

The Edge Online Media Kit 2011





THE EDGETM
S I N G A P O R E
B U S I N E S S & I N V E S T M E N T W E E K L Y

5/12/2011

OverView

- ▶ **The Daily Edge** – Get **Today's Business & Investment News – Today**. Access breaking business news daily and be always in the 'know'.
- ❖ **Business/General/Forex Focus**
- ▶ **BlogHeads** – Exclusive daily independent, insightful opinions and commentaries on the **economy** and **markets** by The Edge writers and columnists.
- ▶ **Investing** – Make informed investment decisions with The Edge's in-depth coverage of Singapore's Capital Market
- ❖ **Brokers Call/Investing Ideas/Funds**
- ▶ **Managing** – access daily management related news, views and interviews with the movers & shakers of Singapore's corporate corridors. Get the latest trends and insights from management gurus on leadership, marketing, branding, HR training and technology business.
- ❖ Boardroom Moves/Management
- ▶ **Markets** – reliable and timely trading information for a better informed perspective of the stock market, all at your convenience.
- ❖ **Weekly Diary/Right Timing/Insider Moves/Hot Stocks**
- ▶ **Property** – get the important analyses, comments & insights on the property market
- ❖ **Property Buzz/Done Deals**
- ▶ **Indulge** – appreciate the “LUXE” life and live in the lap of luxury with features on fine dining & drinks and luxury automobiles. Learn how to spend it well on the finest brands, new products and travel destinations. Learn the art of entertaining for business. Browse the latest in fashion and accessories. Get informed on executive healthcare and well-being.

Personal Profile

- ▶ Majority (83%) are male  and (17%) female 
- ▶ 98% are Singapore citizens and Permanent Residents 
- ▶ 81% are 31 years and above (38% are aged 46 years and above)
- ▶ 58% live in private residences (landed property, condominium, private apartments) 

Financial Profile

- ▶ About a third (32%) have a monthly personal income of over \$9,000
- ▶ 49% have household income of over \$9,000
- ▶ A majority of 78% own both Gold and Platinum credit cards (net Platinum credit card is 17%)
- ▶ Whilst 64% have some type of bank loan, more than a third (34%) do not have
- ▶ any loans

