



**BUSINESSNEWS**

ENGAGING BUSINESS PEOPLE

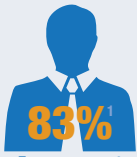


## Media Kit Advertising Specifications

- 2. Readership demographics
- 3. Artwork specifications
- 4. Advertising sizes
- 8. What we deliver
- 10. Face to face events
- 11. Testimonials & Contact

**BUSINESSNEWS.COM.AU**

## Business News publication reader profile



Top management  
(owner, partner, CEO, President, CFO, CIO, COO, other executive, VP, director/manager)



Influence purchasing decisions

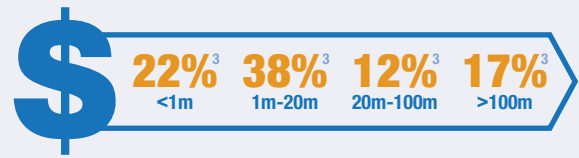


Spend >24 minutes reading Business News print publication

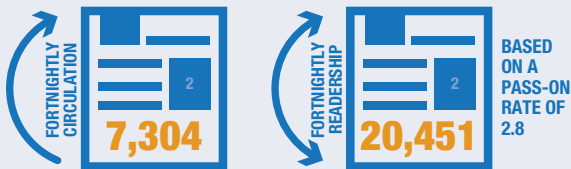


Find Business News to be a useful source of information

## Readers' companies' annual sales



## Print circulation



## Media engagement



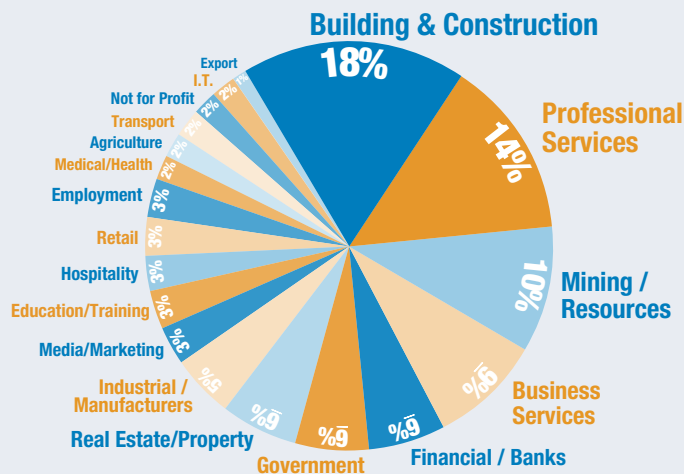
## Website statistics



## Daily Business Alert recipients



## Industry Engagement



1. Circulation Verification Council 2014 Audit
2. CAB Audit April 2015
3. Nielsen Company Reader Survey 2008
4. Digital Statistics June 2016 (Google Analytics, AMAA)

## Digital Delivery

Digital delivery is the process of delivering ads electronically. By creating press-ready PDF, you can deliver every element of your ad - pictures, text and fonts - in one file. Software such as QuarkXpress, Adobe Illustrator and Adobe InDesign provide the means to create postscript files used to generate PDF files.

High resolution (300dpi, CMYK) jpeg files created in Adobe Photoshop are also acceptable.

Artwork supplied in other digital formats including Microsoft Word, Microsoft Publisher, Microsoft Powerpoint and any other format is not considered camera ready and production charges will be necessary.

PDF files are platform independent and once created can be sent using ad delivery portal such as Quickcut, Websend, YouSendIt, Hightail, Dropbox or via email.

## General Recommendations

Artwork or photographs must be of quality and sufficiently contrasting in detail to guarantee a satisfactory result.

## Colour Guidelines - Gloss

Four colour process (CMYK - cyan, magenta, yellow, black).

The printing process is Heat Set. Rural Press ICC Profiles and colour settings for covers and internal pages available on request.

Do not use custom spot colours i.e. Pantone without first converting to process.

Black Limit: 98%

Total Ink Limit: 300%

## Image Guidelines

CMYK files to be saved at 300dpi in jpeg format.

## Typeface Guidelines

Postscript fonts only. Business News does not accept Truetype fonts.

Fine type and serifs should be avoided.

It is not recommend to use typefaces in four colours.

No black type is to be printed in four colours.

Minimum recommended size is 9pt.

Ensure any important content is kept 10mm from the outside edge of any front, full or half page advertisements.

## PDF Generation

Distiller settings for postscript generation are available upon request. Allow 5mm bleed for front, full & half page advertisements.

