

**BusinessWeek Online Asia-Pacific users are predominantly males, average age of 44 years, highly educated, globally minded, high profile decision makers in their companies.**

**AUSTRALIA**

Monthly Page Views: 601,532  
Unique Users: 98,339

**ASIA**

Monthly Page Views: 4,064,410  
Unique users: 664,455

**WORLDWIDE**

Monthly Page Views: 42,308,674  
Unique users: 7,120,791

Source: BWOL/Omniture August 2007



**Site Statistics August 2007**

WORLDWIDE	Unique Users
Total Worldwide	42,308,674
ASIA - PACIFIC	Unique Users
Australia	98,339
China	61,129
Hong Kong	30,564
India	184,054
Japan	46,511
Singapore	53,820
Korea	16,611
Malay sia	43,189
New Zealand	16,611
Philippines	29,236
Taiw an	17,275
Thailand	18,604
Other Markets	48,512
<b>Total Asia-Pacific</b>	<b>664,455</b>

BusinessWeek Online Omniture Aug 07

**Demographics**

	%Comp
Male	78
Female	22
Age 25-44	55
Age 45-64	31
C-Suites	20
Middle Managers	15
Director/VP/GM	14
Have an MBA	26
College grad/Post grad	69
In a company with 500+ employees	71
Took 4+ Biz flights in last year	56

**Online Usage**

- 74% of BWOL users visit BWOL every week.
- 77% access BWOL at work.
- 66% access BWOL at home.
- 5% access BWOL via a PDA or mobile device.

Sources: 2006 BusinessWeek Online User Study

**Editorial Channels**

- Top News
- BW Magazine
- Investing
- Asia (new in 2006)
- Europe (new in 2006)
- Technology
- Autos (new in 2006)
- Innovation & Design
- Small Biz
- B-Schools
- Managing

**Sponsorships**

- Tech Special Reports
- Video News
- Editorial reports
- Microsites/Knowledge Centre
- Email Newsletters\*
- Video Segments
- Email list rental
- Mobile\*
- Webcasts
- Podcasts\*
- Channels
- Co-registration
- Behavioural targeting
- RSS Feeds
- Online Alerts

**Banner Ad Opportunities**

- Roadblocks
- Targeting
- Rich media
- Email newsletters

**Special Feature Sponsorships**

- Search
- Insight of the Day
- Polls

**Exclusive Franchise Special Reports**

- Associate your message with BW's most popular reports*
- BusinessWeek 50
  - BW50 Europe
  - BW50 Asia
  - European Growth Report
  - Asian Growth Report
  - IT 100
  - Future of Technology
  - Best Global Brands
  - Golf and Business Life
  - Best B-school rankings
  - Personal Technology Guide
  - Web Smart
  - Hot Growth Companies

\*More info overpage

## Newsletters

Connect with our highly engaged, opt-in audience through any of our 12 targeted newsletters. Our affluent, active subscribers get a competitive edge with the latest news and information – on topics they select – delivered direct to their inboxes from the editors they trust at BusinessWeek.com

Newsletter	Frequency	Subscribers
Asia Insider	Mondays	38,127
Autos Insider – NEW	Wednesdays	6,531
BusinessWeek Insider	Fridays	493,240
Careers Insider	Wednesdays (Bi-weekly)	36,611
Ceo Guide to Technology	Fridays (Monthly)	1,392
Europe Insider	Wednesdays	77,553
Innovation Insider	Wednesdays	20,703
Investing Intelligence	Fridays	126,669
MBA Express	Wednesdays (Bi-weekly)	154,160
SmallBiz Insider	Wednesdays	103,260
Tech Insider	Tuesdays & Fridays	136,376
Top Stories	Wednesdays	44,497

## Podcasts

Senior BusinessWeek editors sound off on a range of topics in short audio clips ready to play when and where visitors are ready to listen. These dynamic and engaging conversations enhance some of BusinessWeek's most popular weekly features with additional insights and opinions.

### **Mondays**

CEO Guide to Technology  
The Welch Way  
10 Cutting-Edge Designers  
Top Givers: The Stories Behind the Gifts

### **Tuesdays**

Cruise Control  
Innovation of the Week  
International Story of the Week

### **Wednesdays**

The Cutting Edge

### **Thursdays**

Tech & You  
Web Smart

### **Fridays**

Behind This Week's Cover  
Climbing the Ladder

## **Sponsorship Details**

- Monthly sponsorship of a podcast series
- Audio lead into podcast, up to 15 seconds
- 2 ad units on podcast index page: 300x250 and 728x90
- Promotional banners with sponsor logo

## **BusinessWeek Mobile Edition**

All the insight professionals expect from BusinessWeek is now available on their mobile device. BusinessWeek Mobile Edition delivers award-winning magazine & online content in digestible bites formatted specifically for the user's screen size. With 8 content channels, users can stay connected to the news & insight most important to them, from Top News to B-Schools.

## **MobilePlay**

BusinessWeek content is also available via the MobilePlay network. Users download a free application to their smart phones to receive access to BusinessWeek stories, which are stored on the mobile device. Content is updated when the user syncs their device for new content downloads.

## **Mobile Play Sponsorship Details**

**Banner text ads: \$35 CPM Net**

**Splash ads: \$50 CPM**

**Additional Jump Pages: \$15 CPM**

## Banner Ads

Ad Size	Gross CPM
Strip - 120 x 90	\$40
Banner - 468 x 60	\$68
Leaderboard - 728 x 90	\$79
Skyscraper - 140 x 800	\$97
MPU - 300 x 250	\$108

\*Available as expandable unit – expandables must be user initiated.  
Targeting Premium: 20% Per Variable

### Specs :

For full details, see production specs sheet in the BWOL media kit: [www.businessweek.com/mediakit](http://www.businessweek.com/mediakit)



For more information contact:  
Sally Anderson  
Sell Media International  
e: [sallya@sellmedia.com.au](mailto:sallya@sellmedia.com.au)  
Ph: +61 (0) 2 9368 7088

**\*Minimum Buy: USD\$3,000**