



Sing Tao
Daily



Sing Tao
Chinese Radio

*Your gateway
to Bay Area
Chinese
consumers*

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3 Independent research confirms strong reasons to buy Sing Tao

Sing Tao Daily

The market penetration leader

Independent research by two California companies confirms that Sing Tao Daily reaches more Chinese readers in Northern California than the other five Chinese dailies combined.

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Sing Tao Chinese Radio

Has an 85% reach

Independent research confirms that 85 percent of both Mandarin and Cantonese speaking radio listeners in the San Francisco Bay Area choose Sing Tao Chinese Radio.

(Pages 4, 5)

Sing Tao Combo

Reach 56% of all Chinese households

Independent research confirms that Sing Tao Daily and Sing Tao Chinese Radio reach 56 percent of all the Chinese households in the San Francisco Bay Area.

(Page 6, 7)

SOURCES FOR INFORMATION IN THIS BROCHURE

All market information in this brochure is drawn from independent research by Corey Canapary McCullough Research (CCMR) in late 1998, by Interviewing Service of America (ISA) in mid-2000, by Nielsen Company's "State of the Asian American Consumer: Significant, Sophisticated, Savvy" report in 2013, and from the U.S. Census 2000. San Francisco's prestigious CCM is the oldest research firm in the Western United States. ISA is a distinguished Los Angeles firm with particular expertise in ethnic research. Nielsen, a leading global information and measurement company, provides market research insight and data about what people watch and what people buy.

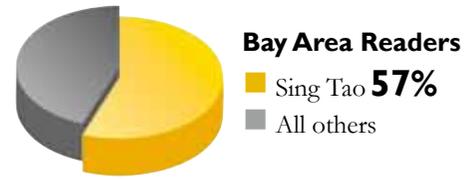
More people will see you

Sing Tao Daily reaches more than all others combined

Sing Tao Daily remains the San Francisco Bay Area's most effective newspaper buy for the Chinese market, according to two independent research projects.

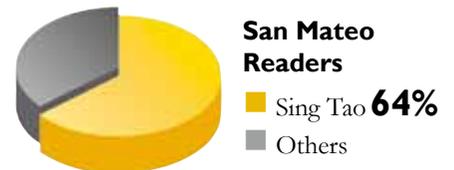
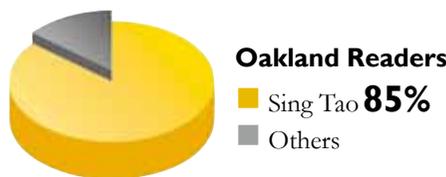
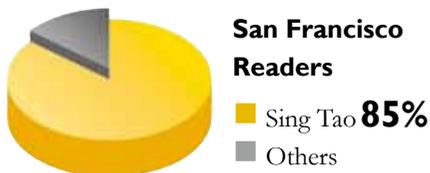
In ISA's research in 10 Northern California counties, 51 percent named Sing Tao Daily as their newspaper of preference. The remaining 49 percent named one of other five newspapers.

CCMR research in the five Bay Area counties where most Northern California Chinese live—San Francisco, Alameda, Contra Costa, Santa Clara and San Mateo—revealed that 57 percent of Chinese newspaper readers choose Sing Tao Daily.



85 percent penetration in San Francisco

For San Francisco, media buyers targeting Chinese residents really have only one choice. Sing Tao Daily is read by 85 percent of those who read Chinese newspapers. This was confirmed by CCMR.



Number one in Oakland, San Mateo Counties

Like San Francisco, Oakland and San Mateo Counties were among the first areas to be settled by Chinese immigrants and have large Chinese populations.

Also like San Francisco, Sing Tao Daily is the unquestioned leader among Chinese dailies. In Oakland, 85 percent of Chinese newspaper readers choose Sing Tao Daily. In San Mateo, the figure is 64 percent. All figures confirmed by CCMR.



Best visual environment for advertisers

With outstanding print reproduction and higher quality paper than any of its competitors, Sing Tao Daily offers a superior visual environment for advertising.

Superior content and presentation

Sing Tao Daily presents readers with comprehensive local, national, and international news of particular interest to the Bay Area Chinese, and most important news from China, Hong Kong and Taiwan.

Using the most modern computer typesetting, pagination and printing

equipment, Sing Tao daily provides its readers news in six reader friendly sections.

