

IT for Beginners



Publication Date:
Date, 17th July 2015

With the ever growing need for online & digital marketing, words like SEO and Adwords may be foreign to some.

IT and computers are essential components of every businesses needs.

From accounting & legal to marketing & promotion, every business needs to invest in technology to compete in the growing market. Technology is both a cost of doing business, and an opportunity to do more business.

In today's competitive business world, having an online presence is more important than ever. This exclusive edition will publish in The Age's Business Day on 17th July 2015.

Why Advertise?

- Business Day readers are 2x more likely than other Australians to be a Business/Marketing Professional.
- Business Day readers are 2.8x more likely to be a Media Professional.
- **1-in-5 (33,000)** Business Day readers are Business Decision Makers.
- Business Day readers are **23%** more likely to have made Business Decisions worth **\$1million+** in the past year. **12,000** Business Day readers own their own business.
- **1-in-3 (56,000)** Business Day readers are Managers/Professionals.
- Business Day readers are **46%** more likely to be Managers/Professionals.

Deadlines

Booking: Date 7th July 2015

Material: Date 14th July 2015

For advertising enquires or more information, please contact:
(03) 8667 1017

*All space is subject to availability.
Early bookings are highly recommended.*