Employment Profile

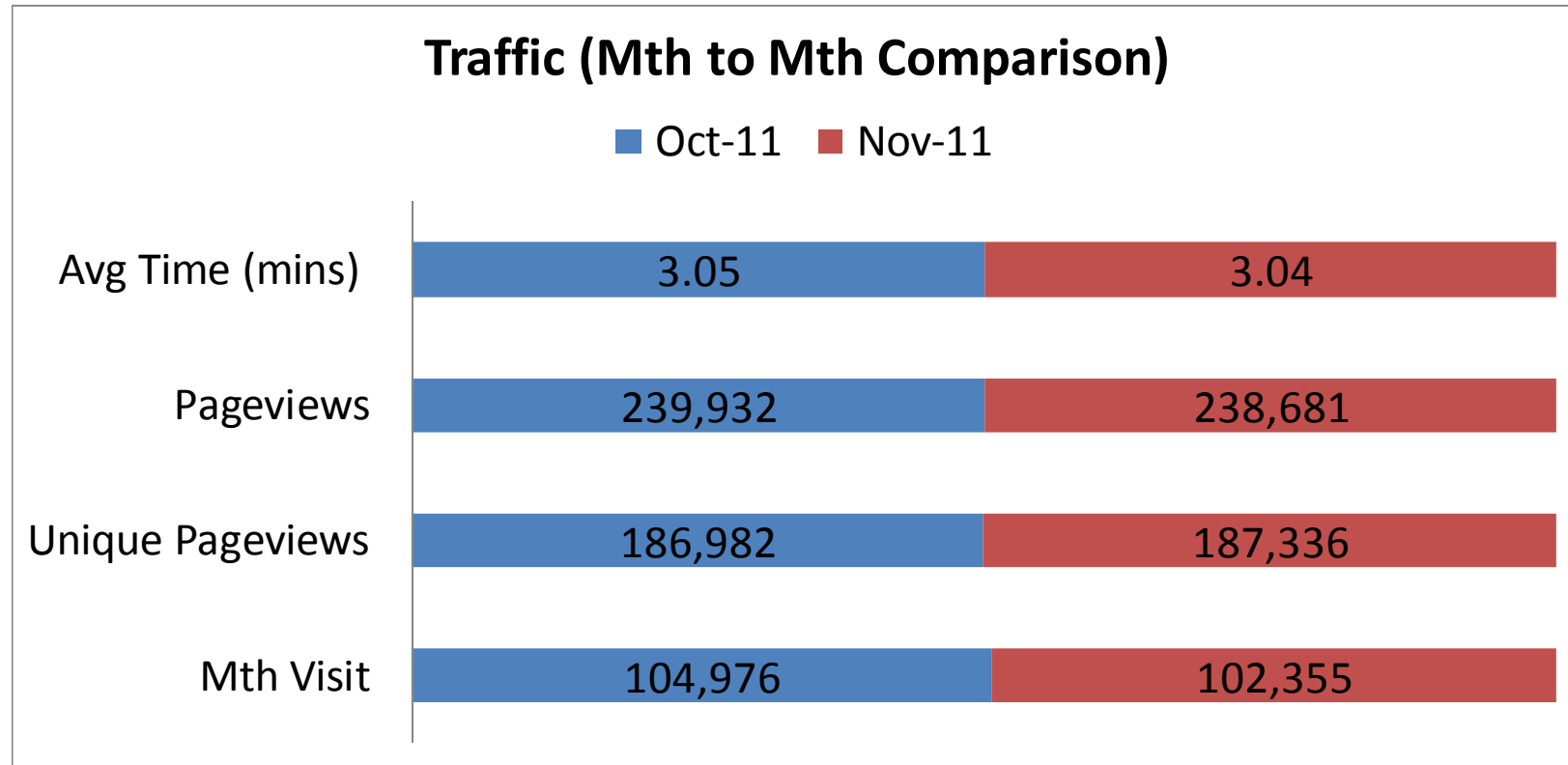
- ▶ A significant 82% are Professionals, Managers, Entrepreneurs and Business people.
- ▶ Top management – owner, partner, CEO, MD, CFO & CXO (34%);
- ▶ Professionals – doctor, lawyer, engineer (18%); and Manager / Officer (31%)
- ▶ More than half (62%) work in companies with over 100 employees
- ▶ Top 3 industries are Banking & Finance (24%); Manufacturing (15%);
- ▶ Business & Professional Services (14%)

The Edge Online

www.theedgesingapore.com

The Edge website was launched in 2009. Since the launch, there had been a strong growth of contents and surge in traffic to the website and the usual time of day to visit the site is during office hours (9am – 5pm), the profile testifies to the niche and strong loyalty of the online readership.

