

2011 MEDIA KIT



**BUSINESS
NEWS
PUBLICATIONS™**



**CIRCULATIONS
AUDIT BOARD**

MEET OUR READERS

Average age
: 41 years

Average personal income of
:\$102,076



89%

of our readers make
the big buying decisions

THEY MAKE DECISIONS ON

- finance
- professional services (legal, accountancy, tax etc)
- commercial real estate
- motor vehicles
- training and education
- office equipment
- supplies and corporate entertainment
- marketing

THEY ARE PROFESSIONALS IN

- Law Firms
- Finance & Accounting
- Medicine
- Manufacturing
- Retail
- Property Development
- Real Estate
- Commercial Property Owners
- Tourism
- IT & Telecommunications
- Hospitality
- Government Positions

*Business News Publications Readership Survey June 2010.
Total respondents Brisbane and Gold Coast 1,685

THEY ARE BUSINESS DECISION MAKERS



Our readers are:

- 28% business owners
- 18% senior management
- 15% executive directors
- 15% management
- 14% professionals
- 10% other

The number of employees in their organisation

| | |
|-----------------------|-----|
| Less than 10 | 32% |
| 10 to less than 20 | 17% |
| 20 to less than 50 | 14% |
| 50 to less than 100 | 11% |
| 100 to less than 250 | 8% |
| 250 to less than 500 | 7% |
| 500 to less than 1000 | 5% |
| 1000+ | 8% |

THEY HAVE INVESTMENTS

37%

of readers have invested more in
shares and real estate
during the current economic climate

41%

of our readers are planning making
**further investments in property and
shares** in the next 12 months

1 in 5

of our readers intend to
purchase an investment
property in the next 12
months



THEY ENJOY LIFE

more than **1/2**
of readers are planning
international travel
in the next 12 months

30%

of our readers are planning
to do **further studies** in the
near future

77%

of our readers will **pay more**
for services from organisations
that practice **ethical or
environmental policies**



1 out of 3

readers are planning on
purchasing a new car in
the next 12 months



MEDIA HABITS: TELEVISION & RADIO

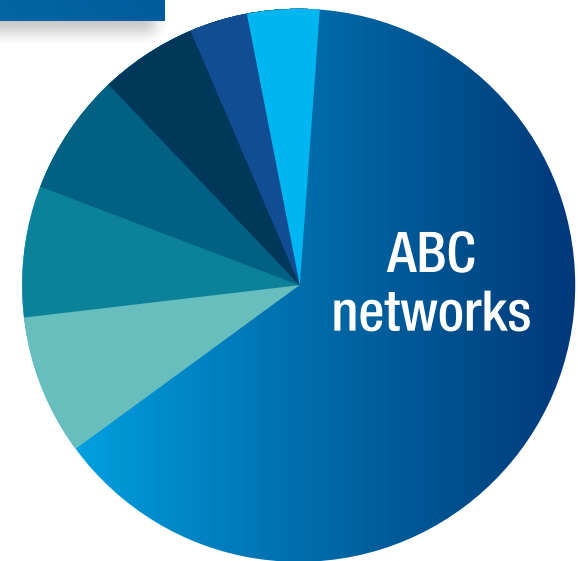


65%

of readers watch **less than 2 hours of TV** per day

8 out of 10
of readers listen to **less than 2 hours of radio** per day

The majority of our readers **listen to a non-commercial radio station**



HOW WE COMPARE TO THE LOCAL NEWSPAPERS

The Courier Mail reaches 105,000 professionals/managers in Brisbane on a weekday and 135,000 of this group on a Saturday. The cost to reach 1,000 of those readers is \$152 on a weekday and \$159 on a Saturday.