- Main
- Western/Metro
- Entertainment
- Lifestyle
- Sports
- Business/Financial



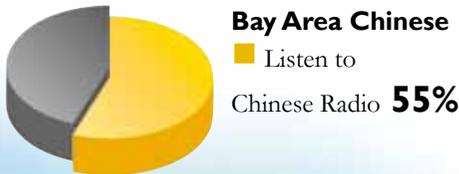
More people will hear you

Sing Tao Chinese Radio reaches almost all

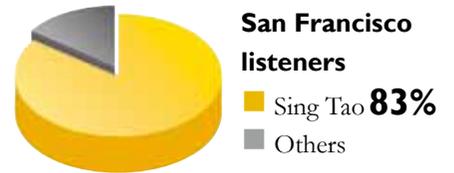
Only Sing Tao Chinese Radio provides advertisers with nearly full penetration of the Chinese radio market in both Mandarin and Cantonese.

Eighty-five percent of the 458,351 Chinese living in the Bay Area were born either in mainland China, Taiwan or Hong Kong, according to ISA research. Of that number, ISA confirms that 55 percent listen to Chinese radio.

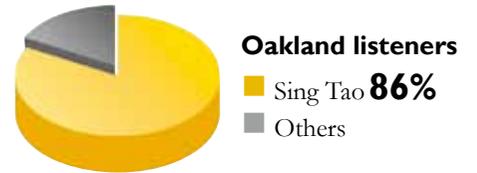
Of the 55 percent of Bay Area Chinese listening to Chinese radio, CCMR research confirms that 85 percent listen to Sing Tao Chinese Radio.



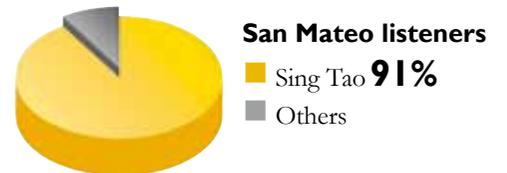
CCMR research confirms that 83 percent of Chinese radio listeners in San Francisco listen to Sing Tao Chinese Radio.



CCMR research confirms that 86 percent of Chinese radio listeners in Oakland listen to Sing Tao Chinese Radio.



CCMR research confirms that 91 percent of Chinese radio listeners in San Mateo County listen to Sing Tao Chinese Radio.





Mandarin and Cantonese Radio

Sing Tao Chinese Radio is available to listeners in two Chinese dialects on two stations:

- AM 1400, Cantonese (listed on Arbitron)
- FM 96.1, Mandarin (listed on Arbitron)

Sing Tao Chinese Radio is carefully targeted to meet the news and entertainment preferences of Chinese listeners.

In addition to the usual radio fare of local and international news and local weather and traffic, programming emphasizes news from mainland China, Hong Kong and Taiwan.

A wide variety of talk shows, radio drama, celebrity interviews, and musical entertainment including Chinese Opera and pop stars from Taiwan and Hong Kong is presented.



singtao.tv

Sing Tao Daily and Sing Tao Chinese Radio presents the Sing Tao TV (singtao.tv), providing audience video streaming on the latest international and local news, community updates, celebrity interviews, entertainment news and Bay Area activities. Together with print and radio, we aim to fulfill the entertainment and information needs of the Chinese community through local programming that will connect them to the world.

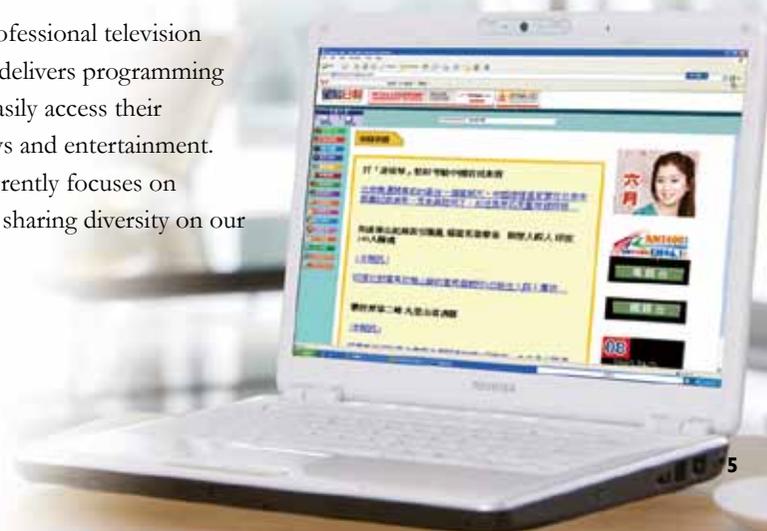
Sing Tao TV's professional television production team delivers programming for audience to easily access their daily dose of news and entertainment. Our platform currently focuses on broadcasting and sharing diversity on our

web television channel, including Micro Film, short production by aspiring film students and video links to the hottest updates throughout Asia.