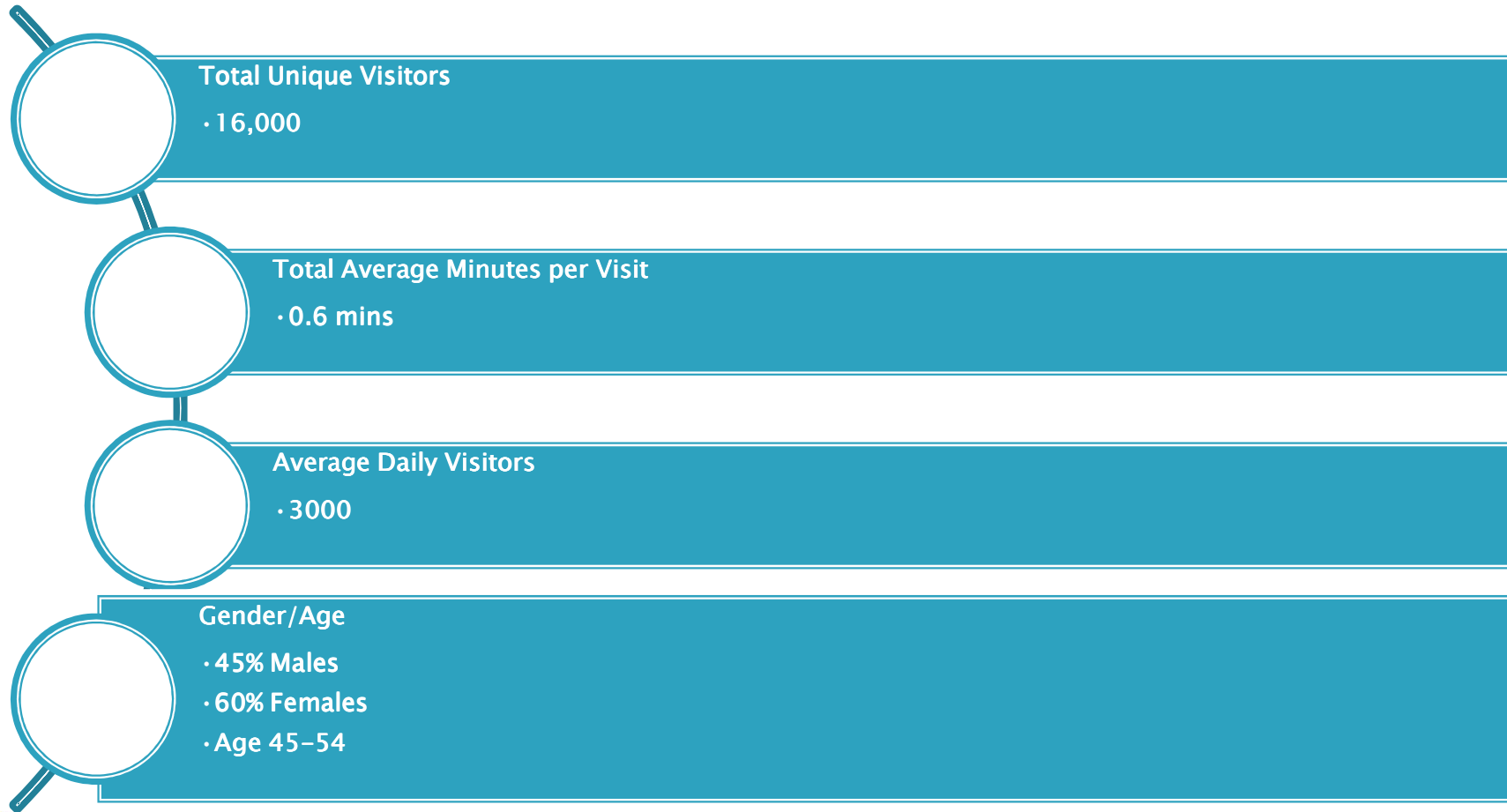
Statistics



*Out-going HTML eNews Alert - 31,683 (Nov)