To reach more than 105,000 of South-East Queensland business executives with Brisbane Business News and Gold Coast Business News cost only \$64 per 1,000 readers.

| READERSHIP - BRISBANE REACH | PROFESSIONAL /MANAGER | FULL PAGE COLOUR | COST PER '000 | DURATION OF EXPOSURE |
|-----------------------------|-----------------------|------------------|---------------|----------------------|
| BRISBANE BUSINESS NEWS | 70,000 | \$4,750 | \$68 | 1-2 MONTHS |
| COURIER MAIL MON - FRI | 105,000 | \$15,985 | \$152 | 1-2 DAYS |
| COURIER MAIL SATURDAY | 135,000 | \$20,172 | \$149 | 1-2 DAYS |

| READERSHIP - GOLD COAST REACH | PROFESSIONAL /MANAGER | FULL PAGE COLOUR | COST PER '000 | DURATION OF EXPOSURE |
|-------------------------------|-----------------------|------------------|---------------|----------------------|
| GOLD COAST BUSINESS NEWS | 35,000 | \$2,990 | \$85 | 1-2 MONTHS |
| GOLD COAST BULLETIN MON - FRI | 18,000 | \$5,407 | \$300 | 1-2 DAYS |
| GOLD COAST BULLETIN SATURDAY | 26,000 | \$6,914 | \$266 | 1-2 DAYS |

| READERSHIP - BRISBANE & GOLD COAST REACH | PROFESSIONAL /MANAGER | FULL PAGE COLOUR | COST PER '000 | DURATION OF EXPOSURE |
|--|-----------------------|------------------|---------------|----------------------|
| DUAL BUY | 105,000 | \$6,750 | \$64 | 1-2 MONTHS |



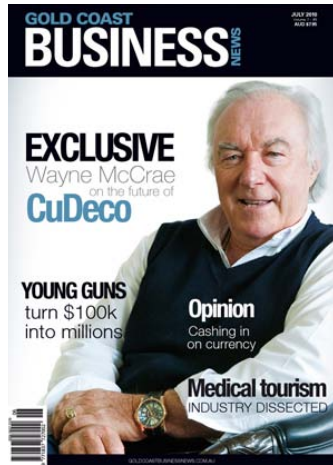
HOW WE COMPARE TO THE NATIONAL BUSINESS PUBLICATIONS IN QLD

Readership comparison of national publications in Queensland?

| | |
|---|---------|
| Gold Coast Business News & Brisbane Business News | 105,000 |
| BRW | 38,000* |
| Financial Review | 39,155* |



OUR READERSHIP AND CIRCULATION



BRISBANE BUSINESS NEWS

- 70,000 readership
- 20,000 circulation

GOLD COAST BUSINESS NEWS

- 35,000 readership
- 10,000 circulation

COMBINED READERSHIP:
105,000



DISTRIBUTION

- Mailed direct by name and title to subscribers and business leaders
- Newsagents
- Corporate functions and events
- Qantas, Emirates and Virgin business lounges in Brisbane and Gold Coast
- 5 star hotels and business centres



BRISBANE BUSINESS NEWS

ADVERTISING RATES 2011

| DESCRIPTION | SIZE (HEIGHT x WIDTH) | SINGLE ISSUE | 3 ISSUES | 5 ISSUES | 10 ISSUES |
|------------------|-------------------------------|--------------|----------|----------|-----------|
| DOUBLE PAGE | 297 x 420 (plus 3mm bleed) | \$8,900 | \$8,455 | \$8,000 | \$7,120 |
| FULL PAGE | 297 x 210 (plus 3mm bleed) | \$4,750 | \$4,515 | \$4,275 | \$3,800 |
| HALF PAGE (H) | 134 x 186 | \$2,550 | \$2,375 | \$2,250 | \$2,000 |
| HALF PAGE (V) | 265 x 90 | \$2,550 | \$2,375 | \$2,250 | \$2,000 |
| THIRD PAGE (V) | 265 x 58 | \$2,000 | \$1,900 | \$1,800 | \$1,600 |
| QUARTER PAGE (B) | 134 x 90 | \$1,350 | \$1,285 | \$1,215 | \$1,080 |
| QUARTER PAGE (H) | 65 x 186 | \$1,350 | \$1,285 | \$1,215 | \$1,080 |

