

Overview of Newspapers in Singapore

	The Straits Times	The Business Times	Lianhe Zaobao	Berita Harian	Tamil Murasu	Today	The New Paper	my paper <<我报>>
Launched	15 July 1845	1 October 1976	16 March 1983	1 July 1957	1935	2000	26 July 1988	1 June 2006
Type	Broadsheet	Broadsheet	Broadsheet	Broadsheet	Broadsheet	Others	Tabloid	Special-interest
Publication	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily
Target Readers	General public	Investors, managers and businessmen in Singapore and the Asian region	Local and regional Chinese readers	Local Malay community	Tamil-speaking community in Singapore	Busy professionals	Young and busy readers	Bilingual, young adults
Coverage	Local and foreign news from the region and the world	Local, regional and international business scene lifestyle stories	Local and foreign news	News and issues of the local Malay community as well as the region and the world	Current affairs, ranging from local and foreign news as well as the latest in sports and entertainment	News reports as well as insightful and thought-provoking analyses and commentaries	Current affairs, sports and entertainment news	News and information about urban-life trends, entertainment in an easy-to-read format.
Strengths	World class coverage of news outside Singapore with 11 bureaus in major cities around the world	Authoritative newspaper and a reliable source of business information	Important source of political and economic news on East Asia, especially China	Speaks with authority and understands the needs of the Malay community	Strong coverage on news from the Indian community and the sub-continent	Free Sharp commentaries and analyses "set you thinking"	Easy-to-read style, with colourful designs, layouts and headlines	Free Easy to read Use of colour and illustrations appeal to the young readers
Daily Average Circulation	388,500 (August 2006)	30,400 (August 2006)	183,000 (August 2006)	62,500 (August 2006)	10,200 (August 2006)	571,000 (Oct 2006)	111,400 (August 2006)	120,000 (August 2006)

Source: Singapore Press Holdings, 2007 and MediaCorp Press Ltd, 2007.