

Overview

MySmallBusiness

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Targeting small to medium business owners seeking information and inspiration to improve and grow their ventures, *MySmallBusiness* 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.

MySmallBusiness 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.

Why Advertise*

- We reach **370,000** Small Business Owners (SBO) each month through our Print, Online and Mobile/Tablet platforms
- **61%** of our audience feel confident in their financial situation
- **Over half** our audience like to keep up to date with the latest gadgets.
- **64,000** of our Small Business Owners intend to buy a new car in the next 12 months
- Average value of investments is **\$500,000**.

Key Stats – Monthly Audience* (Filter SBO):

- **Online SMH/Age** – Business L4W: 121,000
- **Print SMH/Age** – Business M-S Net L4W: 171,000
- **Mobile/Tablet** SMH/Age Net L4W: 184,000



The Sydney Morning Herald
THE AGE **WA**today
 .com.au
brisbanetimes **The Canberra Times**
 .com.au

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: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, People 14+ only. Why Advertise = combination of the following: Print Profile = BusinessDay M-S L4W. Online = SMH/Age -Business [Channel]. Mobile/Tablet = SMH /Age net L4W. Filter: 'Work for my own business'.



Platforms



Print

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



Online

MySmallBusiness webpage is rich in editorial, videos and blogs plus comprehensive how-to guides to arm small business owners with the information they need. 125,000 Small Business Owners visit the SMH/Age business sections each month



Mobile devices

The *SMH* and *The Age* mobile and tablet platforms reach 187,000 Small Business Owners 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



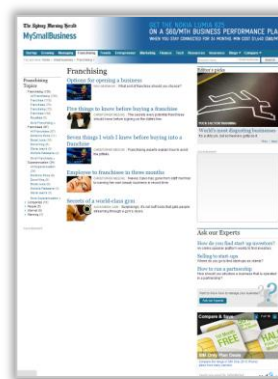
Entrepreneur

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.



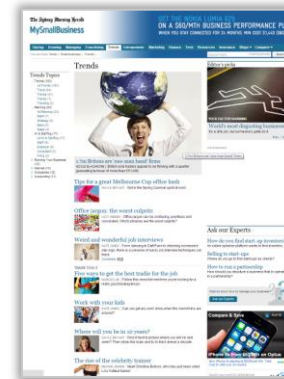
Start up, Growing & Managing

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



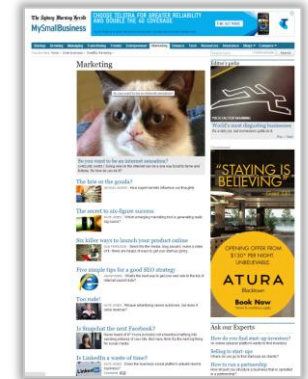
Franchising

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.



Alexandra Cain

Alexandra is a specialist small business and entrepreneurship writer and Editor of MySmallBusiness, having written extensively and authored books on these topics for more than a decade. She is a sought-after commentator about small business on radio and television. As a small business owner herself, Ali understands the issues, pressures and of course the opportunities facing smaller enterprises.



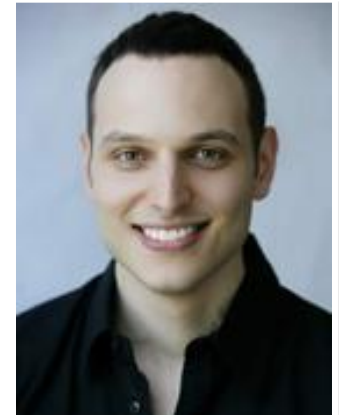
Tony Featherstone

Tony is a former managing editor of BRW and Shares magazines. He is a specialist writer on small companies and entrepreneurs for The Age online, The Australian Financial Review and BRW. Tony writes "The Venture"; Fairfax's Small Business blog looking at the human side of entrepreneurship and business failure, a topic poorly understood in this country.



Christopher Niesche

Christopher reports on small-business start ups 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.



James Adonis

James is one of Australia's best-known people-management thinkers and is passionate about employee engagement. He is the co-founder and managing director of Team Leaders, a company dedicated to developing the best front-line managers. James writes "Work in Progress"; Fairfax's Small Business blog tackling the latest issues and innovations surrounding workplace cultures and trends.

Fairfax Business Network



MySmallBusiness 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), 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

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