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Little Red Dot - Overview

- Launched in July 2005, Little Red Dot is targeted at primary schools (Primary 1 to 6). It is a young reader’s browser to a bigger world, and a teachers’ aid in the classroom.

- Read by students from more than 120 subscribing schools. Avg no. of readers per week: 64,622**.

- Average copies per issue: 43,343 (2012)

- The free supplement is only available to schools which subscribe to more than 50 copies of The Straits Times every week, on Tuesdays.

Source: ** Inhouse survey 2012
Little Red Dot - Meeting Readers’ Needs

- LRD is The Straits Times' educational supplement for primary school pupils. Its resident teacher-journalist and contributors customise lessons and activities each week based on the news from The Straits Times for teachers to use in the classroom.

- LRD is focused on English language learning, news and current events, with elements of social emotional learning, values education and National Education – all key learning areas in the classroom experience of 8- to 12-year-olds.

- Its accompanying lesson activities are all aligned with MOE’s syllabus, and designed to be pedagogically sound. They are pegged to the learning of specific skills – such as reading, comprehension, composition and grammar.

- Every page contains at least one thought-provoking learning activity/lesson to develop pupils’ critical-thinking skills and caters to all levels and learning styles.
Little Red Dot - Meeting Readers’ Needs

- Tailored to meet the language levels of primary school pupils, LRD is filled with news and activities that will make learning fun.

- LRD is an effective way to introduce 8- to 12-year-olds to the habit of reading newspapers from young.

- For beleaguered teachers, the publication brings much-needed help. Within each issue, they get suggestions, ideas and lesson ideas on how to use the newspaper in the classroom. Each of the magazine’s 20 pages is defined according to ability levels - Foundation, Middle and High - to make its use in the classroom even easier for teachers.

- That means there are lessons for low ability pupils to work on building a strong foundation and high-order-thinking questions to challenge the higher ability pupils.
Little Red Dot - Value-Added activities

- Teachers' Forum: Straits Times’ Teachers' Forum is exclusively conducted for all teachers and heads of department of subscribing schools.

- Shop for Your School: a financial literacy project which will reward the class with the best plan to improve its school with a $5k shopping voucher. Runners up will receive $3k, and third place winners will receive $2k.

- Top Dot Award: An annual award that recognises the school with the best English-learning innovation using the newspaper.

- Little Red Dot’s Big Day Out: Our annual readers event, exclusive to all subscribing primary schools, which takes pupils to a Singapore attraction for a day of games while learning new information.

- Learning journey to National Museum: Subscribing schools invited to take part in all-new special LJ, partnership between NMS and LRD.
Little Red Dot - Editorial Content

- **BIG AT HOME** – Three short news stories, marked according to ability, for use in classroom discussions. A corresponding lesson activity might also be presented as a conversation between two Dots, to activate Reading and Viewing or Speaking and Representing learning outcomes. Such activities will carry an icon denoting how it relates to Listening, Speaking, Reading, Writing, Grammar or Vocab.

- **BIG ON SINGAPORE** – A national education feature looking at a facet of Singapore. In 2011, LRD looked at various neighbourhoods such as Choa Chu Kang and Bedok, their origins and how they have evolved.

- **BIG IN ASIA** – News about Asia is broken down into snippets, and the significance of each event is explained. A values-education lesson/activity based on the news is attached to complement the information.
**BIG INSIDE** – One of two Science pages, it covers content from how the digestive system works to knowing why you get goose pimples – everything to do with the body.

**BIG OUTSIDE** – Weekly stories will examine a trend on the environment or natural world pegged to the news. Highlights environmental issues and information such as global warming, natural disasters and conservation.
Little Red Dot - Editorial Content

- **BIG THING** - Captures primary school pupils and teachers in action, anything from special achievements to charity drives.

- **BIG TALENT** – A platform to showcase pupil-contributions - artwork, poetry, stories, photographs etc.

- **BIG FUN** - Page will explain in lively illustrations and graphics “How Stuff Works”, which will explain, for instance, why golf balls have dimples? Or how weather vanes function, etc.
**Little Red Dot - Editorial Content**

- **BIG WORLD** – Present snippets of happenings around the world, and explains their significance. Some of the pieces chosen may be quirky news stories as well. A new feature is news in photos, so pupils can learn to appreciate visuals. Includes activities from vocabulary to critical-thinking debate questions.

- **THE BIG STORY** – Historical events retold as current news stories, with an accompanying vocabulary box to introduce and explain new words and a short background on the main character or event.
**BIG ON ENGLISH** – Features weekly English lessons from grammar to comprehension to creative writing to examination preparation. The teaching pages use newspaper elements such as photographs and graphics as a launching pad for teaching writing, text types, vocabulary, grammar, even graphic stimulus.
Advertising Opportunities (with bulk buy component)

- **Sponsor staple pages**
  - Big Inside: Pharmaceuticals, biology-related fields, health-related fields
  - Big Outside: Environment-related companies, eg. stat boards, petrol companies, theme parks, etc
  - Back page (about inventions): tech companies, stat boards, etc
  - Tip-box / logo on page
  - Can use mascots (eg. Inuka from the Zoo) which interact in conversations with LRD's Value Dots or give “Did you know?” tips
  - CNB used tipboxes for their Know Your Drugs campaign, giving the A to Z of drugs
  - HDB used comic strips to illustrate their Good Neighbour campaign – these methods goes well with editorial stories
Advertising Opportunities (with bulk buy component)

- **Event sponsors**
  - Anything from venue sponsor, F&B, cash, equipment sponsorships
  - Acknowledged through stories and electronic direct mailers
  - Yearly event is Big Day Out
  - Eg. Tipex and LRD are collaborating on LRD's 6th anniversary and a drawing competition

- **Passports**
  - Twice-yearly
  - Eg. Youth Olympic Games passport or upcoming National Museum of Singapore passport where client gave direction on content
  - Open to working with partners, though final ownership is with editorial; clients can give direction as relevant
Opportunities (with bulk buy component)

- ‘A Day In The Life Of’ series
  - Job-related series
  - At least four insertions
  - Pegged to relevant or interesting jobs in your industry that kids will be interested to find out about
  - Example of clients that may be interested: Integrated Resorts, theme parks, stat boards and other government clients, technology sector etc.
Little Red Dot – 2012 Award for ‘The Big Spell’

- The Straits Times won an international award for its execution of a national spelling contest among schools in Singapore in 2012.

- The RHB-The Straits Times National Spelling Championship, which attracted 1,200 primary-school contestants, was presented a jury commendation in the World Young Reader Prize (Brand category) by the World Association of Newspapers and News Publishers (WAN-Ifra) in July 2012.

- The award honours newspapers for outstanding marketing campaigns and community actions which engage the young. WAN-Ifra represents over 18,000 publications, 15,000 online sites and over 3,000 companies.

- The competition, anchored by The Straits Times' weekly magazine for primary schools, Little Red Dot, was publicised on Facebook and via on-air spelling games on radio, visits to schools by radio DJs and a website with a spelling game. Spelling tips in Little Red Dot created extra buzz.

- The event, dubbed The Big Spell, was sponsored by Malaysia's RHB Banking Group in partnership with the Education Ministry. The National Library Board and Speak Good English Movement were supporting partners.
Thank you

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