

Media Kit.

July 1st 2025 – June 30th 2026



BUSINESSNEWS



30+ years of history and credibility

To be a high performing business, nothing powers you more than data-informed, trusted, up-to-date information, and *Business News* provides exactly that, with one of WA's largest, most experienced business sector reporting teams.

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- A vertical timeline with blue circular markers on a dark blue background. The timeline is split into two columns. The left column lists milestones from 1992 to 2016, and the right column lists milestones from 2020 to 2024. Each year is followed by a description of the event.
- 1992** ● WA *Business News* was established
 - 1999** ● WA *Business News* Website created
 - 1999** ● Newspaper becomes weekly
 - 1999** ● Final round of free door-to-door circulation
 - 2005** ● Daily Business Alert emails launched
 - 2007** ● Morning Digest email launched
 - 2013** ● WA *Business News* is rebranded to *Business News*
● Launched BNiQ - WA Business Intelligence
 - 2014** ● Full gloss format for newspaper
 - 2015** ● Launch of the Weekender email and subscriber centre
● Launch of mobile app
 - 2016** ● *Business News* returns to fortnightly format
 - 2020** ● BNiQ is rebranded to Data & Insights
 - 2021** ● *Business News* has a complete brand refresh
● *Business News* relocates to its current premises at 41 St Georges Terrace
 - 2022** ● The annual Power 500 publication, ranking the most powerful businesspeople in Western Australia, is launched.
● The editorial team grows, as the business further invests in the quality of its written product.
 - 2023** ● *Business News* celebrates 30 years.
 - 2024** ● The long-running RISE Awards are rebranded as the WA Business Awards.
● Editorial grows further, to claim the mantle as the largest business reporting team in the state.

10 Things to Know About the WA Market

The Western Australian (WA) business market remains one of the most distinctive and influential in the country, powered by its abundant resources, growing economic diversification, and strategic location. Whether you're a business leader, investor, or entrepreneur, these ten insights offer a snapshot of WA's dynamic economic environment.

1. A Resource Powerhouse

Western Australia continues to be a global force in mining, responsible for over 46% of Australia's goods exports. Key commodities include iron ore, LNG, lithium, and gold. Major mining companies such as BHP, Rio Tinto, and Fortescue Metals remain central to WA's economy, which contributed about \$272 billion in exports in 2023.

Source: Australian Bureau of Statistics (ABS), Department of Mines, Industry Regulation and Safety (DMIRS)

2. Sustained Economic Growth and Resilience

WA's economy grew by 3.3% in 2023-24, outperforming the national average. The state has weathered global inflation and supply chain challenges better than most, supported by strong export demand and domestic investment across infrastructure and energy.

Source: WA Treasury Mid-Year Review 2024-25

3. A Rising Tech and Innovation Ecosystem

WA's tech sector is expanding, especially in mining tech, space tech, and agritech. The New Industries Fund and programs like Innovate WA are supporting startups, R&D, and commercialisation. Perth is gaining traction as a launchpad for technology companies looking to scale nationally and globally.

Source: Department of Jobs, Tourism, Science and Innovation (JTSI)

4. Massive Infrastructure Pipeline

Projects like METRONET, the Westport Outer Harbour, and major industrial hubs (e.g. in Kwinana and the Pilbara) are transforming WA's logistics, transport, and trade infrastructure. The state has over \$21 billion worth of committed public infrastructure projects over the next four years.

Source: Infrastructure WA, WA Budget 2024-25

5. Strategic Trade Links with Asia

WA maintains strong and growing trade ties with key Asian markets, including China, Japan, South Korea, India, and Southeast Asia. These partnerships are crucial for exports of resources, education, and agri-products. WA's time zone and proximity give it a natural advantage as an Asia-Pacific trade hub.

Source: Austrade, WA Government – Invest and Trade WA

6. A Modernising Agribusiness Sector

Agriculture continues to play a vital role, with WA producing around 50% of Australia's grain exports. The sector is embracing automation, climate-smart technologies, and value-added processing. Opportunities exist in agrifood exports, logistics, and agtech startups.

