

What is Biznews.com?

Biznews.com is the decision-maker's source of business news and information. We are read by a loyal and affluent audience of business leaders, influencers and opinion-makers. We provide compelling stories based on our unparalleled access to the best individuals in the business world.

Who Reads Biznews



Business Leaders

We are read and followed by many of the country's top CEOs, business leaders and decision-makers.



Influence

63% of our readers take the lead in decision making in their companies, and influence their peers!



Affluent Customers

The majority of our readers fall within the affluent LSM 10 bracket!.

(1) Biznews.com Reader Survey, September 2015 (Sample size: 1212). (2) Ibid.

The Biznews Audience

250,000+ unique users per month

600,000+ pageviews per month

10'000+ newsletter subscribers



Age



Education



Gender



Decision Makers / Influence



Facts about our audience



76% of our readers are over 45 years old



79% of our readers have university degrees



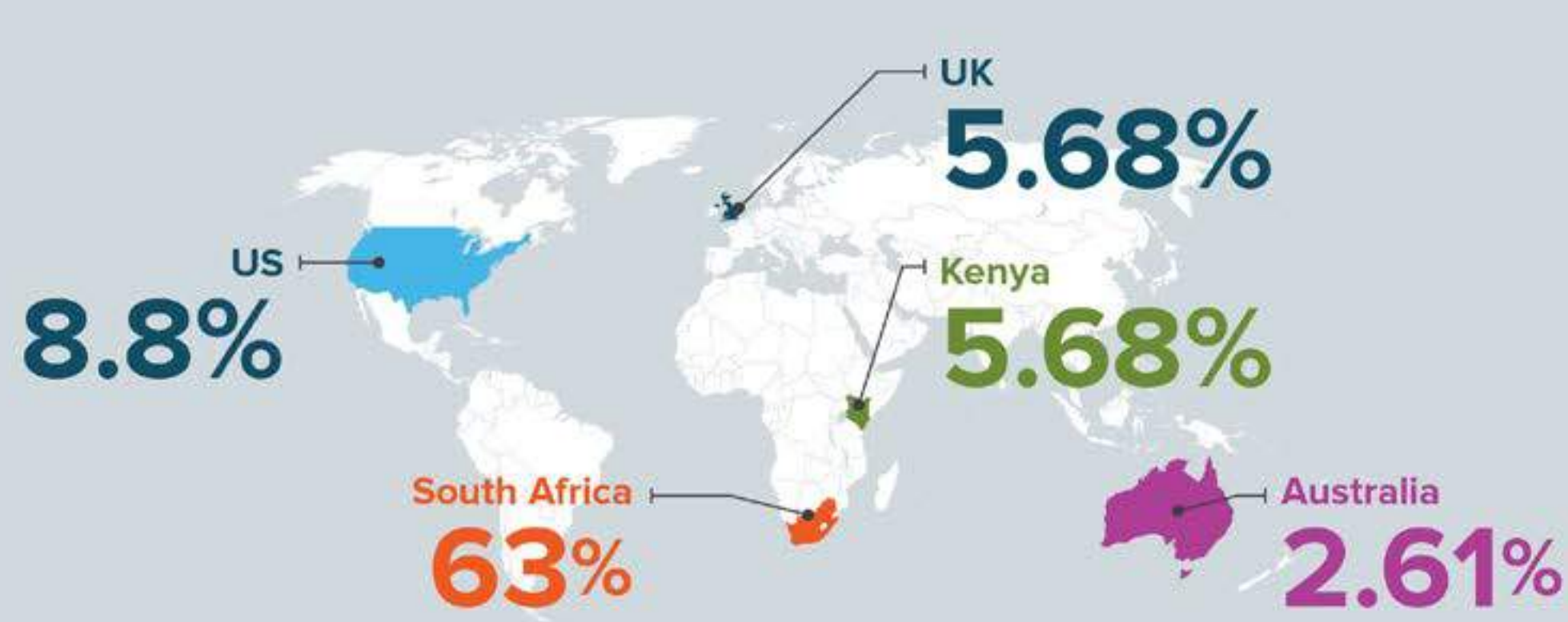
41% of our readers are business owners



53% of our readers are in middle management or senior executive level.

Where is our audience based?

GEOGRAPHY



Web, Mobile and Tablet



50.2%

Desktop



37.9%

Mobile



11.9%

Tablet

Brands that advertise with us



Our Advertising Products



SPONSORED CATEGORY

Run a highly-visible and intensive campaign across an entire category.

SPONSORED CONTENT



Articles



Interviews



Newsletter (links / adverts)

BRANDED AUDIO PLAYER



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