

BusinessDay



Overview

Business Day

Overview

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*

The Business Day audience is:

- **Twice** as likely to earn \$100k+ p.a.
- **29%** more likely to own their own business
- **73%** more likely to be a Professional/Manager
- **43%** more likely to consider a luxury car brand as their next car, and;
- **31%** of our audience have \$100k+ in savings or investments

Key Stats:

Online UAs:	932,000 [^]
Print Readership:	1,523,000*
Mobile Ave Daily UBs:	61,665 ^{^^}
Tablet App (SMH/Age L4W)	512,000*



The Sydney Morning Herald

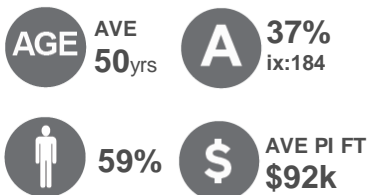
THE AGE

WA today .com.au

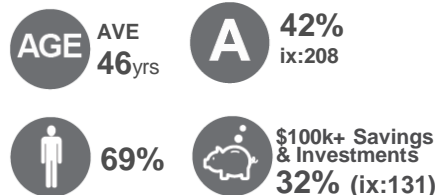
brisbanetimes .com.au The Canberra Times

Profile*

Print



Online



Mobile/Tablet



Advertising contact information

Laura Langthorne: 02 8596 2957
llangthorne@fairfaxmedia.com.au
Adcentre.com.au

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 liftout section in *The Sydney Morning Herald* and *The Age* over Mon to Sat, reaching 1.4m* business readers across the week.



Online

With 1.26 million^ UAs each month, the *BusinessDay* website is content rich with articles, videos and blogs plus updated market information keeping the *BusinessDay* consumer ahead of the pack.



Mobile devices

BusinessDay mobile attracts an average of 56,412 UBs daily and nearly 3 million page impressions each month.



Email

More than 30,000 *BusinessDay* emails are sent out twice daily, AM and PM, to a highly engaged subscriber audience.



Events

BusinessDay is launching a number 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 low down 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

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



Eric Johnston

Eric Johnston is the editor of BusinessDay . With more than 15 years in finance journalism, Eric has led many major investigations into the corporate sector and as a senior reporter covered all facets of Australian business. A former financial services editor and banking reporter with The Australian Financial Review, Eric has covered Canberra politics and has worked as an Australian correspondent for Dow Jones contributing to publications ranging from The Wall Street Journal to The Far Eastern Economic Review.



Malcolm Maiden

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

Our Editorial Team



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.



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, as well as 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 **4.07 million*** ambitious and financially astute individuals each month, the Fairfax Media Business Network attracts diverse, engaged and highly sought-after audience segments.

FINANCIAL REVIEW

THE AUSTRALIAN
Financial Review Magazine

BOSS
FINANCIAL REVIEW

BusinessDay

Asset
FINANCIAL REVIEW

ExecutiveStyle



itpro

MySmallBusiness



smartinvestor

BRW.

moneymanager.com.au

Trading Room

InvestSMART
Your Move



Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, People 14+ only, Financial Review / Australian Financial Review [Brand] (Print & Comp/Tab/Mob Net) (L4W), BusinessDay in Sydney Morning Herald (M-F Net), Money (Wed) in Sydney Morning Herald (M-F L4W Net), Weekend Business in Sydney Morning Herald (Sat L4W Net), Money in Sun-Herald (L4W Net), BusinessDay in The Age (M-F Net), Money (Wed) in The Age (M-F L4W Net), BusinessDay in The Age (Sat L4W Net), ASX - Australian Stock Exchange [Brand], smh.com.au - Business [Channel], The Age - Business [Channel], The Age - ExecutiveStyle [Channel], smh.com.au - ExecutiveStyle [Channel], AFR Boss, AFR Magazine, Smart Investor

BusinessDay