Source: WA Department of Primary Industries and Regional Development (DPIRD)

7. Tourism Sector Rebounds and Diversifies

WA's tourism is rebounding post-COVID, driven by demand for nature, adventure, and Aboriginal cultural experiences. The state has invested heavily in tourism infrastructure and marketing, with growing interest from international travellers, especially from Asia and Europe.

Source: Tourism WA, WA State Budget 2024-25

8. Skilled Workforce and Talent Pipeline

WA has a highly skilled and mobile workforce, particularly in engineering, construction, healthcare, and tech. Major educational institutions like UWA, Curtin, and TAFE WA are aligned with industry needs. Workforce attraction and retention are top government priorities due to persistent skills shortages.

Source: Jobs and Skills WA, CCIWA Workforce Survey 2025

9. Government Incentives and Pro-Business Policies

The WA government supports businesses through initiatives such as payroll tax relief, R&D grants, and industry development funds. Startups and SMEs benefit from programs aimed at diversification, regional growth, and export development.

Source: WA Department of Finance, Small Business Development Corporation

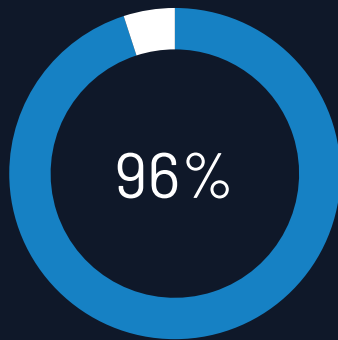
10. Environmental Standards and Sustainability Leadership

Environmental compliance is a major focus in WA, especially for the mining, energy, and agriculture sectors. Companies are adopting ESG strategies, decarbonisation pathways, and circular economy practices. WA is also leading in green hydrogen, carbon capture, and renewable energy.

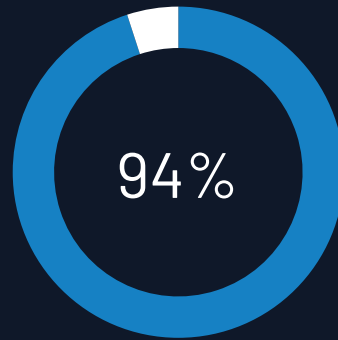
Source: WA Environmental Protection Authority (EPA), Clean Energy Council, Department of Water and Environmental Regulation (DWER)

Subscriber relationship and brand perception

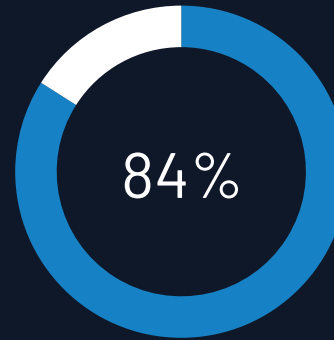
Subscribers strongly believe *Business News* to be a trusted, reliable and high quality source of news in Western Australia and are highly likely to recommend *Business News* to a friend or colleague. Among the products offered by *Business News*, Data & Insights stands out, followed by Website and Daily Business Emails. *Business News* makes subscribers feel knowledgeable and confident and continues to be a vital source of information in Western Australia.



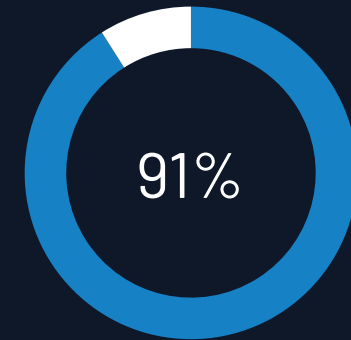
of subscribers agree that *Business News* is a **trusted source** for business news in Western Australia



of subscribers agree that *Business News* produces **high quality news**



of subscribers are **highly likely to recommend** *Business News* to a friend or colleague