## Trapping Guidelines

The rips within Business News output sites are set to overprint any 100% black areas regardless of the trapping settings in the original document. To force knockout of a black item on a coloured background, set the black to a value other than 100% (i.e. 99%).

## Production Rates

|                   |   |       |
|-------------------|---|-------|
| Design Rates      | Initial minimum charge  | \$500 |
|                   | Hourly rate   | \$120 |
| Photography Rates | Hourly rate   | \$350 |
|                   | Photo shoot   | POA   |
|                   | Request the Photography Order Form for further information and pricing. |       |
| Advertorial Rates | Journalist cost per half page   | \$450 |

Standard advertising rates apply for advertorial spaces but incur journalist and design charges.

## Onsert Cost

|         |         |         |         |
|---------|---------|---------|---------|
| 1x      | 2x      | 3x      | 4x      |
| \$4,242 | \$4,037 | \$3,832 | \$3,628 |

Maximum onsert size is 275mm x 190mm. Additional charges payable for onserts over 50gms in weight.

## Deadlines (4pm on given day)

|                                 |               |
|---------------------------------|---------------|
| Page specific bookings          | 14 days prior |
| Run of paper bookings           | 11 days prior |
| Gloss covers artwork deadline   | 7 days prior  |
| Internal pages artwork deadline | 7 days prior  |

All artwork to be supplied print ready (PDF).

For bookings, rates or print settings please call 08 9288 2100.

## Digital Campaign Statistics

At the conclusion of each month during your digital campaign Business News can provide digital statistics on request. This will include an overview of impressions, clicks and CTR. If you require more information about this process please contact your appointed corporate account manager or email [neil.gomersall@businessnews.com.au](mailto:neil.gomersall@businessnews.com.au)

## Contact

Production with any artwork or production enquiries

[production@businessnews.com.au](mailto:production@businessnews.com.au)

Phone: 08 9288 2111

Level 2, 139 Newcastle Street, Perth WA 6000

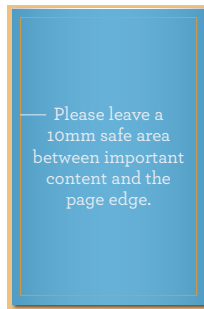
**Cover Advertising spaces**



**Front Cover Small Strap**  
255 x 55 mm  
+ 5 mm bleed outside



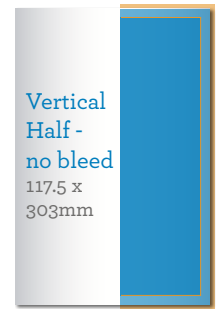
**Full Page**  
255 x 325 mm  
+ 5mm bleed



**Horizontal Half**  
255 x 160 mm  
+ 5mm bleed outside



**Vertical Half**  
125.5 x 325 mm  
+ 5mm bleed outside



**Large Strap**  
240 x 105 mm



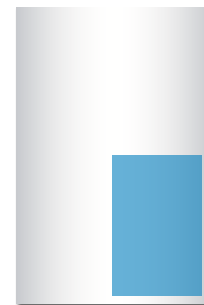
**Strap Ad**  
240 x 70.5 mm



**3 Eighths**  
117.5 x 225.5 mm



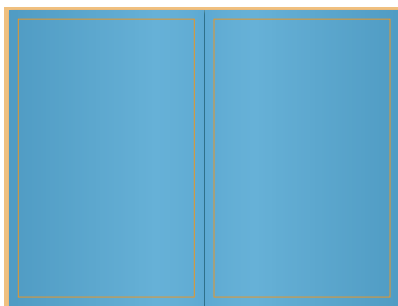
**Quarter**  
117.5 x 148 mm



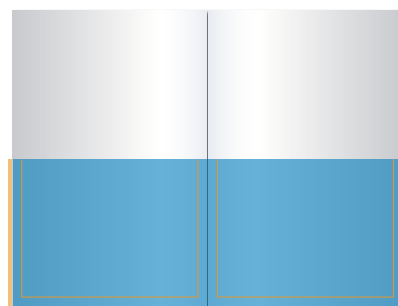
**Eighth**  
117.5 x 70.5 mm



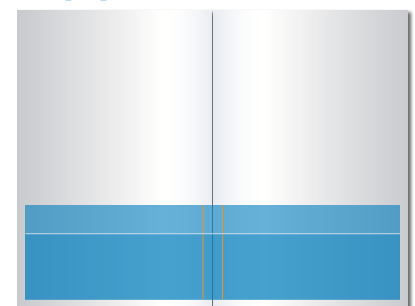
**Double Spread**  
510 x 325 mm + 5 mm bleed



