Business Connect is the official member based magazine of NSW Business Chamber. Australia’s largest Chamber of Commerce.
WHY ADVERTISE WITH US

For almost 190 years of continuous operation, NSW Business Chamber has helped business grow.

We distribute the magazine to 20,000 businesses of all sizes across metropolitan and regional NSW.

It is NSW’s peak business organisation and Australia’s largest membership-based Chamber.

ADVERTISING ENQUIRIES
P: 02 8002 7710 E: sales@businessnewsaus.com.au
THEY ARE THE DECISION MAKERS

Accountant
Accounts
Business Development Manager
CEO
CFO
CIO
Consultant
COO
Councillor
Director
Events Manager
Executive Assistant/ Personal Assistant
Executive Manager
Export Manager
Finance Manager
General Manager
Group Executive
HR Director
HR Manager
Import Manager
Business Manager
Managing Partner
Manufacturing Manager
Marketing Manager
Managing Director
Marketing Manager
Office Manager
OHS Manager
Operations Manager
Owner
Partner
Payroll
Sales/Account Manager

As the voice of business in NSW, the Chamber has extensive contacts and influence in Local, State and Federal levels of government.'
OUR READERS

READER PROFILE
Amanda is a graphic designer and owner of VAADA (Visual Arts and Design Agency), a member of NSW Business Chamber. She also receives HR assistance from the Chamber. “There are a lots of hats to wear. The Chamber wears a lot of them for me!”

READERSHIP TARGETS DECISION MAKERS
91% are SMEs (1-49 staff)

50% of corporate readers are represented in the top 100 companies in Australia

60% are represented in the top 500 companies in Australia

MORE THAN
1,200 CEOs
490 Managing Directors
1,180 Directors
630 General Managers
200 CFOs
700 HR Managers
300 Operating Managers
280 Marketing Managers
READER PROFILE

Ben Casey’s business, Central Milling, specialises in milling minerals for different industries, including agriculture, mining and manufacturing.

REPRESENT ALL TYPES OF INDUSTRIES

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>13%</td>
</tr>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>11%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>9%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7%</td>
</tr>
<tr>
<td>Financial and Insurance Services</td>
<td>7%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>6%</td>
</tr>
<tr>
<td>Administrative and Support Services</td>
<td>5%</td>
</tr>
<tr>
<td>Information Media and Telecommunications</td>
<td>4%</td>
</tr>
<tr>
<td>Rental, Hiring and Real Estate Services</td>
<td>4%</td>
</tr>
<tr>
<td>Education and Training</td>
<td>4%</td>
</tr>
<tr>
<td>Arts and Recreation Services</td>
<td>3%</td>
</tr>
<tr>
<td>Construction</td>
<td>3%</td>
</tr>
<tr>
<td>Transport, Postal and Warehousing</td>
<td>2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>2%</td>
</tr>
<tr>
<td>Agriculture, Forestry and Fishing</td>
<td>1%</td>
</tr>
<tr>
<td>Public Administration and Safety</td>
<td>1%</td>
</tr>
<tr>
<td>Electricity, Gas, Water and Waste Services</td>
<td>1%</td>
</tr>
<tr>
<td>Other Services</td>
<td>16%</td>
</tr>
</tbody>
</table>
OUR READERS REPRESENT ALL CORNERS OF NSW

Ultimate Suspension, Ingleburn Ken began his family business in 1975, customising suspension for all kinds of vehicles. Today, Ultimate Suspension exports to the world, with customers including NATO, the World Food Program, the Paris-Dakar international rally, and to war zones such as Afghanistan.
BUSINESS CONNECT
READERSHIP AND CIRCULATION

PRINT CIRCULATION: 8,500
DIGITAL CIRCULATION: 12,500
READERSHIP: 70,000

DISTRIBUTION

Tailored to the lifestyle and convenience of business executives, Business Connect is available as both a high-print quality publication, and as a media-rich digital version. They are delivered by post and email directly to the members of NSW Business Chamber. The print publication is also distributed to QANTAS business lounges in NSW, reaching Australia’s most active business executives.