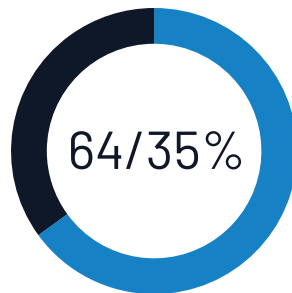
of subscribers find *Business News* a useful **source of business development** information

Influential, engaged, and growing audience

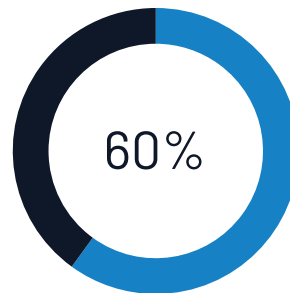
The 1% who make 80% of decisions in Western Australia

Business News subscribers are affluent “AB” consumers who are shaping the future of commerce in WA.

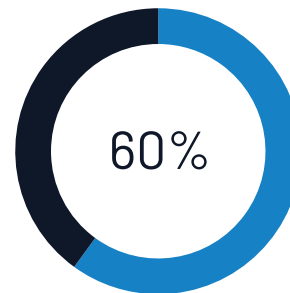
Predominantly male and aged between 35 and 65, residing in the Perth metro area, these individuals are highly educated, have high-income households, and hold senior positions such as General Manager or above. With significant control and influence over business decisions, our subscribers are the key decision-makers driving growth and innovation in their industries.



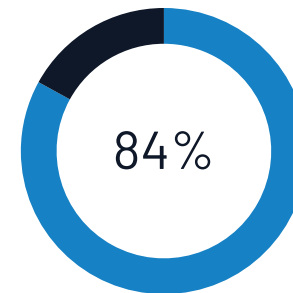
Male/Female
audience



GM or above

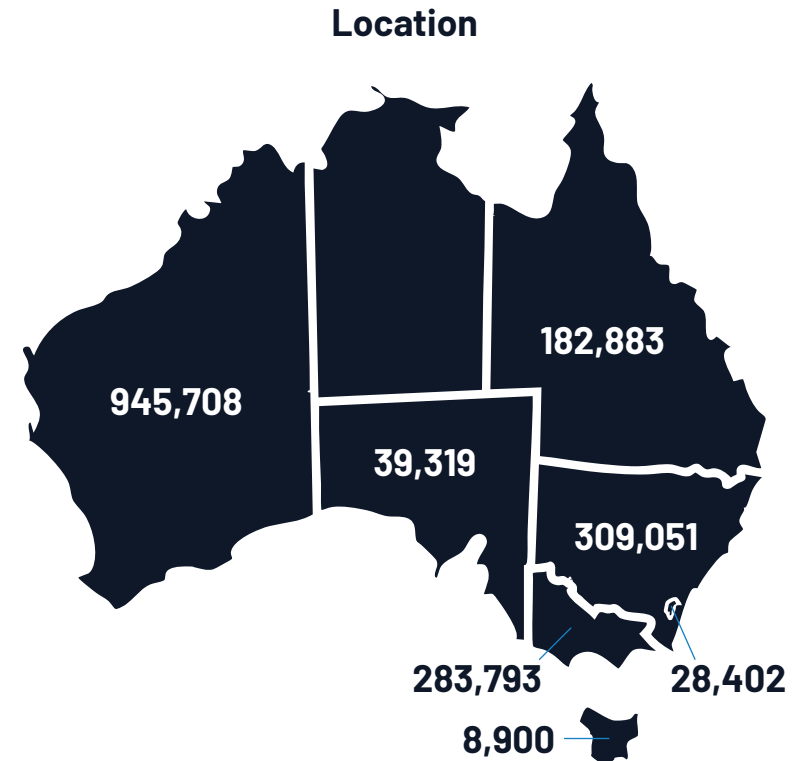
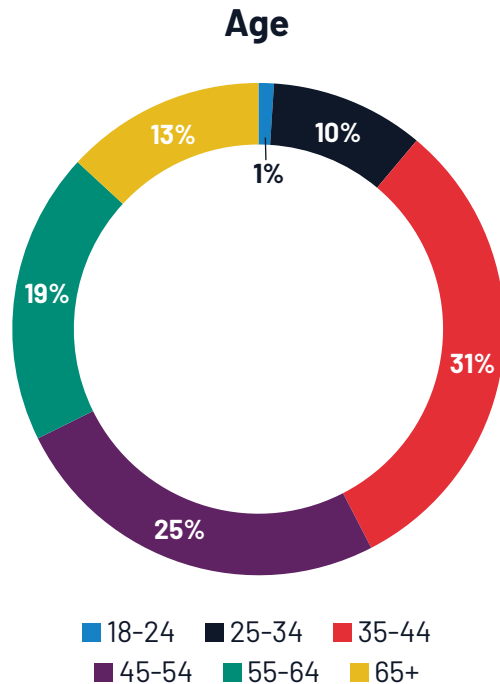