All rates are exclusive of GST. LOADINGS: Back Page 30% Inside front & back page 25% Page 2-9 20% Right hand page 10%



CREATIVE CHARGES

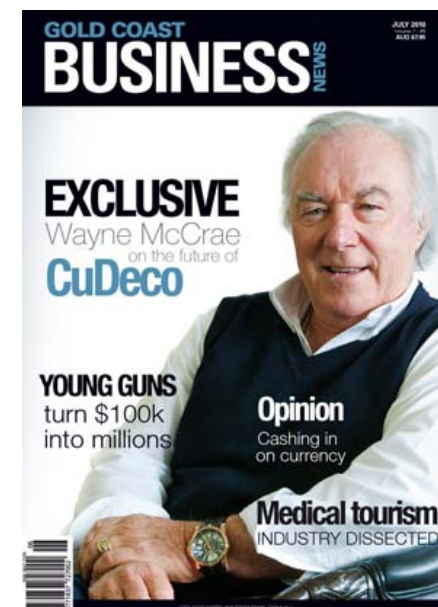
QUARTER PAGE - \$100 + GST
 HALF PAGE - \$125 + GST
 FULL PAGE - \$175 + GST
 ALTERATION CHARGES APPLY

GOLD COAST BUSINESS NEWS

ADVERTISING RATES 2011

| DESCRIPTION | SIZE (HEIGHT X WIDTH) | SINGLE ISSUE | 3 ISSUES | 5 ISSUES | 10 ISSUES |
|------------------|-------------------------------|--------------|----------|----------|-----------|
| DOUBLE PAGE | 297 x 420 (plus 3mm bleed) | \$5,100 | \$4,850 | \$4,590 | \$4,100 |
| FULL PAGE | 297 x 210 (plus 3mm bleed) | \$2,990 | \$2,850 | \$2,690 | \$2,400 |
| HALF PAGE (H) | 134 x 186 | \$1,650 | \$1,565 | \$1,485 | \$1,350 |
| HALF PAGE (V) | 265 x 90 | \$1,650 | \$1,565 | \$1,485 | \$1,350 |
| THIRD PAGE (V) | 265 x 58 | \$1,250 | \$1,188 | \$1,125 | \$1,000 |
| QUARTER PAGE (B) | 134 x 90 | \$995 | \$945 | \$895 | \$800 |
| QUARTER PAGE (H) | 65 x 186 | \$995 | \$945 | \$895 | \$800 |

All rates are exclusive of GST. LOADINGS: Back Page 30% Inside front & back page 25% Page 2-9 20% Right hand page 10%



CREATIVE CHARGES

QUARTER PAGE - \$100 + GST
 HALF PAGE - \$125 + GST
 FULL PAGE - \$175 + GST
 ALTERATION CHARGES APPLY

GOLD COAST BUSINESS NEWS & BRISBANE BUSINESS NEWS

DOUBLE BUY RATES

| | STANDARD RATE | DOUBLE BUY RATE | GOLD COAST BUSINESS NEWS DOUBLE BUY RATE - SPLIT | BRISBANE BUSINESS NEWS DOUBLE BUY RATE - SPLIT |
|---------------------|---------------|-----------------|---|---|
| SINGLE ISSUE | | | | |
| FULL PAGE | \$7,740 | \$6,850 | \$2,550 | \$4,300 |
| HALF PAGE | \$4,200 | \$3,800 | \$1,500 | \$2,300 |
| THIRD PAGE | \$3,250 | \$2,925 | \$1,125 | \$1,800 |
| QUARTER PAGE | \$2,345 | \$2,100 | \$900 | \$1,200 |
| 3 + ISSUE | | | | |
| FULL PAGE | \$7,740 | \$6,350 | \$2,455 | \$3,895 |
| HALF PAGE | \$4,200 | \$3,500 | \$1,350 | \$2,150 |
| THIRD PAGE | \$3,250 | \$2,730 | \$1,100 | \$1,630 |
| QUARTER PAGE | \$2,345 | \$1,995 | \$825 | \$1,170 |
| 5 + ISSUE | | | | |
| FULL PAGE | \$7,740 | \$5,990 | \$2,320 | \$3,670 |
| HALF PAGE | \$4,200 | \$3,250 | \$1,275 | \$1,975 |
| THIRD PAGE | \$3,250 | \$2,600 | \$1,000 | \$1,600 |
| QUARTER PAGE | \$2,345 | \$1,850 | \$800 | \$1,050 |
| 10 + ISSUE | | | | |
| FULL PAGE | \$7,740 | \$5,390 | \$2,095 | \$3,295 |
| HALF PAGE | \$4,200 | \$2,950 | \$1,200 | \$1,790 |
| THIRD PAGE | \$3,250 | \$2,400 | \$905 | \$1,500 |
| QUARTER PAGE | \$2,345 | \$1,750 | \$725 | \$1,000 |

