



BUSINESSNEWS

ENGAGING BUSINESS PEOPLE



Media Kit Rates & Specifications

2. What we deliver
3. Readership demographics
4. Advertising rates - print
5. Print artwork specifications
6. Advertising rates - Digital
7. Digital Platforms
8. Sponsored Content
9. Thought Leadership
10. Face to face events
11. Testimonials & Contact

BUSINESSNEWS.COM.AU

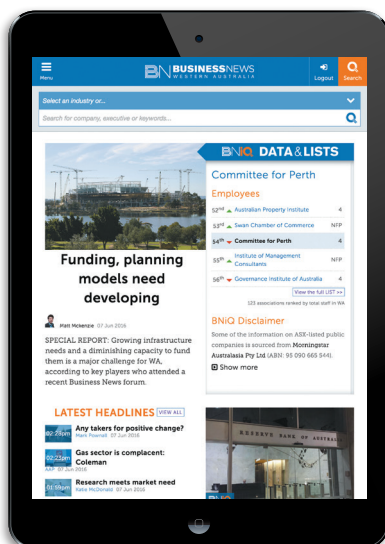
2. WHAT WE DELIVER

News & Features

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

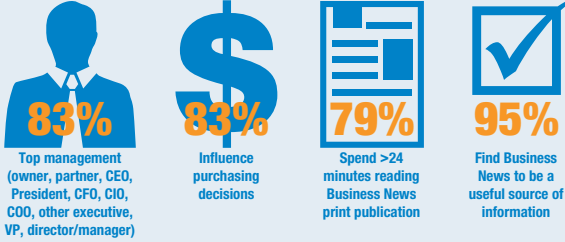
Our first rate editorial and research team provides analysis of the community's ever changing economic scene and in-depth features covering some of WA's most important issues and industries.

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.

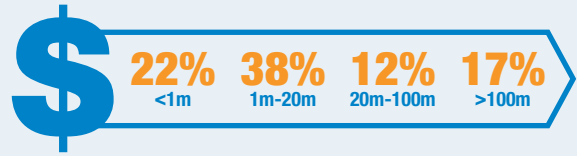


3. READERSHIP DEMOGRAPHICS

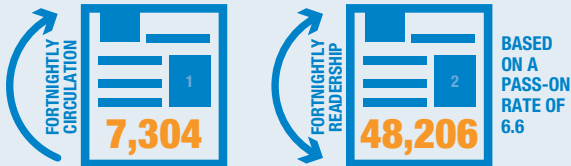
Business News publication reader profile



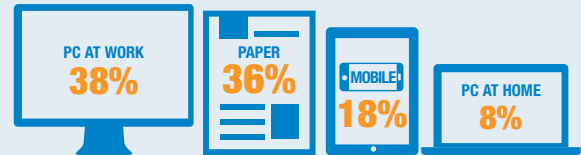
Readers' companies' annual sales



Print circulation



Media engagement



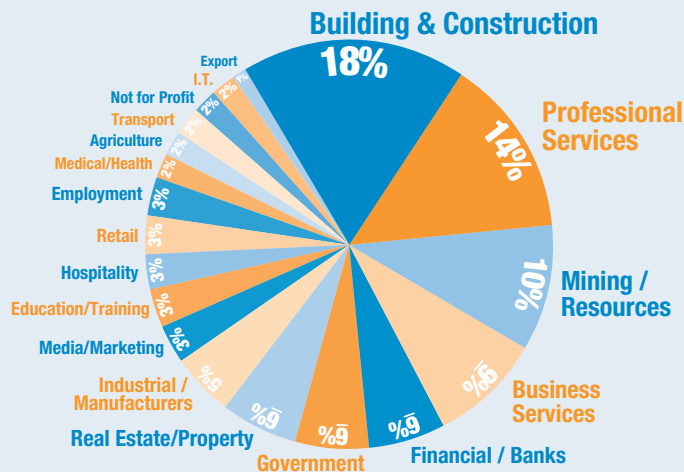
Website statistics



Daily Business Alert recipients



Industry Engagement



1. CAB Audit April 2016
2. NPS score September 2016
3. Digital Statistics Sept 2017 (Google Analytics)

4. ADVERTISING RATES - PRINT

Cost per unit - (ex GST)