Have a household
income of 250K+



Have a bachelors
degree or higher

Our community



Job titles:

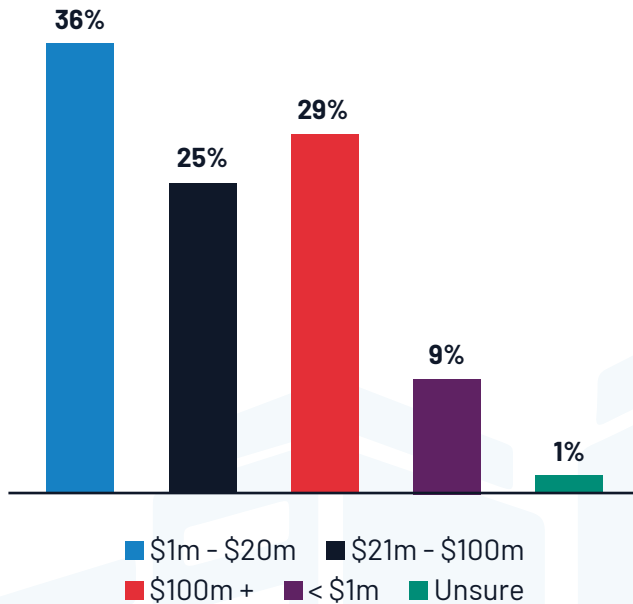
General managers, senior executives, chief executives, owners, directors, chief operations officers, chief financial officers and ministers

Top industries:

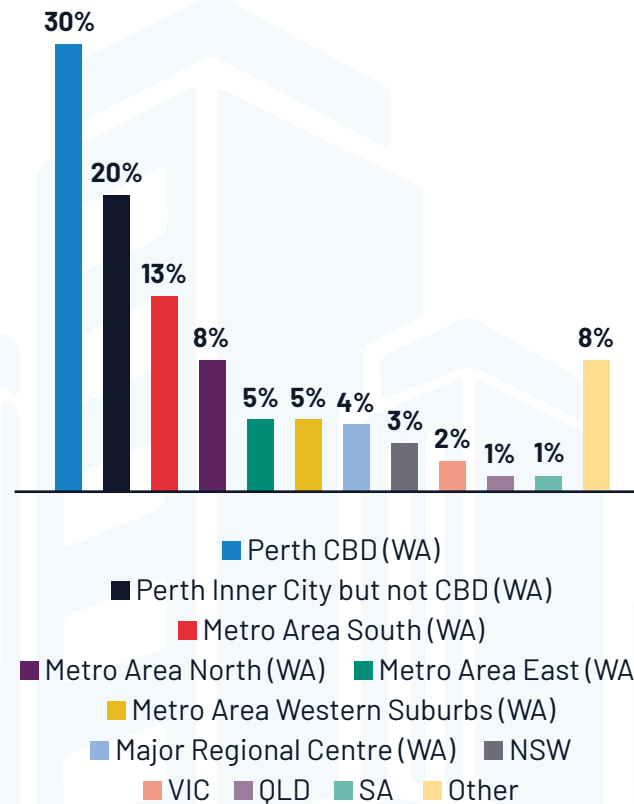
Professional and financial services, building construction and engineering, mining and resources, property and real estate, industrial and manufacturing