All rates are exclusive of GST.

PUBLICATION DEADLINES

On sale 2nd week of each month

BRISBANE BUSINESS NEWS

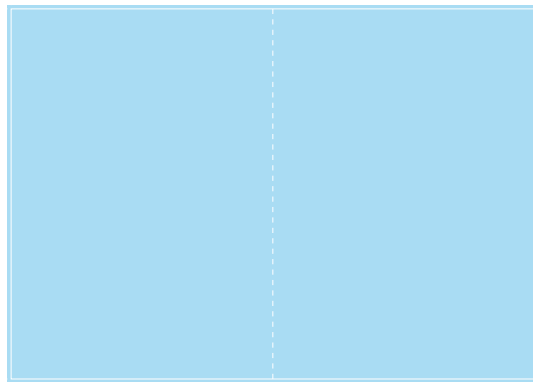
| EDITION | BOOKING DEADLINE | MATERIAL DEADLINE |
|-----------|--------------------|-------------------|
| MARCH | Friday 18 February | Tuesday 22 Feb |
| APRIL | Friday 25 March | Tuesday 29 March |
| MAY | Thursday 21 April | Tuesday 26 April |
| JUNE | Friday 27 May | Tuesday 31 May |
| JULY | Friday 2 July | Tuesday 5 July |
| AUGUST | Friday 29 July | Tuesday 2 August |
| SEPTEMBER | Friday 26 August | Tuesday 20 August |
| OCTOBER | Friday 30 Sept | Tuesday 4 October |
| NOVEMBER | Friday 28 October | Tuesday 1 Nov |

On sale 1st week of each month

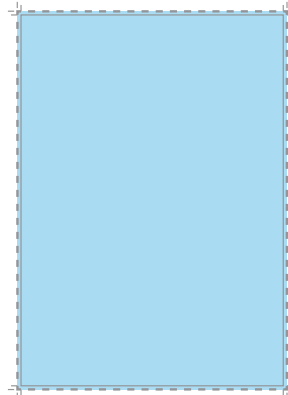
GOLD COAST BUSINESS NEWS

| EDITION | BOOKING DEADLINE | MATERIAL DEADLINE |
|-----------|--------------------|-------------------|
| MARCH | Friday 18 February | Tuesday 22 Feb |
| APRIL | Friday 18 March | Tuesday 22 Mar |
| MAY | Friday 15 April | Tuesday 19 April |
| JUNE | Friday 20 May | Tuesday 24 May |
| JULY | Friday 17 June | Tuesday 22 June |
| AUGUST | Friday 22 July | Tuesday 26 July |
| SEPTEMBER | Friday 19 August | Tuesday 23 August |
| OCTOBER | Friday 30 Sept | Tuesday 4 Sept |
| NOVEMBER | Friday 28 October | Tuesday 1 Nov |

