

THE DESIGN PHILOSOPHY OF **THE NEW PAPER**

The New Paper was launched in July 1988 with a circulation of 37,000. At that time, the Paper was designed specifically to attract three groups of people : those who did not read any newspapers; those who only spent a few minutes reading the national paper, The Straits Times; and those who only read the vernacular papers.

As such, the design had to be distinctly different from tabloids Singaporeans had seen previously. It was also to make The New Paper a full-colour tabloid with plenty of graphics, photographs and easy-to-understand stories (a la USA Today).