

# Zaobao.com

Reaching high net-worth Chinese audiences

A highly-accessed Chinese news portal, providing news and insights that targets China, HK and Macau audiences



4.2 million  
Average Unique Visitors



87.7 million  
Average Monthly Page views



33 yrs  
Age



10:27min  
Average Time Spent



53% Male  
47% Female



82%  
are PMEBs

# Our Readers

Who are the readers of [Zaobao.com](http://Zaobao.com)



MEDIAN PERSONAL INCOME

11,724 RMB

Note: 17% higher than Digital News Readers\*



OCCUPATION

82%

of Zaobao (CN) readers are PMEBS



MEN

53%



WOMEN

47%



AGE GROUP

74%

of Zaobao (CN) readers are 40 years and below



EDUCATION

85%

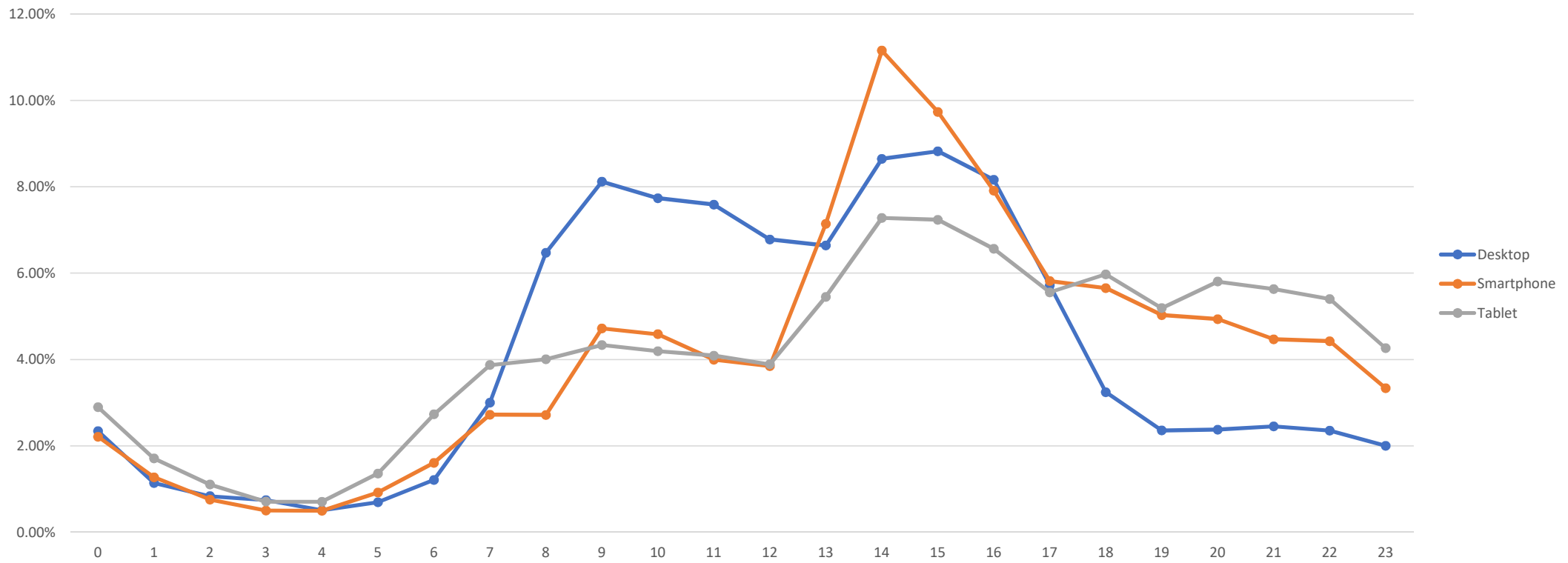
of Zaobao (CN) readers received university education and above

