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<td>Author(s)</td>
<td>Huynh, Son Phuoc.</td>
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TUOI TRE’S PROFILE

Tuoi Tre, The Youth Newspaper, was established in September 1975 in Ho Chi Minh City, Viet Nam, as a weekly with the initial circulation of about 10,000 copies. Now Tuoi Tre, with 220,000 copies per day, is one of the most popular papers in Viet Nam which serves the taste of information for readers around the country.

As the voice of Youth, Tuoi Tre has been actively supporting the Đổi Mới policy from its very beginning, and it has turned to be one of the very products of the Đổi Mới undertaking. Tuoi Tre dedicates itself to a market economy, a democratic life and further integration of Viet Nam into the world’s community.

We at Tuoi Tre have put all of our efforts to safeguard the public’s right to know. The paper has offered itself as a broad tribune gathering all creative ideas to foster the cause of reconstructing our country, to protect the social truth, and to fight against corruption.

Tuoi Tre newsroom includes three various publications, namely a bidaily paper which comes out every two days, a Sunday magazine and a comics magazine. Tuoi Tre Cuoi, the first and only comics monthly in Vietnam. Tuoi Tre now is “the food for thoughts” for around one million Vietnamese readers.

In 1983, Tuoi Tre was the first newspaper to give up government subsidies, turning a new chapter for its progress. So far, it has been developing on its own capital. Its net income has been steadily raised, and the bulk of its revenue now comes from sales (advertising generates 30% of the profits).

Tuoi Tre is also known as a group of business subsidiaries which comprises publishing distribution, advertisement and housing and construction sub-units. Tuoi Tre’s motto is to “bring the latest news to the readers” with the focus on business, economic reforms, society as well as other matters such as environmental issues, unemployment, urban development. Therefore, the paper is a taste of choice for those who want to get advanced information.

Tuoi Tre carried out a nation-wide survey last August, these following figures provide a snapshot of TuoiTre’s readers:

- Age: 57% under 30, 28% between 31-45
- Qualification: 47.7% of readers being interviewed are university graduates 40.3% have graduated from highschools:
- Career:
  + Managers, businessmen, small business owners: 24.42%
  + Governmental officials, state employees: 21.3%
  + Students: 21%
  + Workers: 15.1%
- Topics or fields that readers give priority attention, in general:
  + Business/Economic news: 27.9%
  + Social events: 33.2%
  + Political issues: 14.5%
  + Culture/Education: 17.7%
  + Others: 6.7%

The tastes of the readers vary accordingly to their career and age. People who are dealing with their business find that Tuoi Tre is a must and a source of essential information for their daily activities.

- Being asked “Why do you buy Tuoi Tre”, readers reply as follows:
  • 86.8% say Tuoi Tre provides them latest news they are interested in
  • 64.7% say reading Tuoi Tre is to widen their knowledge
  • 62.3% say Tuoi Tre supplies useful information for their jobs.

Huynh Son Phuoc
Deputy editor-in-chief.