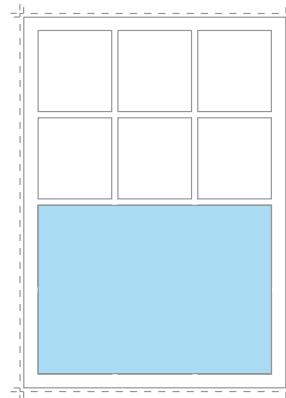
MATERIAL SPECIFICATIONS



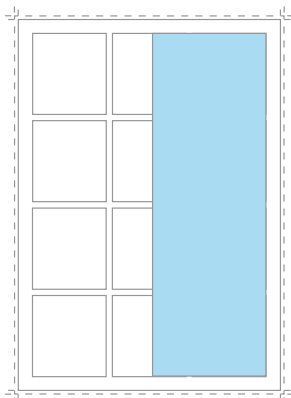
Double-Page Spread
420mm(w) x 297mm(h) + 3mm bleed
 ALSO Inside Cover Double-Page Spread



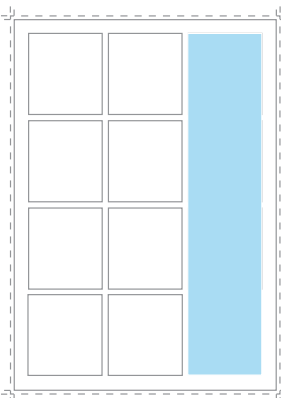
Full Page
210mm(w) x 297mm(h) + 3mm bleed
 ALSO Back Cover and Inside Cover



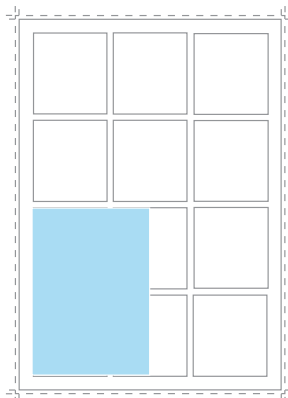
1/2 Page H
134mm(h) x 186mm(w)



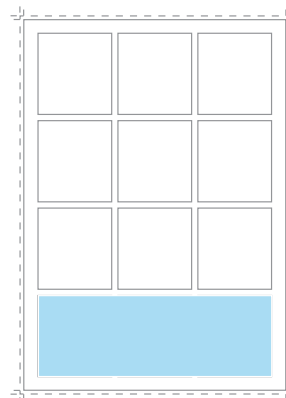
1/2 Page V
265mm(h) x 90mm(w)



1/3 Page V
265mm(h) x 65mm(w)



1/4 Page B
134mm(h) x 90mm(w)



1/4 Page H
65mm(h) x 186mm(w)

(W): WIDTH (H): HEIGHT

ARTWORK SPECIFICATIONS:

PDF Format

Maximum file size: 6 megabytes

Compatibility: Acrobat 5.0

Fonts: All fonts must be embedded

Images: 300 dpi

PDF generated from within an application (eg: Adobe Indesign, Illustrator) must comply with our specifications.

Post scripting the file to Acrobat Distiller is the preferred method.

The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

Emailed / Posted artwork must be supplied via the following format

1. All fonts converted to 'curves' or 'outlines' or font inclusion must be selected in the creation of the eps. All links and imports supplied.
2. Images to be attached as TIF, EPS, JPG at 300dpi resolution at 100% placement (note most digital camera images are 72 resolution, so cropping in on a small portion of an image may render file unsuitable)
3. It is unacceptable to supply text, images or graphics as part of a Microsoft Office documents such as Word, Excel, Publisher or PowerPoint.
4. Colour images must be supplied in CMYK colour format, not RGB.
5. Photoshop (psd) file must be supplied with all working layers.
6. Colour proof and disk contents list must be supplied with all supplied artwork.
7. PDF supplied, must have font converted to paths, and saved as press format.

Ads not supplied in one of the above formats will incur an additional artwork charge.

SENDING ARTWORK:

art@businessnewspublications.com.au

For more information please contact Martha Clegg on 1300 764 664

THE DEFINITIVE SOURCE FOR BUSINESS NEWS IN SOUTH EAST QUEENSLAND

ADVERTISING ENQUIRIES CALL
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