Source: Goggle Analytics

Latest Key Measures for TheEdgeSingapore.com

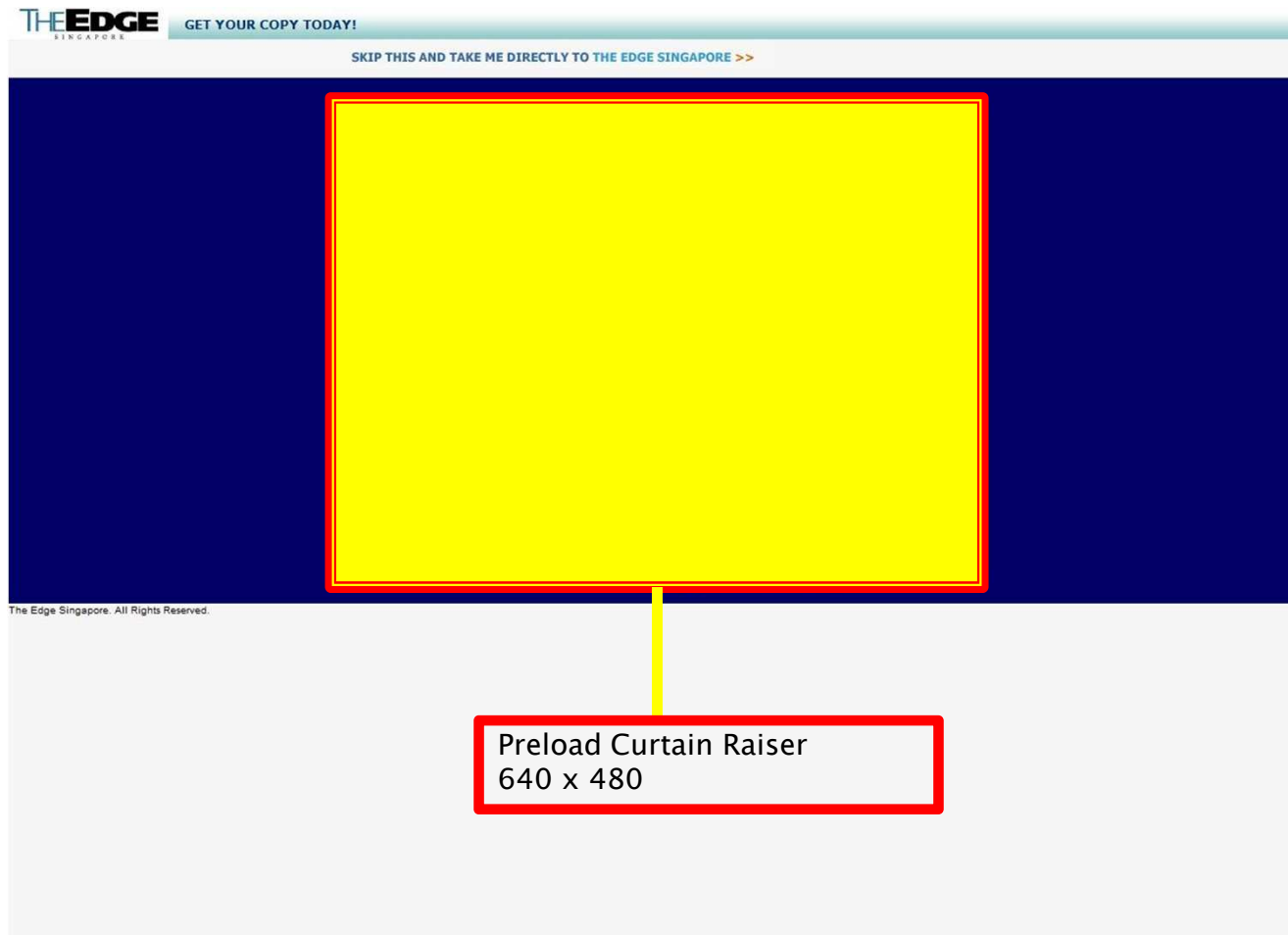


Digital Specs

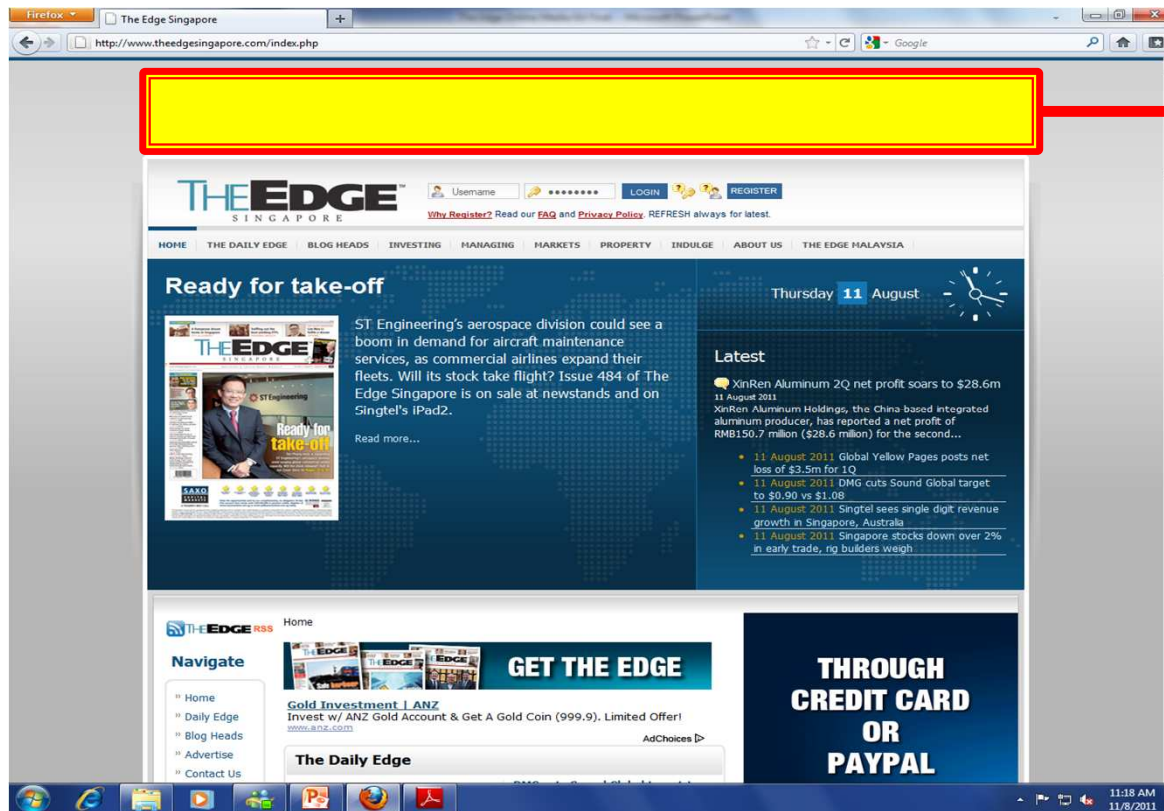
Ad Type	Dimensions	File Size	Remarks
Curtain raiser	640 x 480	30k images/40k flash	
Leaderboard	970 x 90	30k images/40k flash	
Full banner	468 x 60	30k images/40k flash	
Medium Rectangle	300 x 250	30k images/40k flash	
Skyscraper	120 x 600	30k images/40k flash	
HTML eNews Alert	468 x 60	30k images/ Text Ad	25 Words up to a max of 4 lines of text

*Creative options are available upon enquiry

Curtain raiser



Leaderboard



Leaderboard
970 x 90

Other Ad units

Full Banner 468 x 60

Skyscraper 120 x 600

Medium Rectangle (Top) 300 x 250

Medium Rectangle (Bottom) 300 x 250

Full Banner 468 x 60

The screenshot shows the homepage of The Edge Singapore. Key elements include:

