column using interesting illustrations and simple text.
红龟粿女孩看文化 -
Celebrating our Multi-culture

Thumbs Up collaborates with local artist, “Ang Ku Kueh Girl” to introduce our multi-culture and heritage.

Through short stories, comics and interactive games, this monthly column aims to engage students in a fun way.
PUBLICATIONS BY THUMBS UP:
PICTURE BOOK 《飞飞的快乐星空》
FEI FEI’S HAPPY STARS

• Written and illustrated by local artist A Guo (阿果), the book tells the adventures of Fei Fei, a little boy who flies his magical plane across the Singapore sky. Filled with local delights, the book highlights the value of sharing and at the same time sparks students’ interest and imagination.

• This picture book has gained the support of the Ministry of Education, and comes in a 3-in-1 special package consisting of the book, an activity booklet and a foldable card to give readers a fun learning experience.
Compile and publish letters featured in TU 抱抱熊“Letters to Teddy” column. Replies penned by counsellors and volunteers of Care Corner Counselling. All proceeds from the book went to Care Corner.
PUBLICATIONS BY THUMBS UP

Comic books based on Thumbs Up characters by TU artist Tan Chong Beng
PUBLICATIONS BY THUMBS UP

• Co-created by classic local comic "Mr Kiasu" author Mr Johnny Lau and Tao Nan School Chinese teacher Mr Ang Thiam Poh, the weekly comic story of "The Adventures of Class-Hopper" is set to entertain and educate young readers further by opening their minds to a new way of looking at daily life through laughter every week.

• "Class Hopper" also comes to readers in a special compilation book edition! The second book was published in 2014.
INTERACTIONS WITH STUDENTS

Young Reporters’ Camp, News Workshop

- Students attend half or full day session, activities include news talk by reporters and photo journalists, news knowledge, news games and newsroom tour.
INTERACTIONS WITH STUDENTS

“紫禁城您好吗？”工作坊

Chinese Culture Workshop

- Co-organized with “We All Live in the Forbidden City” Educational Programme of Hong Kong in Sep 2014 and made use of contemporary language, eye-catching visual aids and interactive teaching methods to arouse children’s interest in traditional Chinese culture.
AD RATES

Base rate: $9.00 per col cm

Colour surcharges:
1-spot colour @ $300
2-spot colour @ $500
Full Colour @ $700
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