Source: iResearch, 2017

\*Digital News Readers defined as all survey respondents

# Their Behaviour

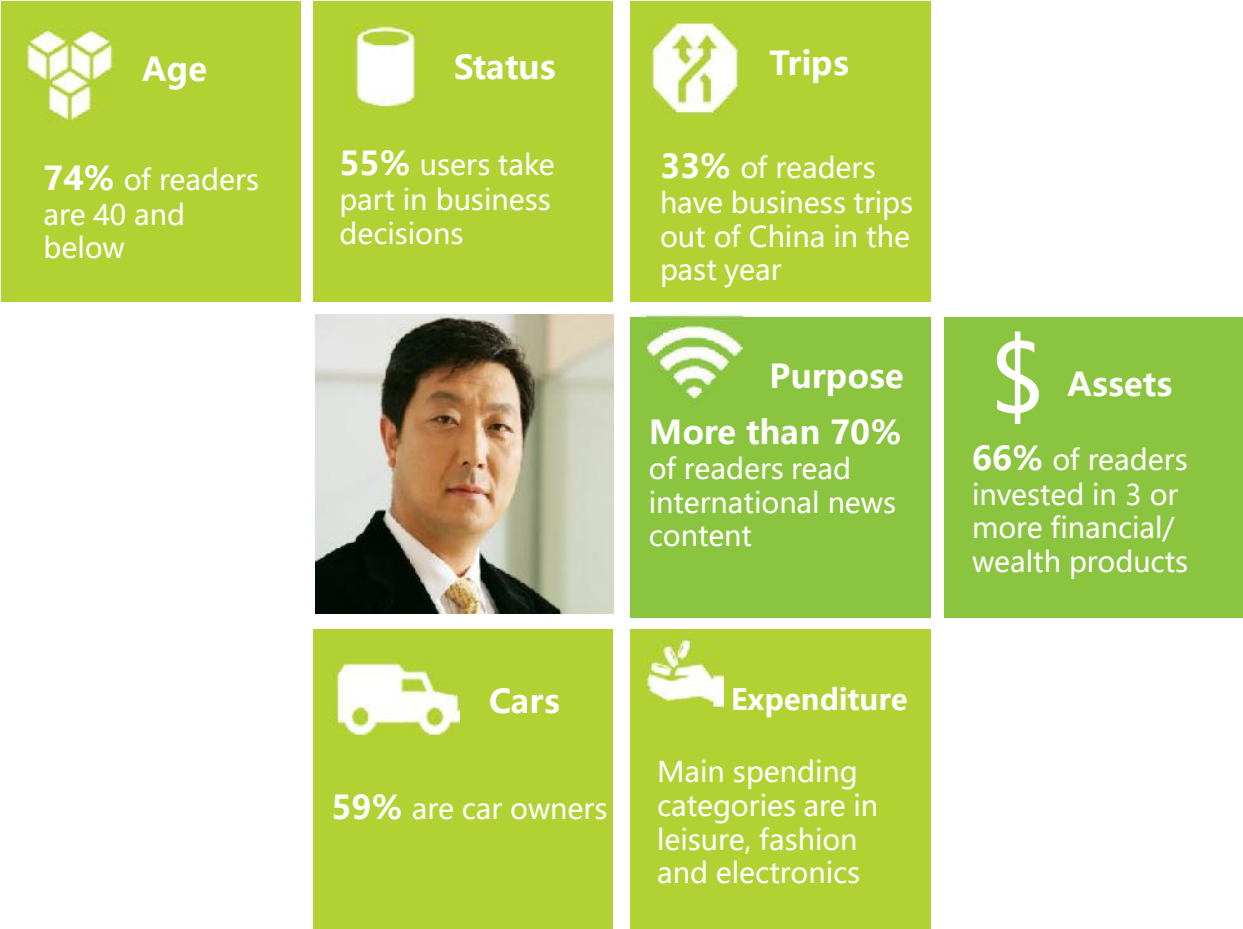
Reader's habit across devices



Source: AT Internet Q3 2018, ZB CN site and apps visits across the day

# Our Readers

High-end user profile of [Zaobao.com](http://Zaobao.com)



