

HUNTER

AVAILABLE ON SUBSCRIPTION

BUSINESS REVIEW™

www.hunterbusinessreview.com.au

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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 01/01/11

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

2011 Features

FEBRUARY – deadline 2 February

Industrial Estates: Coverage of the major industrial estates in the Hunter.

Workplace Relations: Workplace relations can be a complex aspect of running a business, particularly with the regular changes in legislation and numerous court rulings. This feature will help explain a number of issues, including the Fair Work Act, and promote businesses and organisations that can help you further.

MARCH – deadline 2 March

Transport, Storage & Warehousing: Covering these important areas for product related businesses.

Mining Marketplace: The regular quarterly section for businesses promoting to mining and allied industries.

APRIL – deadline 30 March

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.

Defence & Aerospace: Covering these major industries for the Hunter, including current facilities, projects and emerging opportunities.

MAY – deadline 29 April

OH&S: Current legislation, advice and local OH&S services.

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

JUNE – deadline 27 May

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

Port of Newcastle: Covering the latest news from the Port of Newcastle

Mining Marketplace: The regular quarterly section for businesses promoting to mining and allied industries.

JULY – deadline 27 June

Insurance and Risk Management: How to manage risk, coverage of the types of risk management products and their benefits the businesses.

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

AUGUST – deadline 25 July

Conference Venues: The conference industry is huge in the Hunter and this feature will promote a selection of the high quality local venues.

Human Resources: The latest in Human Resource management issues and developments.

The Hunter as a Regional Hub – The Hunter is building a growing reputation as a regional hub. This feature will highlight the strengthening ties with regional NSW and the opportunities for local businesses.

SEPTEMBER – deadline 22 August

Honeysuckle Precinct: What's happening, projects, developments, new and existing business profiling.

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

Mining Marketplace: The regular quarterly section for businesses promoting to mining and allied industries.

OCTOBER – deadline 19 September

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

Corporate Health: The benefits as well as some of the increasing diversity of products and services available for the businesses community and busy people.

NOVEMBER – deadline 18 October

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

DECEMBER – deadline 15 November

Business Technology: The latest business technology as well as local suppliers of equipment and services.

Building & Construction: Covering projects in the Hunter and the organisations in this major segment of the local economy.

Mining Marketplace: The regular quarterly section for businesses promoting to mining and allied industries.

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