Sing Tao on the web

Visit Sing Tao Daily on the web at www.singtaousa.com

Visit Sing Tao Chinese Radio on the web at www.chineseradio.com



You need to speak the right language

Sing Tao newspaper/radio combo reaches 56%

The Sing Tao newspaper and radio stations enjoy a combined penetration of 56 percent of all Chinese language households throughout the Bay Area.

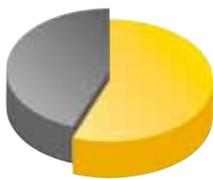
Corey Canapary McCullough Research



Sing Tao's dominance among newspaper readers and radio listeners creates a logical choice for buyers seeking to maximize their advertising dollars.

Sing Tao Daily garners 56 percent of Chinese newspaper readers and Sing Tao Chinese Radio captures 85 percent of Chinese radio listeners.

Analysis of research data by CCMR established that the Sing Tao's newspaper/radio combo reaches 56 percent of all Chinese households using ANY Chinese media, including newspapers, TV, radio, magazines, and Chinese yellow pages.



Bay Area Chinese language household

■ Sing Tao **56%**



Chinese language staying power a key factor for advertisers

Advertisers can rest assured that Chinese consumers consider media in their native language to be reliable. CCMR research confirmed that 88 percent of newspaper readers rank their paper as “reliable.” The number for radio listeners was 86 percent.

Most of those interviewed for the ISA survey could speak English, but 91 percent chose to speak their native tongue in responding to the questionnaire. Ninety-one percent of respondents for CCMR’s survey also

chose to be interviewed in Chinese. ISA research revealed that of those surveyed 40 percent speak Chinese ALL the time in their home, with 50 percent preferring to speak it in their home.

The importance of the cultural link to language and homeland was underscored in the ISA survey, which revealed that Bay Area Chinese households make an average of four international phone calls to their homeland monthly.



Sing Tao’s quality production services

Both Sing Tao Daily and Sing Tao Chinese Radio offer advertisers the capability of developing advertising for the Chinese community in the Bay Area.

Whether it’s display advertising for newspaper advertiser or advertising for radio, Sing Tao professionals have the expertise to produce advertising that works. Advertising that is sensitive to the special needs of the Chinese consumer.

Advertisers focus more attention on growing Chinese consumer market

The San Francisco Bay Area Chinese population is approaching 550,000 as they become a vital part of the region's general economic growth. As significant players in the workforce and with increasing purchasing power, the Chinese population is receiving significantly increased attention from advertisers through Chinese media.

Most of the Chinese in Northern California live in the immediate San Francisco Bay Area that includes San Francisco, Alameda, San Mateo, Santa Clara and Contra Costa counties. The US Census 2010 population figures reflect the growing presence of the Chinese consumer in the Bay Area market.

Bay Area Chinese demographics

ISA research reveals the following demographic information about Bay Area Chinese:

San Francisco, City and County	172,181
Alameda County	146,939
San Mateo County	64,796
Contra Costa	40,360
Santa Clara County	152,701
5-County Total	536,617



Education

Less than High school	19%
High school	13%
Some college	20%
Bachelor/Associate	35%
Postgraduate	3%

Income

Under 25K	23%
25K-34.9K	8.9%
35K-49.9K	8.6%
50K-74.9K	17.6%
75K-99.9K	12.1%
Refused information	5.3%
Average	\$55,798

Household size

1	23%
2	26%
3	20%
4	20%
5	7%
6	3%
7 or more	2%
Average	2.75

Home

Own	64%
Rent	36%



According to the latest readership study, Asian Americans are price-conscious customers. However, they are willing to pay a premium and are open to ads. The Nielsen survey reveals that Asian Americans are 15% more likely than the general population to say that they regard ads as their source of information. Research also provides information that in-language and culturally relevant media and services are the key to reach a broad segment of Asian Americans. Even those who primarily speak English outside their homes are turning into in-language media. Sing Tao Daily and Sing Tao Chinese Radio effectively target the Chinese

Market. San Francisco ranks second among the top three Nielsen market for Chinese because 17.19% (%COMP) of all Chinese Americans live in that designated marked area, as compared to 11.01% of all Asians. Within the U.S. there are 8.8 million people that speak an Asian language; furthermore, Chinese is the most popular Asian language with more than 2.6 million speakers. Sing Tao Daily and Sing Tao Chinese radio will be the best option to help marketers to expand their profit by connecting with the Chinese market.

