

Tasmanian Business Reporter

your media partner



The Tasmanian Business Reporter (TBR) is the official newspaper of the Tasmanian Chamber of Commerce and Industry (TCCI). Dedicated to Tasmanian business, the TBR provides Tasmanian business executives with up to date facts, figures, data and analysis to support successful management in today's business landscape.

As the mouthpiece of the peak lobbying body for business in Tasmania, the TBR's reporting focuses strongly on government decisions and how these affect day-to-day business operations in the state.

The TBR is published monthly and is distributed to more than 12,000 businesses and influencers throughout Tasmania.

Lead by senior newspaper industry executive Tom O'Meara, the Tasmanian Business Reporter has recently expanded its readership with an electronic edition, comprehensive website and social media engagement.

Please speak to us about how we can integrate PR, social media, direct mail and other online media into your media partnership.

Media partnerships

The TBR provides a highly cost effective way for companies to build brand awareness, generate direct response and grow sales through a precisely targeted publication aimed at a qualified professional audience.

Reasons to partner your business with the TBR:

- **Powerful audience** – the TBR reaches up to 30,000 business owners, senior managers and purchasers at more than 12,000 Tasmanian businesses statewide
- **Market saturation** – the TBR provides advertising and sponsorship opportunities across multiple media platforms including print, online and social media
- **Credibility** – the TCCI is the peak body representing and lobbying on behalf of Tasmanian business
- **Measured success** – the TBR has been the advertising partner of choice for Tasmanian businesses for over 39 years

2020 Advertising Sizes, Rates and Deadlines

Publication Date	Editorial Deadline	Advertising Deadline (Press-ready PDF)
February	17 January	17 January
March	17 February	17 February
April	16 March	16 March
May	20 April	20 April
June	18 May	18 May
July	19 June	19 June
August	17 July	17 July
September	17 August	17 August
October	18 September	18 September
November	16 October	16 October
December	19 November	19 November

Column Width	Size
1 column	34mm
2 column	72mm
3 column	110mm
4 column	148mm
5 column	186mm
6 column	224mm
7 column	262mm

Inserts

16c per insert
(12,000 = \$1920
plus GST)

Preferred Position

Front page
– 100% loading
Back Page
– 50% loading

Ask about our Editorial/Advertising feature package, *Focus on Business*. A great introductory offer at \$1495 ex GST per page offered on a limited basis.

Full Page
38cm x 7column
(380mm x 262mm)
\$2800 plus GST

10cm x 3 column
(100mm x 110mm)
\$362 plus GST

5cm x 2 column
(5cm x 7.2cm)
\$116 plus GST

19cm x 4 column
(190mm x 148mm)
\$916 plus GST

15cm x 3 column
(150mm x 110mm)
\$545 plus GST

Half Page
19cm x 7 column
(190mm x 262mm)
\$1695 plus GST

All prices are quoted full colour, excluding GST and are per edition, column cm rate is **\$12.00** plus GST. A 10% discount applies to TCCI members. **All advertising press-ready PDF.**

Publication date approximately first week in each month

Publisher/Managing Editor Tom O'Meara 0418 135 822 tbreditorial@tcci.com.au
Advertising Gilbert Sellars 0448 901 371 tbradvertising@tcci.com.au