**Half Spread**  
510 x 160 mm + 5mm bleed outside



**Large Strap Spread** 495 x 105 mm  
**Strap Spread** 495 x 70.5 mm



# Digital

All digital advertisements to be supplied as static or animated gifs at 72dpi with a file size of less than 200kb

**Daily Business Alert Banners** 640 x 90px



**BN Weekender Banners** 640 x 90px



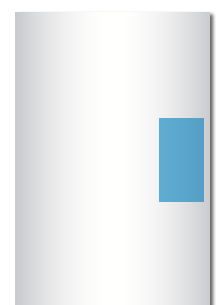
**Super Leaderboard** 970 x 90 px



**Leaderboard** 728 x 90 px



**Vertical Rectangle** 240 x 400 px



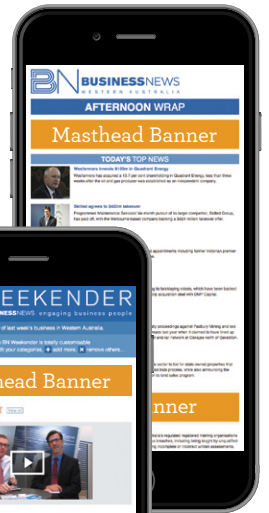
# Daily Business Alert Emails (DBA)

Our daily business emails are sent out on an opt-in basis to business executives every morning and afternoon, covering the latest headlines, opinion articles, market movements, directors interests, upcoming events and BNiQ statistics. Articles link to the Business News website, advertising banners link to your supplied webpage.

**Morning Digest:** 3 ad banners (Masthead, Opinion & BNiQ) + Sponsored Content articles & BNiQ Sponsorship.

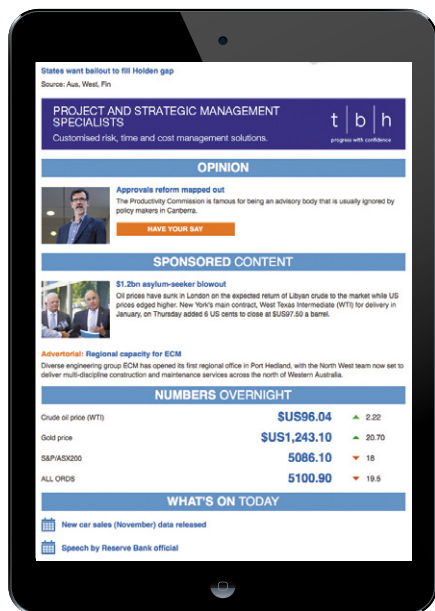
**Afternoon Wrap:** 4 ad banners (Masthead, News, Opinion & BNiQ) + Sponsored Content articles.

**BN Weekender:** 4 ad banners (Masthead, Opinion, Most Read & Footer).



## Commercial Content

Commercial Content, or advertorial, is an advert that looks like editorial but behaves like an advert. Content is provided by the advertiser themselves to promote their capabilities, services, recent successes or special point of view. It is displayed on our Daily Business Alerts in the Sponsored Content section as a text listing with a heading and body text. This links to a separate page on our website which contains an advertorial graphic displaying your chosen content, which in turn links to a Url of your choice. Great for promoting new products, projects, promotions or events.

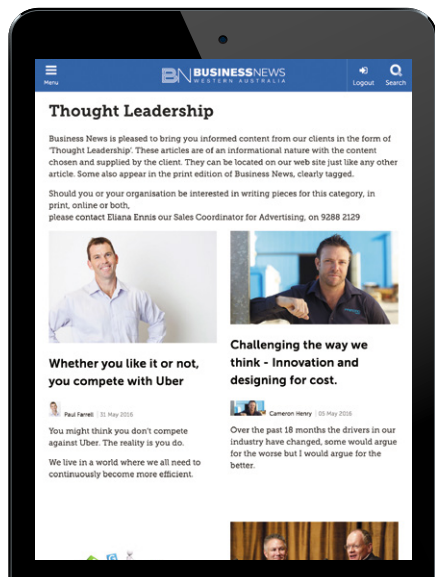


## Thought Leadership

Thought Leadership content takes the same form and qualities of a publisher's editorial content. Displayed on our Daily Business Alerts in the Sponsored Content section with photo, heading and intro text, it links to an article housed and maintained within the Sponsored Content section of our website. It serves as useful or entertaining information as a way of favourably influencing the perception of the sponsor brand.

