

THE DESIGN PHILOSOPHY OF THE STRAITS TIMES

The Straits Times is the more serious newspaper, with a circulation of about 335,000 on weekdays and 367,000 on Sundays.

The design of The Straits Times has not changed much in the last four or five years. It has retained some of its old identification marks such as the the two 'ear ads' next to its masthead, the underscored kicker for its Page 1 lead, and the pagination which brings the world news pages upfront, even before the local section.

The Straits times has an eight-column grid like British broadsheets, having been changed from ten columns several years ago.

Advertising is given right of place on Page 1 and section fronts, something hardly seen in American newspapers.