

# Enhancing its reputation as the smart newspaper for smart readers in Singapore

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## The challenge

TODAY strives to maintain its reputation as the smart newspaper for the smart reader, and its position as the second most read newspaper in Singapore.

## The solution

TODAY uses relevant FT content on issues that resonates with its readers; specifically FT features or commentaries that shed light on how other cities are dealing with challenges that the local readership also face.

## The benefits

FT Republishing differentiates TODAY as a source of smart reporting, covering not just breaking news within the region, but more significantly, addresses global issues and trends that impacts its local audience.



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**Jason Tan**  
Associate Editor, TODAY newspaper

## The smart newspaper for the smart reader

Reaching over half a million readers every day, TODAY has grown to become Singapore's second most read newspaper since it was founded 16 years ago.

Readership on its digital platforms has also seen steady growth. In an environment that has struggled to engage an audience that's spoilt for choice, sustaining a growing readership is no mean feat.

"We're known as the smart newspaper for the smart reader because our stories usually involve sharper angling as well as provide context and insights," said Jason Tan, Associate Editor at the TODAY newspaper.

## Providing a well-rounded readership experience

TODAY prioritises its foreign news coverage on South East Asia and North East Asia. Because of that, they are always on the lookout for syndicate pieces that complement their local reporting and contents from regional media partners with the aim to educate their readers on major trends and developments in other parts of the world.

With a readership consisting mostly of working professionals, or PMETs (Professionals, Managers, Executives and Technicians) between 30 and 55 years of age, TODAY finds the FT's feature pieces like The Big Read relevant and insightful for its audience.

"The FT publishes fantastic feature stories that shed light on how other cities are dealing with challenges that we, in Singapore, also face," says Jason Tan. "We often find useful FT pieces that relate to our readers directly and reflect personal experiences." Apart from relying on FT's good line up of commentaries from renowned columnists such as Martin Wolf and Jamil Anderlini, they also look out for useful features covering the Asia Pacific region.

In their move to ramp up presence on digital platforms, TODAY is also exploring republishing podcasts and videos that will help drive their digital-first strategy.

## Achieving their business objectives with the FT

TODAY leverages the FT's consistent standard for award-winning journalism to enhance its reputation for smart reporting in the region. Positive feedback from its readers also bolsters the value of the partnership, and paves the way for more opportunities to continue growing its readership, particularly in the digital space.

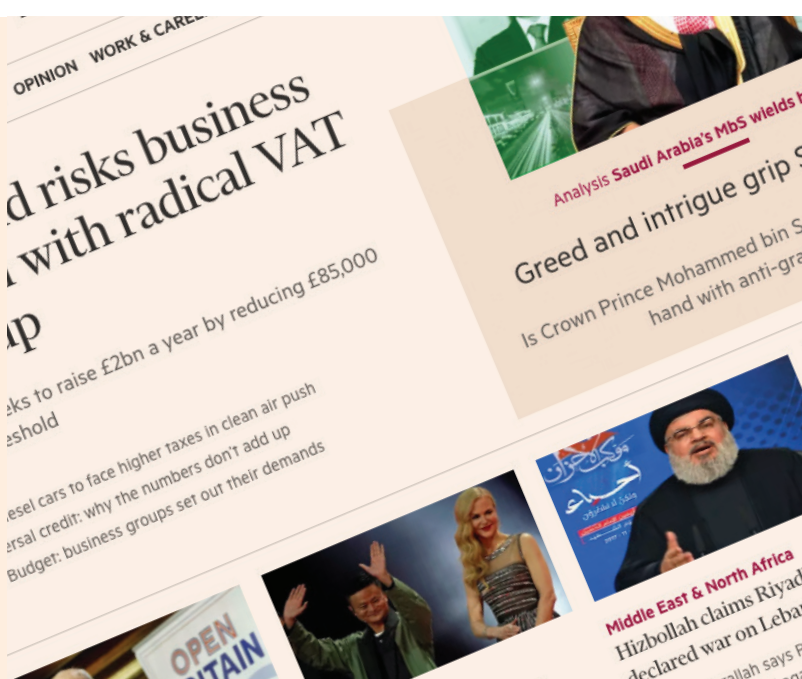


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