- The use of sponsored content provides a platform to publish and share a company's expertise and learnings.
- It positions the individual(s) writing the piece and the company's brand as 'thought leaders' in specific industry sectors.
- Content marketing is the art of communicating with customers and prospects without selling. It is non-interruption marketing. Instead of pitching products or services, it delivers information that makes the buyer more intelligent.
- Sponsored content is kept on the Business News website, like editorial pieces, and is referenced by external search engines such as Google.

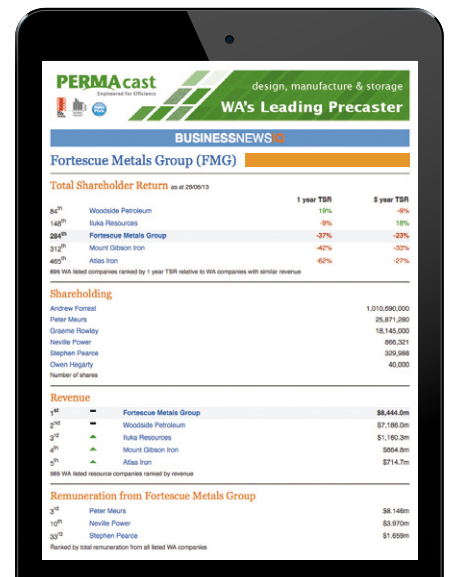
## Thought Leadership Articles



## Website Advertisements



## BNiQ Sponsorship



# News & Features

In-depth, topical news and business data specific to Western Australia.

Our first rate editorial and research team provides analysis of the community's ever changing economic scene and in-depth features covering some of WA's most important issues and industries.

With additional publications throughout the year we pride ourselves on delivering not only general business news but specialist content driven by the needs of our readership.



| Region             | Temp | Rain |
|--------------------|------|------|
| 1. Perth           | 1.2  | 1.2  |
| 2. South           | 1.2  | 1.2  |
| 3. Pilbara         | 1.2  | 1.2  |
| 4. Kimberley       | 1.2  | 1.2  |
| 5. Gascoyne        | 1.2  | 1.2  |
| 6. Midwest         | 1.2  | 1.2  |
| 7. South West      | 1.2  | 1.2  |
| 8. Peel            | 1.2  | 1.2  |
| 9. South Coast     | 1.2  | 1.2  |
| 10. Esperance      | 1.2  | 1.2  |
| 11. Margaret River | 1.2  | 1.2  |



Development



Analysis



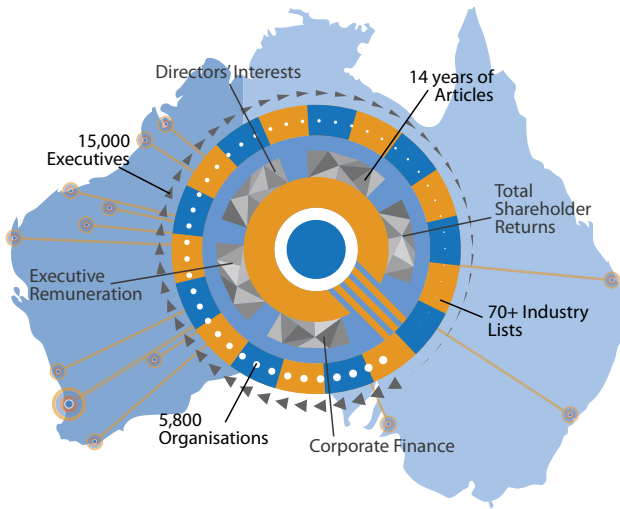
Diligence



Results

# BNiQ SEARCHENGINE

...your key to WA business



Our business information search engine BNiQ brings together the Book of Lists, Directors Interests, Corporate Finance, Total Shareholder Returns and Executive Remuneration.

This exciting innovation connects 15,000+ executives, 5,800+ organisations and 70+ industries with a wide array of financial data and 14 years of articles, all in one easy search.



## Daily Business Alerts

Our daily business emails are sent out on an opt-in basis to business executives every morning and afternoon, covering the latest headlines, opinion articles, market movements, directors interests, upcoming events and BNiQ statistics.



## BUSINESSNEWS.COM.AU

Constantly updated with the latest headlines, encompassing the BNiQ database and article archive, the Business News website combines our products into a powerful Western Australian news and information system.



