

# The Straits Times [www.straitstimes.com](http://www.straitstimes.com)

Free access to breaking news from Singapore's No.1 Newspaper, providing authoritative coverage of local and international news as it happens.

Now incorporating a multi-dimensional online and mobile experience that includes videos, photos and citizen journalism from STOMP and ST RAZOR TV, bringing readers closer than ever to where the action is.

The screenshot shows the homepage of The Straits Times newspaper website. At the top, it displays the date "Friday, May 9, 2014" and the newspaper's name "THE STRAITS TIMES" in large blue letters. To the right of the name is a "SUBSCRIBER LOG IN" link. Below the name is a navigation bar with links for "ST NEWS", "PREMIUM", "LIFESTYLE", "TECH", "COMMUNITIES", "VIDEO MULTIMEDIA", and "MORE". A search bar is located on the right side of this bar. Below the navigation bar is a secondary bar with links for "SINGAPORE POLITICS", "ASIA REPORT", "COMMUNITY", "READERS POST", "ST JOBS", "ST PROPERTY", "ST CLASSIFIEDS", and "ST CAR". A large banner advertisement for UBS is featured, with the text "Simply look a little deeper" and the UBS logo. Below the banner, the page is divided into several sections: "LATEST NEWS" with a list of headlines such as "Free early morning train rides to city area extended to 2015" and "SUTD takes in 17% more students this year"; "TOP STORIES" featuring a large article about "Google Maps for Android and iOS get update with Uber taxi feature" with a mobile phone interface image; "VIDEO" with a large video player showing a man climbing a wall and a smaller video player for "Experience History at the museums"; "The Big Story" with a photo of a flooded area and a headline about "Six months after Typhoon Haiyan Recovery is slow amid the lingering devastation in Tacloban"; "SPONSORED SERIES" with a headline about "Aviva Little Things Matter 2014"; and "Mum's the Greatest" with a headline about "Why Mum's the Greatest" and a photo of a woman. At the bottom right, there is a "WEATHER" section showing "32°C" and "THUNDERY SHOWERS", a "FOLLOW ST" section with social media icons for Facebook, Twitter, Instagram, Pinterest, and RSS, and a "MOST POPULAR STORIES" section listing "Video of toddler's brush with death on the road goes viral" and "Which passports are most accepted".

**Monthly Page Views** : 23,198,652

**Monthly Unique Browsers** : 4,920,958

**Awards**

Top 10 Website in Lifestyle - Blogs and Personal Websites, Hitwise Rankings, Jul - Dec 2010

Top 10 Website in News and Media - Print, Hitwise Rankings, Jul - Dec 2010

Digital Marketing Awards by Marketing Magazine 2011, No.3 in News category

Asian Digital Media Awards 2010, Best in Social Media Awards, Silver

Asia Interactive Awards 2009 Best Media Site-Bronze Award

Top 10 Website, Hitwise Rankings, Jul-Dec 2009

*Source: AT Internet, Average March / April 2014*