READER PROFILE

A member of NSW Business Chamber, Business Events Sydney promotes Sydney as an international business events destination bringing conferences and meetings to the city.
<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SIZE (HEIGHT X WIDTH)</th>
<th>SINGLE ISSUE</th>
<th>2 ISSUES</th>
<th>3 ISSUES</th>
<th>4 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>297 X 210 (+ 3MM BLEED)</td>
<td>$2,541.50</td>
<td>$4,845.00</td>
<td>$6,375.00</td>
<td>$6,800.00</td>
</tr>
<tr>
<td>HALF PAGE (HORIZONTAL)</td>
<td>134 X 186</td>
<td>$1,402.50</td>
<td>$2,533.00</td>
<td>$3,442.50</td>
<td>$3,740.00</td>
</tr>
<tr>
<td>HALF PAGE (VERTICAL)</td>
<td>265 X 90</td>
<td>$1,402.50</td>
<td>$2,533.00</td>
<td>$3,442.50</td>
<td>$3,740.00</td>
</tr>
<tr>
<td>THIRD PAGE (VERTICAL)</td>
<td>265 X 58</td>
<td>$1,062.50</td>
<td>$2,023.00</td>
<td>$2,550.00</td>
<td>$3,060.00</td>
</tr>
<tr>
<td>QUARTER PAGE (BASE)</td>
<td>134 X 90</td>
<td>$845.75</td>
<td>$1,606.50</td>
<td>$2,282.25</td>
<td>$2,720.00</td>
</tr>
<tr>
<td>QUARTER PAGE (HEIGHT)</td>
<td>65 X 186</td>
<td>$845.75</td>
<td>$1,606.50</td>
<td>$2,282.25</td>
<td>$2,720.00</td>
</tr>
</tbody>
</table>

Rates are Exclusive of GST  
Payment required prior to publication
The definitive source for business news in NSW

READER PROFILE
A member of NSW Business Chamber for almost 90 years, Akubra is Australia’s premier hat maker. “Clearly, being a member for this long indicates how important the Chamber is to us.”

PUBLICATION DEADLINES IN 2015/2016

<table>
<thead>
<tr>
<th>EDITION</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST</td>
<td>MONDAY 13 JULY</td>
<td>TUESDAY 14 JULY</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>THURSDAY 22 OCTOBER</td>
<td>FRIDAY 23 OCTOBER</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>THURSDAY 21 JANUARY</td>
<td>FRIDAY 22 JANUARY</td>
</tr>
<tr>
<td>APRIL</td>
<td>MONDAY 14 MARCH</td>
<td>TUESDAY 15 MARCH</td>
</tr>
</tbody>
</table>

Business Connect magazine is published quarterly

ADVERTISING ENQUIRIES
P: 02 8002 7710 E: sales@businessconnect.com.au
MATERIAL SPECIFICATIONS

ARTWORK SPECIFICATIONS:
PDF Format
Maximum file size: 6 MB
Compatibility: Acrobat 9.0
Fonts: All fonts must be embedded
Images: 300 dpi

PDF generated from within an application (e.g., Adobe Indesign, Illustrator) must comply with our specifications. Emailed/Posted artwork must be supplied via the following format:

1. All fonts converted to ‘curves’ or ‘outlines’ or font inclusion must be selected in the creation of the eps. All links and imports supplied.

2. Images to be attached as TIF, EPS, JPG at 300dpi resolution at 100% placement.

3. It is unacceptable to supply text, images or graphics as part of a Microsoft Office documents such as Word, Excel, Publisher or PowerPoint.

4. Colour images must be supplied in CMYK colour format, not RGB.

5. PDF supplied, must have font converted to paths, and saved as press format.

Ads not supplied in one of the above formats will incur an additional artwork charge.

EMAIL ARTWORK TO:
sales@businessnewsaus.com.au