## 40under40

The Business News 40under40 Awards recognise Western Australia's top forty leading business entrepreneurs and professionals, under the age of 40.

The programme, now in its 14th year, attracts more than 80 entrants across all industries and showcases the acute business acumen of our State's professional talent. Every year, the most outstanding candidate is crowned First Amongst Equals and becomes the programme ambassador for the following year.

The awards culminate in a glamorous black tie gala dinner that is attended by 1,000 Western Australian business professionals from the entire gamut of industries, the State's leading politicians and other prominent personalities.

### By partnering with Business News, your organisation can enjoy:

- enhanced credibility, profile elevation, improved local image and greater brand awareness;
- being seen as advocates of young entrepreneurs and supporting future business;
- targeted marketing and lead generation opportunities, leading to new business partnerships; and
- alignment with other leading WA brands through multi platform media exposure.

[40under40.com.au](http://40under40.com.au)



## Rising Stars

The Business News Rising Stars awards programme seeks to discover Western Australia's fastest growing private businesses and Start-up companies. Entrants demonstrate sustained growth and the key drivers to their continued expansion.

The programme encourages and celebrates the outstanding efforts of the top ten most impressive entrants at an exciting awards cocktail evening, which is hosted at premium venues in and around Perth. Every year, the celebration is attended by more than 400 business professionals who share in the achievements of the Western Australia private business sector.

### The Rising Stars programme provides an excellent platform for partners to:

- connect with private, fast growing businesses to create new relationships and strengthen existing partnerships through interaction with 40 plus entrants;
- review business practices and strategies of the State's fastest growing companies;
- forge strategic relationships with senior executives representing other sponsors; and
- strengthen brand awareness and status through alignment with other leading WA businesses.

[rising-stars.com.au](http://rising-stars.com.au)



## Success & Leadership Series

The Business News Success & Leadership Series is an annual series of five breakfast events that showcase successful Western Australian business leaders who have excelled in their fields of endeavour.

The breakfast series is Perth's preeminent professional networking forum and has been growing in popularity, with many events attracting over 400 guests. The events are presented in a sit-down breakfast format and on numerous occasions, seating demands have outstripped venue capacity. As the events are attended exclusively by members of the Western Australian business community, it is the ultimate opportunity for expanding your professional connections.

### Success & Leadership Series partners are ideally positioned to:

- connect with customers, partners and suppliers in influential positions through quality and targeted networking opportunities;
- support WA industry and be positioned as a good corporate citizen; and
- expand campaign awareness and be aligned with leading WA brands through multifaceted media coverage.

[businessnews.com.au/Success](http://businessnews.com.au/Success)





**Mike Enslin**  
Managing Director



“ Advertising in Business News has been very beneficial in helping build our brand amongst the Perth business community, and at a more tactical level has assisted in generating leads for our apartment projects.



**Paul Owen**  
General Manager - Client Services and Deputy CEO



“ The success and leadership series in conjunction with the digital and print strategy has helped to build awareness of our brand enormously in the West Australian business community. The partnership has also given WA Super the opportunity to expand and improve our business networks exponentially.



**Sherif Andrawes**  
Chairman



“ BDO has partnered with Business News for over a decade and as BDO has changed and grown over that time so too has the way we have used our partnership with Business News. What started as a simple branding exercise that was met through advertising has grown into a multi-layered approach that we consider to be an important component of our growth plans.



**Mark Fitzpatrick**  
Chief Executive Officer



“ By partnering with Business News over the past seven years, Vinnies has proudly been part of a growing voice of organisations trying to create a better community for all. Business News, through its focus on philanthropy and innovations in all sectors, has helped us and the broader community services sector to share the impact we have within the community. Business News’ drive to create a business community that works in partnership with Vinnies has been important in helping achieve our mission.



**Enzo Gullotti**  
Group Managing Director



“ The GCS Group has enjoyed a long-standing arrangement and valued partnership with BN, delivering our marketing message to key decision makers across a broad industry base. Their advertising consultants provide a range of integrated marketing plans to best fit our requirements, encompassing both online and traditional print media. BN has proved to be a valuable tool in aiding GCS to achieve its business goals and long term vision.

Phone 08 9288 2100 Fax 08 9227 6503

Business News is published by Business News Pty Ltd

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Post to PO Box 8352, Perth BC 6849

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All information contained in this booklet is subject to change at the discretion of Business News