

Zaobao.sg

ZAobao.SG

The most read Chinese newspaper in Singapore

Trusted information source for the Chinese-speaking community. Its online version is one of the few Chinese news websites in Singapore, which similarly captures the highly-educated Chinese online audience.



516,000
Unique Visitors



12.3 million
Total Page views



77%
Age 25-54 years old



6.9 min
Average Time Spent



48% Male
52% Female



61%
are PMEB/White Collar

Zaobao.sg

Serving our online readers with updated news, interest verticals and video

Zaobao.sg HOMEPAGE

Refreshed look and feel bringing the latest and best of Zaobao content to our readers

More videos: Food & Movies

More lifestyle related videos that appeal to Singaporean's favourites

Video series: Ah Boy

Explaining interesting issues of the day through the captivating animation of Ah Boy and his family

Z-Property

Property vertical with all top news and property related content



Our Readers

Zaobao.sg readers are well educated, family oriented and effectively bilingual



DWELLING TYPE

46%

of Zaobao.sg readers lives in 5 rooms or HUDC or private properties



OCCUPATION

43%

of Zaobao.sg reader are PMEBS



MEN

50%



WOMEN

50%



AGE GROUP

59%

of Zaobao.sg readers are between the age of 30 to 49 years old



EDUCATION

59%

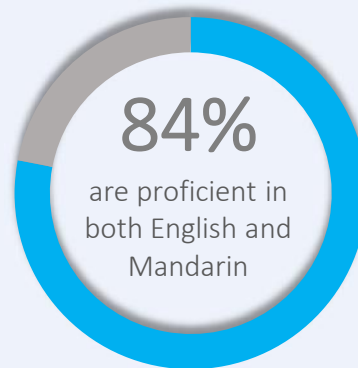
of Zaobao.sg readers received tertiary educated and above



HOUSEHOLD INCOME

\$5,842

Median Income



Effectively Bilingual



FAMILY

72%

of Zaobao.sg readers have children