



Overview

MySmallBusiness

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My Small Business is published on Mondays in *The Sydney Morning Herald* and *The Age* and appears across all the digital masthead platforms – SMH, The Age, Canberra Times, Brisbane Times and WA Today.

Targeting small to medium business owners seeking information and inspiration to improve and grow their ventures, *My Small Business* showcases interesting stories from business owners on the highs and lows of running a business plus advice from some of Australia's most successful entrepreneurs.

Why Advertise*

- Our audience are **66% more likely** to have been to a short course, seminar or lecture within the last 3 months#.
- Our audience are over **2 ½ times more likely** to have travelled by air for business within the last 12 months#.
- Our audience are **64% more likely** to own a tablet computer#.
- **182,000** or **60%** of our audience consider themselves leaders rather than followers.
- **191,000** or **63%** of our audience are big spenders.

Key Stats

- **Online Ave Daily UBs:** 14,249^
- **Print Readership:** 89,000~
- **Mobile Ave Daily UBs** (Business Section): 48,190^^
- **Tablet App Users last 4 weeks** 388,000*



The Sydney Morning Herald
 THE AGE WA today
 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: 3pm, 1 day prior



Source: *Roy Morgan Research, December 2012. Based on ~Print=SMH/AGE M-F ave & small business owners under 100 employees (incl agr) (NSW/VIC Filter), ^Online =SMH/AGE/WAT/BT sites visited L7D & small business owners under 100 employees (incl agr), ^Mobile/Tablet: SMH/AGE/WAT/BT accessed website/used app via tablet/mobile L7W & small business owners. ^Nielsen SiteCensus, Feb 2013, Online: SMH/AGE/WAT/BT – mysmallbusiness, ^^Mobile UBs: SMH/AGE/WAT/BT-business mobile sites. *Omniure Site Catalysts/ Google Analytics, Jan 2013, SMH/AGE ipad app. ix=index. #Compared to the average Australian population..



Platforms



Print

MySmallBusiness is a two page section published every Monday in *BusinessDay* in *The Sydney Morning Herald* and *The Age*, reaching a weekly audience of 89,000* readers.



Online

With an average of 14,249^ daily unique browsers & 18,182^ daily page impressions the *MySmallBusiness* webpage is rich in editorial, videos and blogs plus comprehensive how-to guides to arm small business owners with the information they need.



Mobile devices

The *Small Business* section of the *SMH*, *AGE*, *WAT* and *BT* mobile sites generate 88,900 page impressions each month.^



Email

17,188 *MySmallBusiness* emails are sent out every Tuesday and Thursday to our highly engaged subscriber audience of which the majority have a salary of between \$65k - \$85k.



Events

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

Content



My Entrepreneur

Includes weekly Q&A with Mark Bouris plus knowledge and advice from a dedicated team of top entrepreneurs. Whether it's a small business, a home-based business or big business, you'll find some great tips here.



Start up, Growing & Managing

Tips & expert advice on how to start, grow and manage a small business in Australia.



Franchising

This section will advise on finances, marketing, operational processes involved with franchising a business and provide the latest franchise business news in Australia.



Trends

Learn about the latest business trends. This section covers trends in HR, sales & marketing, management and business law.



Marketing

News, tips & advice on marketing for small businesses. Covers campaign marketing, internet & online marketing, direct marketing & much more.

Editorial Team

*MySmallBusiness
inspires and informs
small business
owners with expert
advice and
information*



Mark Bouris

Mark is well known to many as the host of Channel 9's The Apprentice Australia. He is also executive chairman of wealth management business Yellow Brick Road, which offers advice and products for financial planning, insurance, small businesses and other financial matters.



Valerie Khoo

Valerie Khoo provides ideas, information, and an insight into the minds of other small- to medium-sized business entrepreneurs.



Christopher Niesche

Christopher Niesche reports on small-business startups and trends leading to business growth. He has a strong understanding of business and finance with more than 15 years experience as a journalist and editor on national news and business publications.



David Wilson

David Wilson writes news and features on small-business franchises and trends in workplace culture. With a keen interest in enterprise and travel his articles cover a vast range of small-business scenarios.

Fairfax Business Network



MySmallBusiness is 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



moneymanager
.com.au

Trading
Room

InvestSMART



Source: Online: Nielsen Online Ratings July 2012, Print: Nielsen CMI Q3 11 – Q2 12

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