- Navigation:** Home, Daily Edge, Blog Heads, Advertise, Contact Us, Careers, Subscribe.
- Gold Investment | ANZ:** Invest w/ ANZ Gold Account & Get A Gold Coin (999.9). Limited Offer!
- The Daily Edge:**
 - XinRen Aluminum 2Q net profit soars to \$28.6m:** XinRen Aluminum Holdings, the China-based integrated aluminum producer, has reported a net profit of RMB150.7 million (\$28.6 million) for the second quarter ended 30 June 2011 (2Q 2011), up by 478.4% from RMB26.1 million in 2Q 2010.
 - Global Yellow Pages posts net loss of \$3.5m for 1Q:** Global Yellow Pages, the largest publisher of directories and provider of classified directory advertising services in Singapore, says it registered a net loss of \$3.5 million for the first three months ended 30 June 2011 (Q1FY2012).
 - DMG cuts Sound Global target to \$0.90 vs \$1.08**
 - Singtel sees single digit revenue growth in Singapore, Australia**
 - Singapore stocks down over 2% in early trade, rig builders weigh**
 - SingTel reports unexpected drop in profit on regional units**
 - Aug 11: Singapore stocks seen lower on France fears; SingTel in focus**
 - Yangzijiang 2Q profit rises to \$183.4m**
 - SingTel 1Q profit falls, sees improvement in Bharti**
 - Aug 11: Bukit Sembawang, SingTel, Tiger Air**
 - EUR/USD Performance Chart as at 10:30 p.m. Singapore time, 10/08/11**
 - GBP/USD Performance Chart as at 10:30 p.m. Singapore time, 10/08/11**
 - AUD/USD Performance Chart as at 10:30 p.m. Singapore time, 10/08/11**
 - Yanlord Land posts 48% lower 1H net profit to \$58.4m**
- Most Popular:**
 - Midas Holdings unit clinches train car supply contracts worth \$30m
 - Shares lower at midday dragged by rig builders
 - Haw Par says 2Q net profit dips 0.7% to \$47.3m
 - China Dairy swings back to profitability
 - Yanlord Land posts 48% lower 1H net profit to \$58.4m
 - Genting S'pore rises on hopes of strong earnings
 - Aug 10: DBS, Global Logistic, Singapore Air
 - Aug 10: Singapore stocks likely higher on Fed statement; DBS, S'pore in focus
 - Sembcorp Marine down on economy concerns
 - STI drops 2.2% to 2,821.09 at closing
 - Aug 11: Singapore stocks seen lower on France fears; SingTel in focus
- Blog Heads:**
 - Assif Shameen:**
 - Daryl Guppy: Shanghai shakes with US debt problems**

Weekend eDM Alert

The EDGE Weekend Comment Aug 5: Case for a technical recession | X | Inbox | X

The Edge Singapore edge-sgonline@theedgesg.com to me | show details Aug 5 (5 days ago) | Reply

THE EDGE
SINGAPORE

The Edge Weekend Comment Aug 5

A technical recession for Singapore?
By Goola Warden

In the original Dow Theory, stock markets were meant to forecast business and economic conditions but with a six- to 12-month time lag. So, a downtrend in an index indicates slower growth/recessions/depression. This year, the underperforming, declining trend in stock market indices in Asia's most followed markets has been glaringly obvious.

On Aug 5, Asian stocks tumbled, with the regional benchmark index falling more than 10% from its May peak, as concern the world economy is weakening sparked an equities rout that drove the Standard & Poor's 500 Index to its worst slump since February 2009. Singapore's Straits Times Index sank 3.6% to 2,994.78 at the close, the most since March 2009. All stocks in the index of 30 companies dropped. The measure slumped 6.1% this week, the biggest weekly drop since February 2009.

Shares on the measure trade at an average 13.7 times estimated earnings, compared with about 15.6 times at the end of 2010, according to data compiled by Bloomberg.

In a report out on the same day, Chua Hak Bin, regional chief economist at BoAML is downgrading Singapore's GDP growth this year to 4.5% from 4.8%. and to 4.3% for 2012 from his earlier 4.6% forecast. Chua says Singapore is historically more sensitive to a US and global downturn. This is evidenced by flash estimates for 2Q11 GDP which came in at a weak +0.5%, largely because of a sharp manufacturing contraction (-5.5%). Recent PMI readings for July have slipped into contraction territory, suggesting that manufacturing, particularly electronics, will remain weak in the coming months. "Stricter immigration and foreign worker policy is also imposing supply-side limits to faster growing segments (such as tourism). A technical recession (defined by two quarters of negative q-o-q growth) looks very possible," Chua reasons.

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lines of text

Creative Ad Options

Advertorial Slider ←



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For more Information, rates and enquiry please feel free to contact:

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Thank you

5/12/2011