

BRW is the destination for Australia's growing entrepreneurial market

BRW speaks to Australia's budding entrepreneurial community in their language...and they're listening.



A group on their way in the business world

A recent BRW reader survey found that 40% of BRW readers own or operate a business of under 20 employees. The average income of a BRW reader is \$162,000, while 71% want more coverage of case studies of business success and failure, highlighting their hunger to improve their business.

(BRW Reader Survey October 2010)



BRW readership is at a 5 year high

BRW's commitment to Australia's entrepreneurial community has been warmly received by audiences and has seen BRW become a standout performer over the past 12 months.

Readership is up 25% YOY to 217,000, a level not seen since 2006. (Roy Morgan Research 2006-2010)



Opportunities for unique engagement

Advertisers have the perfect opportunity to deeply engage with BRW's growing business & finance community by taking advantage of BRW's many touch-points; magazine, online, events and business networking clubs.

To find out how to get on board with *BRW*, contact your Sales Representative

NSW (02) 9282 1935 VIC (03) 8667 3374 QLD (07) 3844 5888

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