

## 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 **436,000** Small Business Owners (SBO) each month through our Print, Online and Mobile/Tablet platforms
- **61%** of our audience feel confident in their financial situation
- **53%** of our audience like to keep up to date with the latest gadgets
- **77k** of our Small Business Owners intend to buy a new car in the next 12 months
- Average value of investments is **\$500k** (29% higher than the avg SBO)

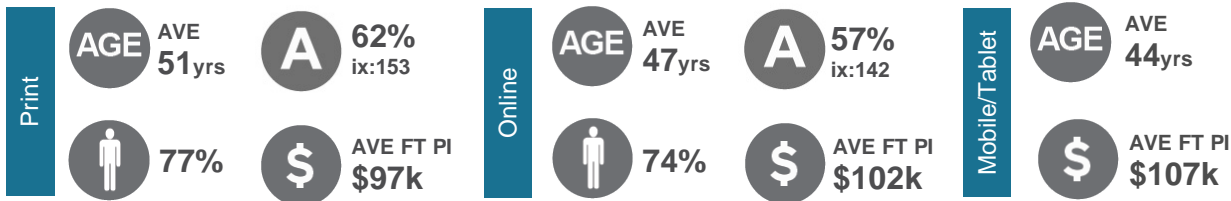
## Key Stats – Monthly Audience\* (Filter SBO):

- **Print Audience:** 170,000
- **Online Audience:** 151,000
- **Mobile/Tablet Audience:** 151,000



The Sydney Morning Herald  
 THE AGE WAtoday  
 .com.au  
 brisbanetimes The Canberra Times  
 .com.au

## Profile\*



## Advertising Contact Information

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

## Deadlines

**Online Material / Booking:**  
[http://adcentre.com.au/ad\\_spec\\_categories/web/](http://adcentre.com.au/ad_spec_categories/web/)  
**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 April 2014/7, Nielsen Online Ratings April 2014, People 14+ only. Why Advertise = combination of the following: Print = 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 90,000 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. 127,000 Small Business Owners visit the SMH/Age business sections each month



## Mobile devices

The *SMH* and *The Age* mobile and tablet platforms reach 197,000 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.



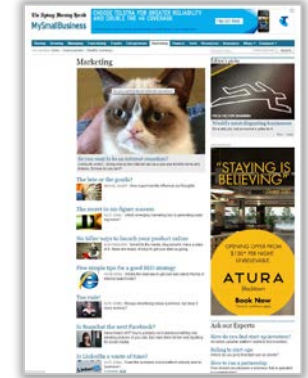
## Franchising

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.



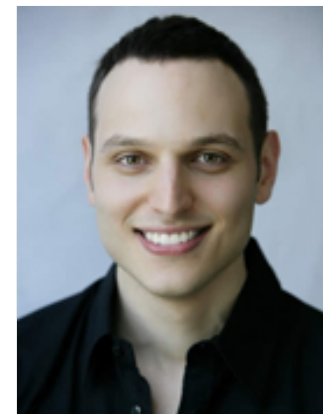
Tony Featherstone

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 **4.01 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**

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 April 2014, Nielsen Online Ratings April 2014, People 14+ only. Financial Review (Print/Comp/Tab/Mob Net L4W), BusinessDay and Money in SMH/Age M-Sun, ASX.com.au, SMH/Age - Business SMH/Age – ExecutiveStyle, BOSS, AFR Magazine, Smart Investor

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