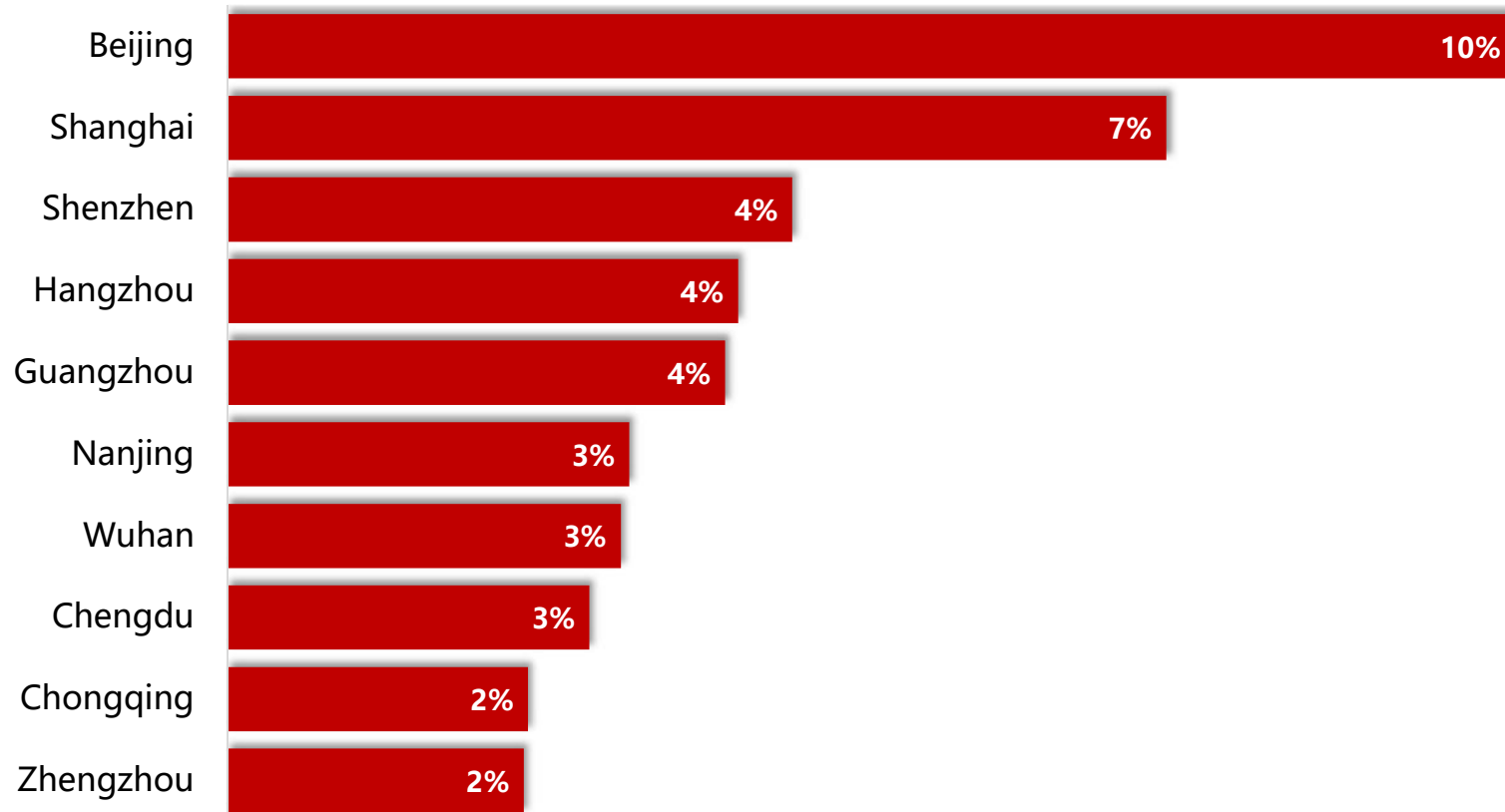
Source: iResearch, 2017

# Strong coverage in the affluent regions of China

ZAOBAO.COM

Zaobao.com READERS

## Top 10 China cities by Page views



Source: AT Internet (Nov 2018)

(ZAOBAO.SG eNEWSLETTER)



(ZAOBAO.COM eNEWSLETTER)

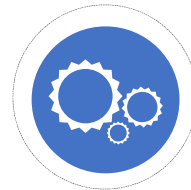


# ZAOBAO eNEWSLETTER

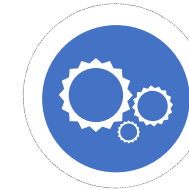
Reach out to more than 32,000 of Zaobao.sg and Zaobao.com Newsletter readers. Contains news that are hand-picked by Zaobao editors daily, readers are ensured that they will never miss the most important breaking news.



39,000 (SG: 23,000 + CN: 16,000) Subscribers



6 days (SG) Morning Edition



5 days (CN) Morning Edition

## Content

SG: more skewed towards local news

CN: more skewed towards China news

Subscriber base as of Nov 2018