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Independent research confirms strong reasons to buy Sing Tao

1. **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.

   *(Pages 2, 3)*

2. **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)*

3. **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)*

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**SOURCES FOR INFORMATION**

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 CCMR 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.

SF Bay Area

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.

Oakland and San Mateo Counties

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.
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

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.
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.

Eight-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.

Bay Area Chinese
- Listen to Chinese Radio 55%

Chinese listeners
- Sing Tao 85%

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.

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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.
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.

**Chinese language staying power a key factor for advertisers**

**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.


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

<table>
<thead>
<tr>
<th>Education</th>
<th>Income</th>
<th>Household size</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High</td>
<td>Under 25K</td>
<td>1</td>
<td>Own</td>
</tr>
<tr>
<td>High school</td>
<td>25K-34.9K</td>
<td>2</td>
<td>Rent</td>
</tr>
<tr>
<td>High school</td>
<td>35K-49.9K</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Some college</td>
<td>50K-74.9K</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Bachelor/Associate</td>
<td>75K-99.9K</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Postgraduate</td>
<td>Refused info</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average $55K</td>
<td>7 or more</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>23%</td>
<td>64%</td>
</tr>
<tr>
<td></td>
<td>8.9%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8.6%</td>
<td>20%</td>
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</tr>
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<td></td>
<td>17.6%</td>
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</tr>
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<td></td>
<td>12.1%</td>
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<td>5.3%</td>
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<td>Average</td>
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<td>$55,798</td>
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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.

<table>
<thead>
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<th>Age</th>
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<td>-18</td>
<td>16.6%</td>
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<td>18-24</td>
<td>8.5%</td>
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<tr>
<td>25-34</td>
<td>13.5%</td>
</tr>
<tr>
<td>35-44</td>
<td>15.5%</td>
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<tr>
<td>45-54</td>
<td>16.4%</td>
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<td>55-64</td>
<td>14%</td>
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<tr>
<td>65+</td>
<td>15.6%</td>
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<tr>
<td>Average</td>
<td>42.4 years</td>
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<table>
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<th>Country of Birth</th>
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<tbody>
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<td>China/Canton</td>
<td>39%</td>
</tr>
<tr>
<td>/Mainland</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>24%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>9%</td>
</tr>
<tr>
<td>United States</td>
<td>34%</td>
</tr>
<tr>
<td>All others</td>
<td>9%</td>
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<table>
<thead>
<tr>
<th>Gender</th>
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<tbody>
<tr>
<td>Male</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
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</table>

<table>
<thead>
<tr>
<th>Children under 18</th>
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<tbody>
<tr>
<td>Yes</td>
<td>30.5%</td>
</tr>
<tr>
<td>No</td>
<td>69.5%</td>
</tr>
</tbody>
</table>

1. Sing Tao readers can speak or use multiple languages in their daily living, 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.
Sing Tao Daily
5000 Shoreline Court, #300
South San Francisco, CA 94080
1-800-SINGTAO
www.singtaousa.com

Sing Tao Chinese Radio
5000 Shoreline Court, #300
South San Francisco, CA 94080
1-650-808-8080
www.chineseradio.com