

SPH MEDIA DIGITAL

Delivering extensive reach with quality content

- Over 25 sites and 50 mobile apps covering General News, Financial, Lifestyle segments;
 - **General News Sites:** Straits Times, AsiaOne, Zaobao, The New Paper, Berita Harian, Business Insider
 - **Financial Sites:** BusinessTimes Online, ShareInvestor
 - **Lifestyle:** Stomp, HerWorld Plus, HardwareZone, Men's Health, Young Parent
- Reach



3.6million monthly
unique visitors



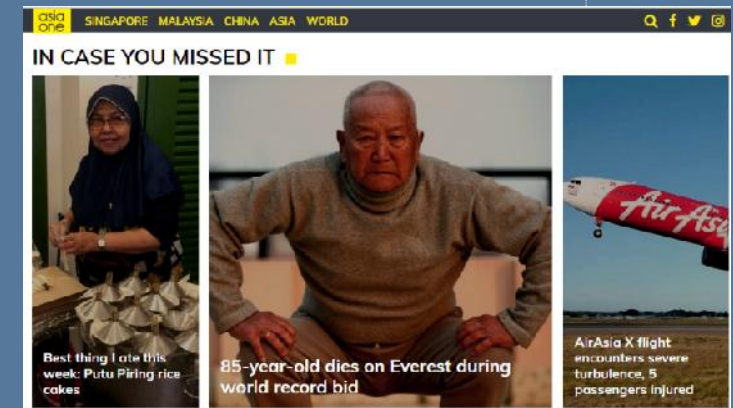
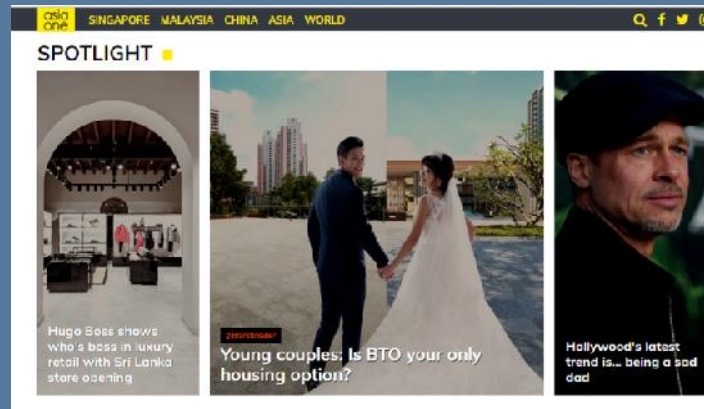
150 million
monthly page
views



Average **5.2 mins**
time spent each
visit

AsiaOne - GROUP

Singapore's premier news and lifestyle content aggregator



The **Main Gateway** for most of our audience to access various sites, now features a revamped look and feel with content laid out in an even more organised manner for reading.



5.4 million
Total Page views



570,000
Unique Visitors



2.6 min
Average time spent

Our Readers

Who are the readers of [AsiaOne](#)



DWELLING TYPE

93%

of AsiaOne readers lives
in 4-room home or
bigger



OCCUPATION

71%

of AsiaOne reader are
PMEBs



MEN

60%



WOMEN

40%



AGE GROUP

57%

of AsiaOne readers are
between the age of 25 to
44 years old



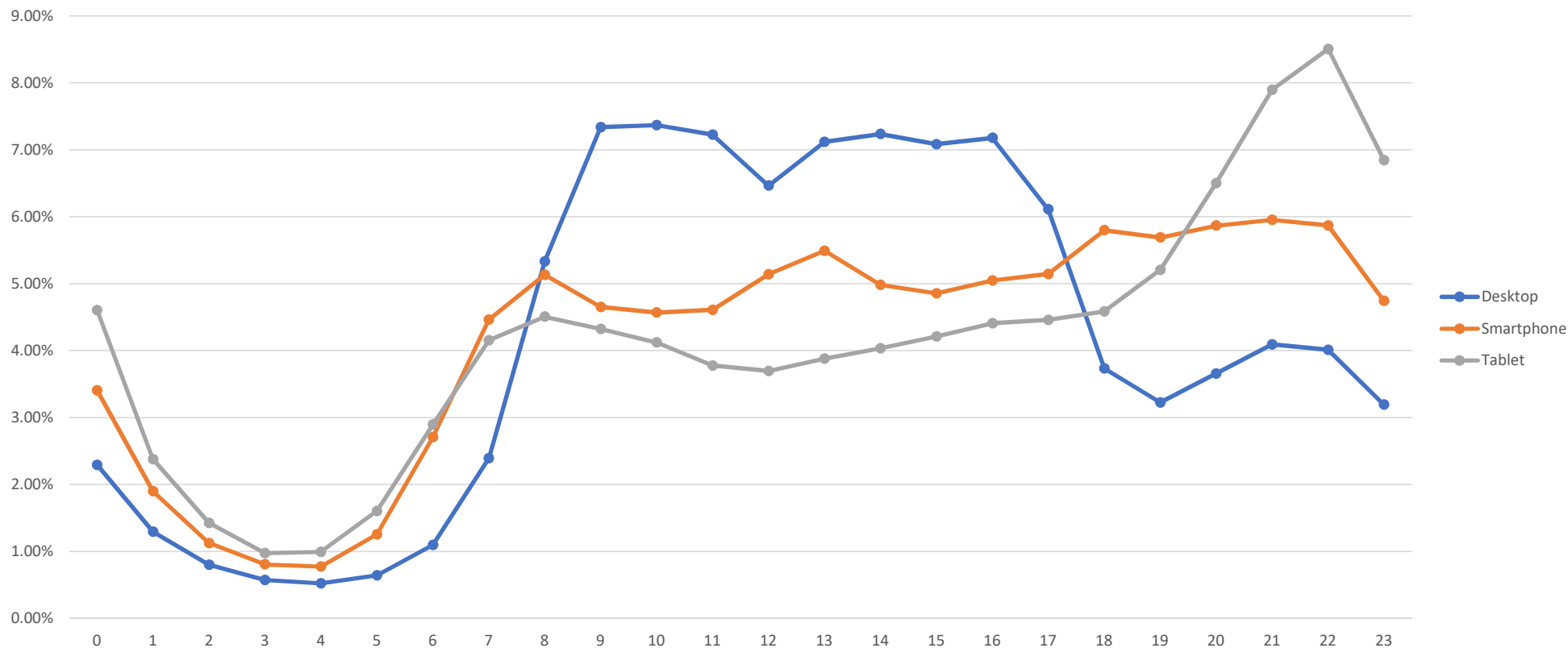
EDUCATION

58%

of AsiaOne readers have
University degree

Their Behaviour

Reader's habit **across devices**



Source: AT Internet Q3 2018. A1 Group sites (duplicated visits) and apps visits across the day