

BusinessDay



Overview

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Authoritative, informative and timely, *Business Day* is a must read for business decision-makers.

Business Day has Australia's most influential business writers and commentators who provide up-to-the-minute business news, including context, background and specialist analysis to give readers a sound understanding of what's happening in the business world.

Business Day readers are at the top of their game - affluent, smart, ambitious, they work hard and enjoy the finer things in life.

Why Advertise

- **67%** of our audience are male who are **twice** as likely to be earning \$100k+
- **56%** more likely to have made a business decision within the last 12 months
- **87%** more likely to hold cash management, share trading, For Ex or Money Market accounts #
- **43%** (771,000) of our audience have \$100k+ in savings or investment.
- **81%** (1.445 million) believe quality is more important than price.
- **Twice** as likely to drive a luxury car (Audi, BMW, Jaguar, Land Rover, Lexus or Mercedes Benz)#

Key Stats:

- **Online UAs:** 1.15 million[^]
- **Print Readership:** 751,000[^]
- **Mobile Ave Daily UBs:** 48,190^{^^}
- **Tablet App Users last 4 weeks** 388,000*

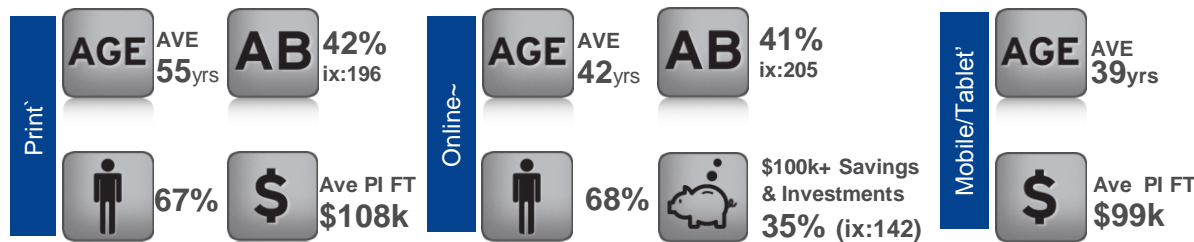


The Sydney Morning Herald

THE AGE WAtoday

brisbanetimes.com.au The Canberra Times

Profile



Advertising contact information

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Deadlines

Online Material/ Booking: 2 days prior
Print Bookings: 12pm, 2 days prior
Print Cancellation: 10am, 3 days prior
Print Material: 12pm, 1 day prior

Platforms



Print

BusinessDay is a tabloid liftout section in *The Sydney Morning Herald* over Mon to Sat, reaching 751,000* business readers across the week.



Online

With 1.15 million^ UAs each month, the *BusinessDay* website is content rich with articles, videos and blogs plus updated market information keeps our *BusinessDay* consumer ahead of the pack.



Mobile devices

BusinessDay mobile attracts an average of 48,190 UBs and 86,852 page impressions each day`.



Email

33,390 *BusinessDay* emails are sent out twice daily (AM and PM) to our highly engaged subscriber audience



Events

The Fairfax Business Network are launching a variety of seminars and events over 2013

Content



News

From Monday to Saturday, Australia's most influential business writers and commentators keep readers abreast of the latest business, finance and ASX market news.



MySmallBusiness

This section targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures.



IT Pro

IT Pro pursues, interprets, analyses and serves the latest IT news stories, helping readers make informed technology decisions.



ExecutiveStyle

This section reflects the lifestyle of successful professionals. Whether it's how to deal with competition in the boardroom or the lowdown on the hottest restaurant in town, *Executive style* is the urban bible.



Markets

The Markets section of *BusinessDay* provides readers with ASX stock market news and reports, Index movements and the latest company announcements.

Our Editorial Team



Malcolm Maiden

Malcolm Maiden entered journalism at *The Australian Financial Review* in the '70's after studying economics and law at Australian National University. He then travelled overseas before rejoining the AFR in 1980. In 1993 he joined *The Age* as Business Editor and has since 2007 been *The Age's* Senior Business Columnist.



Michael West

A Walkley Award-winning journalist and former business editor, Michael began his career as a cadet reporter on the *Financial Review*. After five years at *The Sydney Morning Herald* he left journalism for two years in stockbroking before returning as a columnist on *The Australian*. Eight years later he returned to Fairfax as a commentator.



Noel Whittaker

Noel is a Financial Planning and Investment expert with over 45 years experience in the financial industry. His background in includes 10 years with Westpac specialising in International Banking. He has written 13 bestselling books and his book "Making Money Made Simple" was named in the top 100 of the most influential books of the last century.



Ross Gittins

Ross is one of Australia's leading economic commentators and an author of several books. He is a columnist for *The Age* and has been economics editor of *The Sydney Morning Herald* since 1978. In 2008 he was made a member of the Order of Australia. He has also been awarded honorary doctorates by Macquarie Uni and University of Sydney.

Our Editorial Team

BusinessDay has Australia's most influential business writers and commentators who offer insightful and intelligent comment on the business environment.



Michael Pascoe

Michael is one of Australia's most respected finance and economics commentators with 37 years experience across newspaper, broadcast and online. Michael is regularly on Channel 7's Sunrise and news programs, is a contributing editor for *The Sydney Morning Herald* and *The Age* BusinessDay.com.au sites.



Adele Ferguson

Adele is an award winning senior business columnist and commentator for *The Sydney Morning Herald* and *The Age*. With almost 20 years in journalism, Adele carries a reputation as one of Australia's most respected and well-read business commentators.

Fairfax Business Network



BusinessDay is an integral part of the Fairfax Business Network; a collection of Australia's most trusted business and personal finance brands.

Reaching **2.12 million*** ambitious and financially astute individuals each month, the Fairfax Media Business Network attracts diverse, engaged and highly sought-after audience segments.

FINANCIAL REVIEW

BusinessDay

MySmallBusiness

BRW.

ExecutiveStyle

money

FINANCIAL REVIEW
smartinvestor



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Trading
Room

InvestSMART