

# The Business Times

Singapore's only financial daily



Apart from in-depth corporate news and incisive commentaries, The Business Times carries lifestyle stories on a wide range of topics including food, travel, motoring, art and collection, for the well-heeled



2.79 million  
Total Page views



442,000  
Unique Visitors



2.6min  
Average Time Spent

# Our Readers

Who are the readers of **Business Times**



DWELLING TYPE

91%

of Business Times readers  
lives in 4-room home or  
bigger



OCCUPATION

75%

of Business Times reader  
are PMEBS



MEN

61%



WOMEN

39%



AGE GROUP

59%

of Business Times readers  
are between the age of 25  
to 44 years old



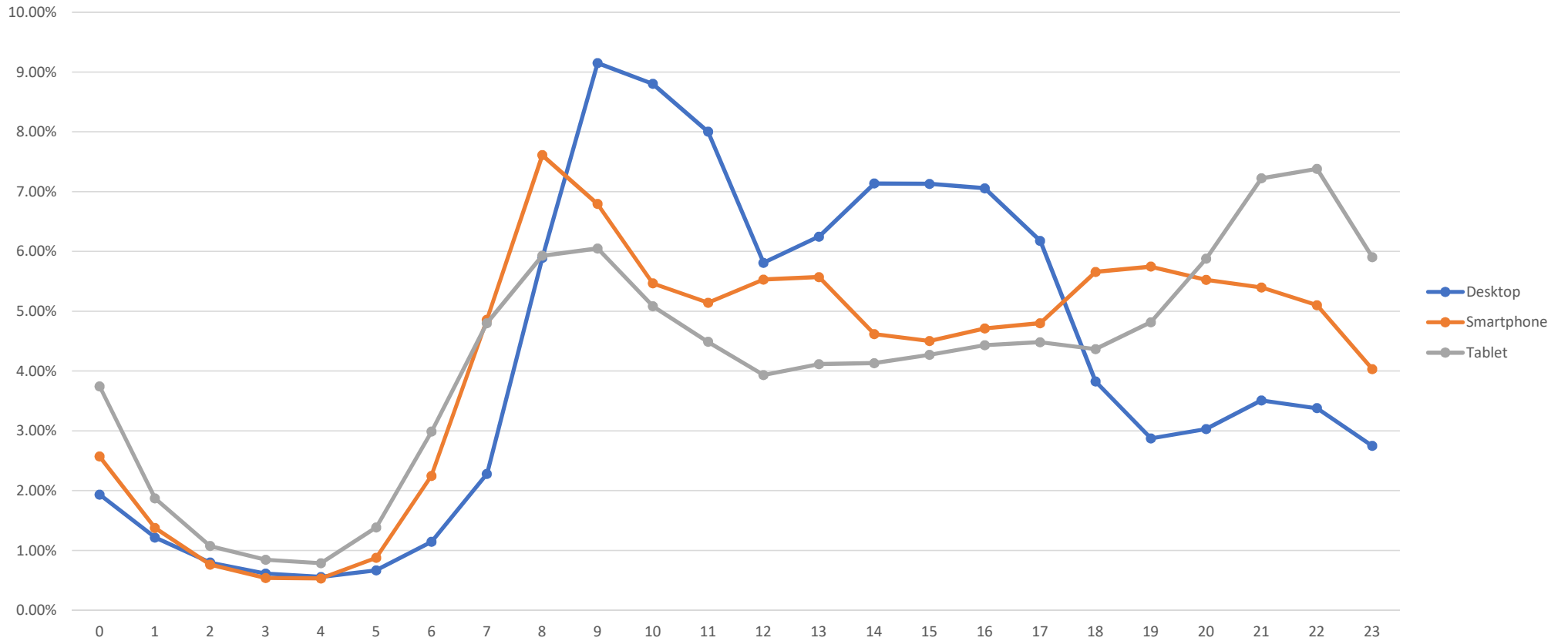
EDUCATION

79%

of Business Times readers  
have University degree

# Their Behaviour

Reader's habit across devices



Source: AT Internet Q3 2018

# THE BUSINESS TIMES eNEWSLETTER

Reach out to [more than 19,000](#) of The Business Times Newsletter readers. Contains news that are hand-picked by The Business Times editors daily, readers are ensured they will never miss the most important breaking news.



19,644  
Subscribers



6 days  
Morning Edition  
(Brief)

5 days  
Evening Edition  
(Debrief)

News are hand-picked by Business Times editors daily to ensure readers get the most important news.

Delivered directly into readers' inboxes every morning and evening.