

HUNTER

AVAILABLE ON SUBSCRIPTION

BUSINESS REVIEW™

www.hunterbusinessreview.com.au

Print Post Approved PP255003/07463



A QUALITY BUSINESS PUBLICATION PUBLISHED MONTHLY (EXCEPT JANUARY)

Reach the booming Hunter business market in a high quality publication with high read rates

Why Hunter Business Review is your ideal marketing vehicle to reach the valuable business market of the Hunter region:

- The print run of 7,500 is targeted to key decision makers — business owners, MDs, CEOs and senior management
- The magazine has an estimated readership of around 25,000 per issue
- You are reaching key decision makers when they are receptive – they have put aside time to read the magazine and are considering business issues when they read your ad
- The magazine is printed in four colour on coated stock, maximising the impact of both the magazine and your advertisement
- It is specifically written for busy business people — short, informative stories in an easily digestible format
- It has a long life — advertisements keep working for an extended time
- Many readers refer back to their copies – your ad is likely to be read by many of our readers more than once
- The magazine has high read rates — it does not sit idle, your advertisement will be read by many thousands of valuable potential customers
- Hunter Business Review works with local business organisations and encourages feedback so that it is always highly relevant to the readership
- The Publisher and Editor, Garry Hardie, is an experienced business person with over 20 years of business-to-business magazine publishing experience

DISPLAY ADVERTISING RATES as from 01/01/09

SIZE	W x H (mm)	Casual	X3	X6	X11
1 column x 8 cm	56 x 80	475	430	410	370
1 column x 10 cm	56 x 100	545	500	470	420
2 columns x 8 cm	118 x 80	800	725	695	650
Quarter page	87 x 130	880	805	765	715
2 columns x 10 cm	118 x 100	895	815	775	725
3 columns x 10 cm	180 x 100	1,175	1,070	1,040	970
Half page	180 x 130	1,420	1,285	1,240	1,125
Full page		2,260	2,050	1,730	1,495
Double page spread		3,610	3,275	2,770	2,395

All prices are excluding GST

Hunter Business Review is not published in January

Add 5 mm bleed on full pages and double page spreads where applicable

Inserts

For supplied single page or four page A4 or smaller inserts \$990 + GST

Other sizes price on application. A maximum of three inserts are run in any one issue and none from directly competing companies.

Property advertising rates

CLASSIFIED FORMAT

\$18 per column cm + GST

Business Directory

\$8 per line + GST, minimum of 5 lines

Minimum 6 month period, equates to \$240 + GST

Production

Finished artwork should be supplied as 300 dpi CMYK PDF format by email or on CD

Charges for HBR to write and design advertising artwork:

Full Page \$120 + GST

Half Page \$ 80 + GST

3 col x 10cm \$ 60 + GST

2 col x 10 cm \$ 40 + GST

Smaller sizes \$ 25 + GST

Deadline

15th of the month prior to month of publication

2009 Features

FEBRUARY

Steel River Industrial Estate: Provides an update on the achievements, developments and new initiatives of this major Newcastle industrial estate.

Environmental Update: Discusses local issues, innovations and developments.

Newcastle Airport: Comprehensive coverage of developments, technology, security and other relevant issues.

MARCH

OH&S: Offers information on current legislation, practices, advice and local OH&S services.

Port of Newcastle: Covers news from the Newcastle Port Corporation, private enterprise establishments and Cruise Hunter.

APRIL

Innovation in the Hunter: Information on local innovation, including key organisations and projects. There will also be coverage of local events as part of the Australian Innovation Festival to be held in May.

Taxation, Superannuation and Investment: With the end of the financial year approaching, this feature will provide a range of timely information on investment and taxation issues.

MAY

EnviroHunter Preview: Previews plans for Hunter Business Publications' envirohunter 09 exhibition and conference on 20 and 21 May.

JUNE

Training and Education: Reviews training issues, the local education industry and training options for Hunter businesses.

Port Stephens: Covers new developments and issues in the Port Stephens local government area.

Exporting: Covers local export success stories, advice on exporting and the Hunter Export Awards.

JULY

Insurance Risk and Management: Discusses how to manage risk, the types of risk management products and how those products benefit businesses.

Maitland: Covers new developments and issues in the Maitland local government area.

AUGUST

Conference Venues: Promotes a selection of high-quality local venues that serve the Hunter's large conference industry.

Human Resources: Discusses the importance of effective management, good staff, recruitment techniques and team-building exercises.

Lake Macquarie: Covering major industrial, commercial and residential developments in the Lake Macquarie local government area.

SEPTEMBER

Upper Hunter Update: Provides news and developments from this critical region of the NSW economy.

Honeysuckle Precinct: Discusses latest news, projects, developments, and new and existing business profiles.

Environmental Update: Discusses local issues, innovations and developments.

OCTOBER

Finance: Offers advice and information on the range of finance options available for Hunter businesses.

Corporate Health: Reviews benefits of a corporate health program and some of the products and services available for busy people.

NOVEMBER

Manufacturing: Covers local success stories, manufacturing issues and the Hunter Manufacturing Awards.

DECEMBER

Business Technology: Discusses the latest business technology, as well as local suppliers of equipment and services.

Environmental Update: Discusses local issues, innovations and developments.

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