Ad Name	Ad Size (mm)	1x	6x	13x	26x
Double page spread	510w x 325h	\$8,625	\$7,763	\$6,900	\$5,865
Half page spread	510w x 160h	\$6,613	\$5,951	\$5,290	\$4,497
Large Strap spread	500w x 105h	\$4,888	\$4,399	\$3,910	\$3,324
Strap spread	500w x 70.5h	\$4,198	\$3,778	\$3,358	\$2,854
Full Page	255w x 325h	\$5,750	\$5,175	\$4,600	\$3,910
Horizontal Half	255w x 160h	\$3,738	\$3,364	\$2,990	\$2,542
Vertical Half	117.5w x 303h	\$3,738	\$3,364	\$2,990	\$2,542
Large Strap	240w x 105h	\$2,875	\$2,588	\$2,300	\$1,955
3 Eighths	117.5w x 225.5h	\$2,588	\$2,329	\$2,070	\$1,760
Strap Ad	240w x 70.5h	\$2,300	\$2,070	\$1,840	\$1,564
Quarter	117.5w x 148h	\$2,013	\$1,811	\$1,610	\$1,369
Eighth	117.5w x 70.5h	\$1,150	\$1,035	\$920	\$782

Cover rates on request

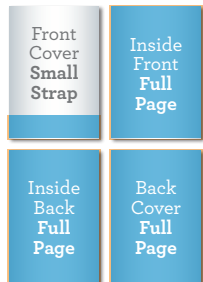
Page loadings:

Page 3 - 15%

Guaranteed right hand page - 10%



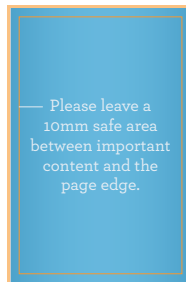
Cover Advertising spaces



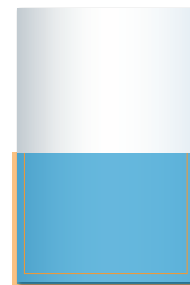
Front Cover Small Strap
255 x 55 mm



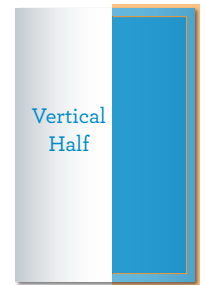
Full Page
255 x 325 mm
+ 5mm bleed



Horizontal Half
255 x 160 mm
+ 5mm bleed outside



Vertical Half
117.5 x 303 mm
+ 5mm bleed outside



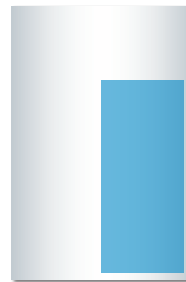
Large Strap
240 x 105 mm



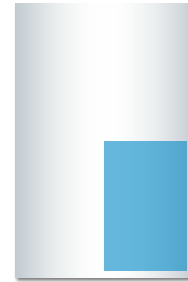
Strap Ad
240 x 70.5 mm



3 Eighths
117.5 x 225.5 mm



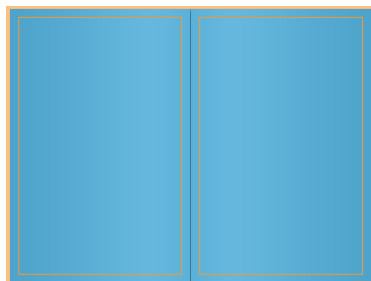
Quarter
117.5 x 148 mm



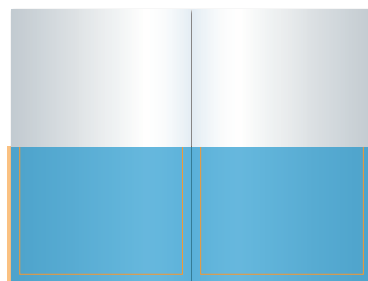
Eighth
117.5 x 70.5 mm



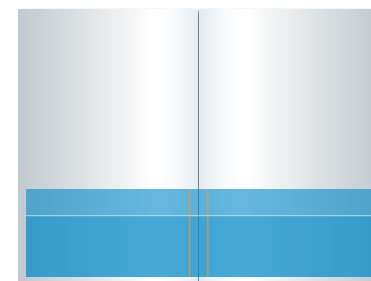
Double Spread
510 x 325 mm + 5 mm bleed



Half Spread
510 x 160 mm + 5mm bleed outside



Large Strap Spread 500 x 105 mm
Strap Spread 500 x 70.5 mm



5. PRINT ARTWORK SPECIFICATIONS

Electronic Delivery

Digital delivery is the process of delivering ads electronically. By creating a 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 and 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.

Contact

Production with any artwork or production enquiries

production@businessnews.com.au

Phone: 08 9288 2111

Level 2, 139 Newcastle Street, Perth WA 6000



6. ADVERTISING RATES - DIGITAL

Website - BUSINESSNEWS.COM.AU

Full page destination category buyout

Targeted advertising by category*	Page impressions per Month	Per Day	Per Week	Per Month
Tier 1	20,000 Plus	\$400	\$1,650	\$5,750
Tier 2	10,000 to 19,999	\$350	\$1,500	\$5,000
Tier 3	4,000 to 9,999	\$200	\$750	\$2,500
Tier 4	up to 3,999	\$165	\$500	\$1,250

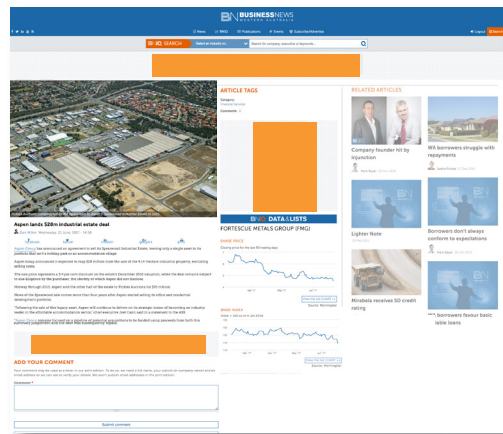
Times available: AM 12am-11:59am, PM 12noon-11:59pm.

Targeted Website Categories

- Tier 1:** Property; Politics & the Economy; News; Mining.
- Tier 2:** Technology, Innovations & Science; Deals.
- Tier 3:** Infrastructure; Energy; Contracts; Agribusiness; Bull N' Bears; Announcements; Retail; Transport & Logistics; Arts & Culture; Special Reports; Philanthropy & Charity; Opinion.
- Tier 4:** Health & Education; Food & Wine; Small Business; Regulation; Sport; Business Advice; Tourism; Financial Services; Advertising, Marketing & Communications; Salary Sacrifice; Indigenous; Not-for-Profit; Professions; Thought Leadership; Board & Director Performance; ICT & Technology; Appointments; Events; Market Research.

*Advertising targeting driven by activity from DBA to website.

Category buyout



Run of Website

	1x insertion	5x insertions	10x insertions
Super Leaderboard	\$975	\$925	\$833
Vertical Rectangle	\$800	\$760	\$684
Leaderboard	\$650	\$618	\$556

Digital Specifications

Super Leaderboard
970 x 90 px



Leaderboard
728 x 90 px



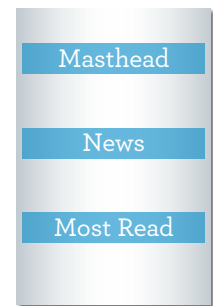
Vertical Rectangle
240 x 400 px



Daily Business Alert Banners 640 x 90px



BN Weekender Banners 640 x 90px



Animated (excluding DBA) gifs at 72dpi with a file size of less than 200kb.

