

Newspapers from home, delivered on the day

By Loh Kok Keong

What is it from home that you miss the most? Most expats and visitors in Singapore will tell you that high on their list is their home town newspaper. Perhaps that is why the sprawling newsstand in Holland Village does such a roaring trade. The problem is that the selection is often limited to the major titles, the prices are eye-popping and the news is sometimes up to five days late.

But there is a new way to soothe your craving for crisp pages of daily news from home. A service called NewspaperDirect Singapore now delivers to your door a choice of more than 200 newspapers from all around the world as soon as they run off the presses, complete with all the day's supermarket ads and society announcements. In fact, if you happen to be from Iceland, you get your copy of Morgunbladid before most of your friends in Reykjavik because they are still in bed.

Launched a couple of months ago, NewspaperDirect Singapore is the city's sole provider of this Internet-driven service. Here is how it works. As soon as the day's newspaper is ready to be published in your home town, an exact electronic replica is transmitted to the computers at NewspaperDirect Singapore. Then a tabloid-sized laser copy is printed out, bound and delivered to your door at home or in the office. Each copy of your subscription is personalised with your name and address.

The number and variety of titles that NewspaperDirect Singapore carries is bewildering. Among the more than 200 publications available for subscription are the Awaemaita from Aruba, Zero Hora from Brazil, Pari from Bulgaria, Prensa Libre from Guatemala and Kiyevsky Telegraph from Ukraine. So it is



more than likely you will be able to find your daily read in the list.

Some people may wonder what the difference is between a printed copy and news from a website. NewspaperDirect has the advantage of delivering the genuine article. You get the full paper, with all the stories, editorials, ads, comics and features. You can also take it with you and read it away from the computer. The bound copy is actually even handier than the original broadsheet because the paper is sturdier and the size is just nice - not too big and not too small - for a newspaper.

In addition to customers with long term subscriptions, NewspaperDirect Singapore also serves visitors to the city who stay for a few days or weeks. Many serviced apartments advise tenants in their suites of the service. Next month, almost 150 attendees at a conference will each get a copy of their home town paper every morning with their breakfast. What a pleasant way to start the day in a foreign city.

If you would like to know more about NewspaperDirect Singapore or to place a subscription for your home town paper, visit www.newspaperdirect.com.sg or call 6243 4374.