Age

-18	16.6%
18-24	8.5%
25-34	13.5%
35-44	15.5%
45-54	16.4%
55-64	14%
65+	15.6%
Average	42.4 years

Country of Birth

China/Canton	
/Mainland	39%
Hong Kong	24%
Taiwan	9%
United States	34%
All others	9%

Gender

Male	47%
Female	53%

Children under 18

Yes	30.5%
No	69.5%

1. Sing Tao readers can speak or use multiple languages in their daily livings, e.g. Cantonese 85%, Mandarin 49%, English 46%.
2. 45% of Sing Tao readers has Bachelor Degree or above.
3. One third of Sing Tao readers makes over \$60K household income a year.
4. 47% of Sing Tao readers rely on newspapers' ads for purchasing decision.



Join the Bay Area Chinese family

Use our newspaper and radio

Sing Tao is not just a media company. Our newspaper and radio station are part of the Bay Area Chinese family.

Loyalty to our media is much stronger than is typical among English language media users, because we truly are part of the family. Whether it's news from the Motherland or from Chinese communities around the world or news of particular interest to local Chinese, Sing Tao is the source people trust.

One of our special missions is to help Chinese, including new immigrants, understand more of the American culture in ways that will enhance their quality of life and their ability to solve problems. We achieve this with special articles and radio shows that feature experts and provide answers to practical questions.



Also, increasingly we find that mainstream media turn to us for help in interpreting events in China, Hong Kong and Taiwan. This allows us to

make a positive contribution to mutual understanding among greatly differing cultures in the global village.



Sing Tao: A home away from home

Through its newspaper columns, radio broadcasts and community participation, Sing Tao seeks always to be a home away from home for the Chinese community.

We are a place Chinese people can turn to for a link with their homeland, and for knowledge about their new home culture.

Let the good times roll, Chinese style

No people enjoy celebrating their heritage more than the Chinese. And Sing Tao is right there in the middle of it.

Sing Tao's company float plays a central role in the annual San Francisco Chinese New Year's Parade, one of the city's most popular events.

Chinese love street fairs. Sing Tao is always one of the sponsors and participants. Our radio station often broadcasts live from them and we always have a booth.

Young Chinese people love singing contests and we sponsor one annually



that is broadcasted on our radio station with the finals being broadcasted on Chinese television.

Our Sing Tao Expo is the largest Asian Expo of its kind in the Bay Area, attracting over 250 exhibitors, and nearly

100,000 visitors. We sponsor many other events such as walkathons, events for the elderly and many other charitable events.

Wherever the Bay Area Chinese community gathers to celebrate, there you will find Sing Tao.





Sing Tao's heritage of service to the global Chinese community

Founded in Hong Kong in 1938, Sing Tao Daily is the leader among all Chinese media in serving the Chinese community worldwide.

Opening its first international office in San Francisco in 1975, Sing Tao opened offices in New York City, Los Angeles, Vancouver, Calgary, Toronto, London, Paris, Auckland and Sydney. In all, the company now has twenty-two offices globally.

Over the years Sing Tao Daily has received numerous local and international awards for journalistic excellence from prestigious professional organizations. It has established itself as a fiercely independent newspaper that is deeply committed to each of the communities it serves.

In keeping with its heritage of leadership, Sing Tao's two San Francisco Bay Area media organizations lead in service to the community. With its influence greatly enhanced due to circulation growth and market penetration in recent years, Sing Tao has taken up a more proactive role in community service and organized a series of fundraising efforts in response to domestic and international disasters.

After the tragic tsunami hit Southeast Asia in December 2004, Sing Tao raised more than US \$1 million to American Red Cross to support disaster relief efforts. Again in August 2005,



as hurricane Katrina devastated New Orleans and the Gulf Region, Sing Tao offices all over the world joined hand in hand in helping the affected groups. In this incident, besides successfully solicited over US \$1 million in donations, they also led the effort by contributing US\$ 100,000 from Sing Tao Overseas Administration Office. Within a month after the May 2008 Szechuan Earthquake, Sing Tao raised over US \$4 million for the victims and kept up to date reports on how the fund is being distributed in the relief.



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