BN Weekender Email

	1x	5x	10x
Masthead	\$750	\$713	\$641
Categories	\$600	\$570	\$513
Most Read	\$550	\$522	\$440

Daily Business Alert Email (DBA)

AM or PM	1x	5x	10x
Masthead	\$1,260	\$1,197	\$1,077
News	\$983	\$934	\$840
News 2	\$983	\$934	\$840
Markets	\$728	\$629	\$622

7. DIGITAL PLATFORMS



Development



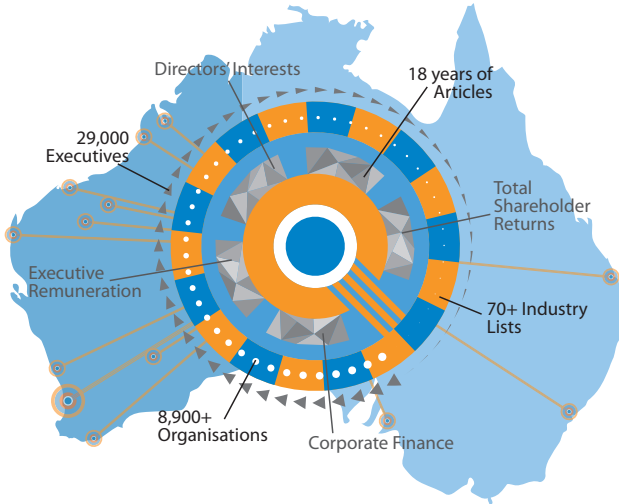
Analysis



Diligence



Results



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 29,000+ executives, 8,900+ organisations and 70+ industries with a wide array of financial data and over 18 years of articles, all in one easy search.



Daily Business Alerts

Our daily business alert emails are sent out to over 48,000 business executives (opt-in basis) 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.

8. DBA ADVERTORIAL

Sponsored Content, or advertorial, is an advert that looks like editorial but behaves like an advert. Content is provided by the advertiser 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 an image, 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.

- Print

Key attributes

- Commercial Content, or advertorial, is an advert that looks like editorial but behaves like an advert.
- Content is provided by the advertiser to promote their capabilities, services, recent successes or special point of view.

Recommended sizes

- Full Pages, Vertical Halves or Junior Pages.

Recommended word count

- Full Pages – approximately 450 words plus header and image/s.
- Vertical Halves – approximately 350 words plus header and image/s.
- Junior Pages – approximately 300 words plus header and image/s.

Content format

- Tell a story.

Share successes

- Strong headline to capture attention and interest.
- Supporting quotes, imagery and photos.
- Sub headings to break up lengthy text.
- Include contact information.

Integrity

- The word “Advertorial” or “Advertisement” must appear in small font at the top right hand side of your ad.

Production

- Business News can offer journalist and Design support across both digital and print platforms

Print - Commercial Content Ad

Natural Gas a key to an energy resilient City

Gas powered air conditioning (GPAC) is not just the right environmental choice - it can save you money and enhance your energy independence.

The benefits of GPAC include:

- Avoiding peak electricity charges
- Increased gas burning power
- Easy to install or upgrade (does not require 3-phase power) - ideal for heritage buildings
- Available as hybrids for cooperation and/or regeneration
- Lower water usage
- Higher green star and NABERS scores

ATCO Gas Australia can help you determine which GPAC configuration is right for your commercial, multi-unit or residential use, and connect you with GPAC system designers.

To find out more about gas powered air conditioning, email GPAC@atcogas.com.au

ATCO Gas Australia
11 Murray Street, Perth WA 6000
www.atcogas.com.au

Daily Business Alert - Content Link

Wesfarmers' diversity keeps it prosperous: Scott

Incoming Wesfarmers managing director Rob Scott, who will formally take his new job title this year, says the business will continue to thrive on the back of its diversity across markets.

Using Intellectual Property in HR

"The most inane piece of corporate feel-good tripe being spouted by CEOs and middle managers is: 'Our people are our biggest asset'." I call BS on that - it's not the people, but the output and ideas they generate.

76.10 ▲ 0.33 US Cents
5761.40 ▼ 14.90 Points

Online - Commercial Content

Natural Gas a key to an energy resilient City

Gas powered air conditioning (GPAC) is not just the right environmental choice - it can save you money and enhance your energy independence.

The benefits of GPAC include:

- Avoiding peak electricity charges
- Increased gas burning power
- Easy to install or upgrade (does not require 3-phase power) - ideal for heritage buildings
- Available as hybrids for cooperation and/or regeneration
- Lower water usage
- Higher green star and NABERS scores

ATCO Gas Australia can help you determine which GPAC configuration is right for your commercial, multi-unit or residential use, and connect you with GPAC system designers.

To find out more about gas powered air conditioning, email GPAC@atcogas.com.au

AM or PM

Per week (5 days)

In conjunction with print advertorials \$2,000 per advertorial (5 days on DBA).

Full Ownership

\$2,000

- Digital

Key attributes

- Commercial Content, or advertorial, is an advert that looks like editorial but behaves like an advert.
- Content is provided by the advertiser to promote their capabilities, services, recent successes or special point of view.

Digital display

- It is displayed on our Daily Business Alerts in the Sponsored Content section as a text listing with heading and body copy.
- It is linked either to a supporting page on our website or linked directly through to the advertiser's website for deeper, richer involvement.

Recommended word count

- For Daily Business Alerts, Sponsored Content section.
- Headline; max 68 characters, preferably including company name.
- Copy; intro text max 250 characters including spaces.

9. THOUGHT LEADERSHIP

Thought Leadership articles are held on the Business News website indefinitely and are searchable via BNIQ Search, Google and other web search engines.

- Print

Key attributes

- Thought Leadership content takes the same form and qualities of a publisher's editorial content.
- It is used 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-interruptive marketing.
- Instead of pitching products or services, it delivers information that makes the buyer more intelligent.
- It serves useful or entertaining information as a way of favourably influencing the perception of the sponsor brand.

Recommended sizes

- Full Page or Vertical Halves.

Recommend word count

- Full Page | approximately 500 words plus header and image.
- Vertical Halves | approximately 500 words plus header and image.

Content format

- Special reports.
- Areas of expertise.
- Industry updates.
- Presented as editorial content.
- Strong headline to capture attention and interest.
- Supporting quotes, imagery and photos.
- Sub headings to break up lengthy text.
- Include contact information.

Production

- Business News can offer journalist and design support across both digital and print platforms.

One week - 5 insertions (Monday-Friday)

Within advertising campaign

\$2,500

- Digital

Key attributes

- Thought Leadership content takes the same form and qualities of a publisher's editorial content.
- It is used 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-interruptive marketing.
- Instead of pitching products or services, it delivers information that makes the buyer more intelligent.
- It serves useful or entertaining information as a way of favourably influencing the perception of the sponsor brand.

Digital display

- It is displayed on our Daily Business Alerts in the Sponsored Content section.
- Includes author's photo, heading and intro text.
- It links to an article housed and maintained within the Sponsored Content section of our website.
- It is kept on the Business News website, like editorial pieces and is referenced by external search engines such as Google.
- Clickable links allowed.

Content format

- Special reports.
- Areas of expertise.
- Industry updates.
- Presented as editorial content.
- Strong headline to capture attention and interest.
- Supporting quotes, imagery and photos.
- Sub headings to break up lengthy text.
- Include contact information.

Print - Thought Leadership Ad



Daily Business Alert - Thought Leadership



Website - Thought Leadership Article





40under40

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

The program 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 over 500 Western Australian business professionals, 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;
- be 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



Rising Stars

The Rising Stars awards programme seeks to discover Western Australia's fastest growing businesses. 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 a premium venue. Every year, the celebration is attended by more than 400 business professionals who share in the achievements of the Western Australia 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 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



Success & Leadership Series

The 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. As the events are attended exclusively by members of the Western Australian business community, it is the ultimate opportunity for expanding 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 multi-faceted media coverage.

businessnews.com.au/Success



Brendan Vaughan
Mining Manager



“ Business News is at the forefront of changing the way we do things....embracing the technology now that in reflection will be included as one of the great historic innovations that have changed the way we live...the steam engine! Mass production! Electrification! Now the world turns to a connected digital format for almost everything we need to know. All easy reading and informative. It brought me up to speed on what I needed to know.



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.



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

Unit 12-14, Level 2, 139 Newcastle Street, Perth, WA 6000

Post to PO Box 8352, Perth BC 6849

Last updated August 2017

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