The Business of *Business News* subscribers

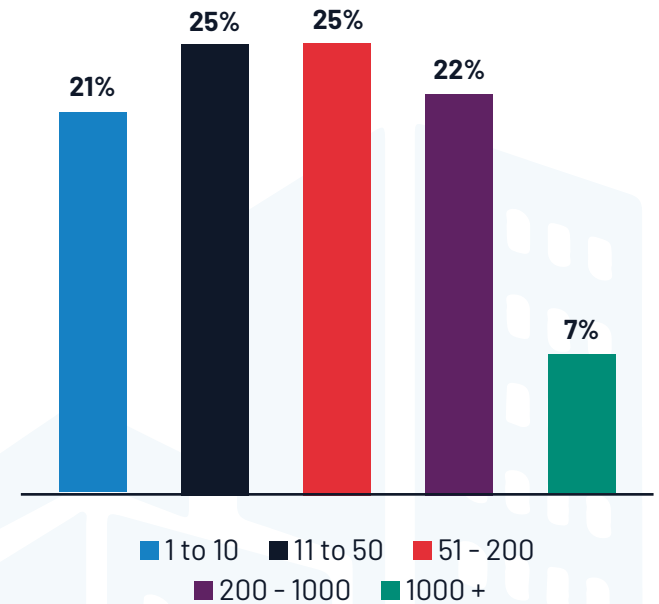
Average annual turnover



Location of head office



Number of employees



Our reach

Business News delivers the platforms that place your brand in front of Western Australia's business, political and community decision makers.

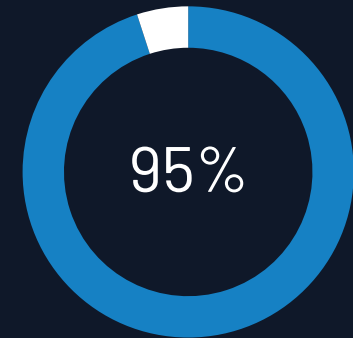
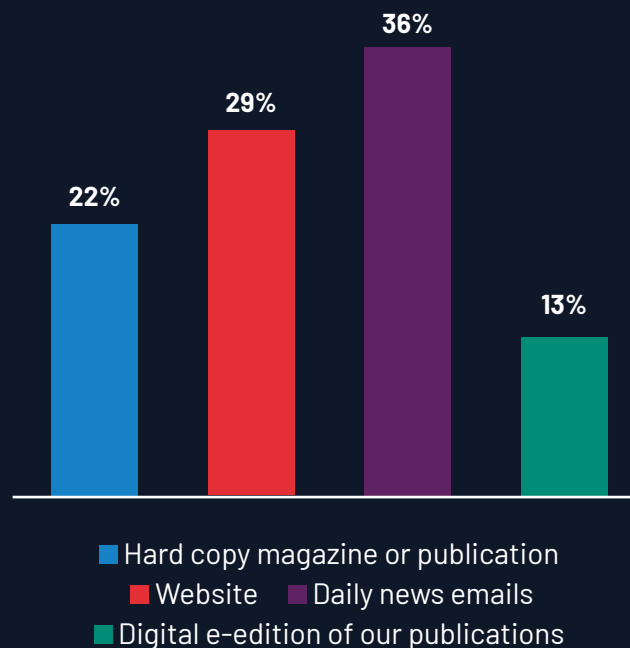


How do they like to read the news?

Business News TOP RATED PRODUCTS

Data & Insights
Website
Afternoon wrap email
Morning digest email
Book of Lists
Print magazine
Power 500/Rich 100

How do they like to consume our content

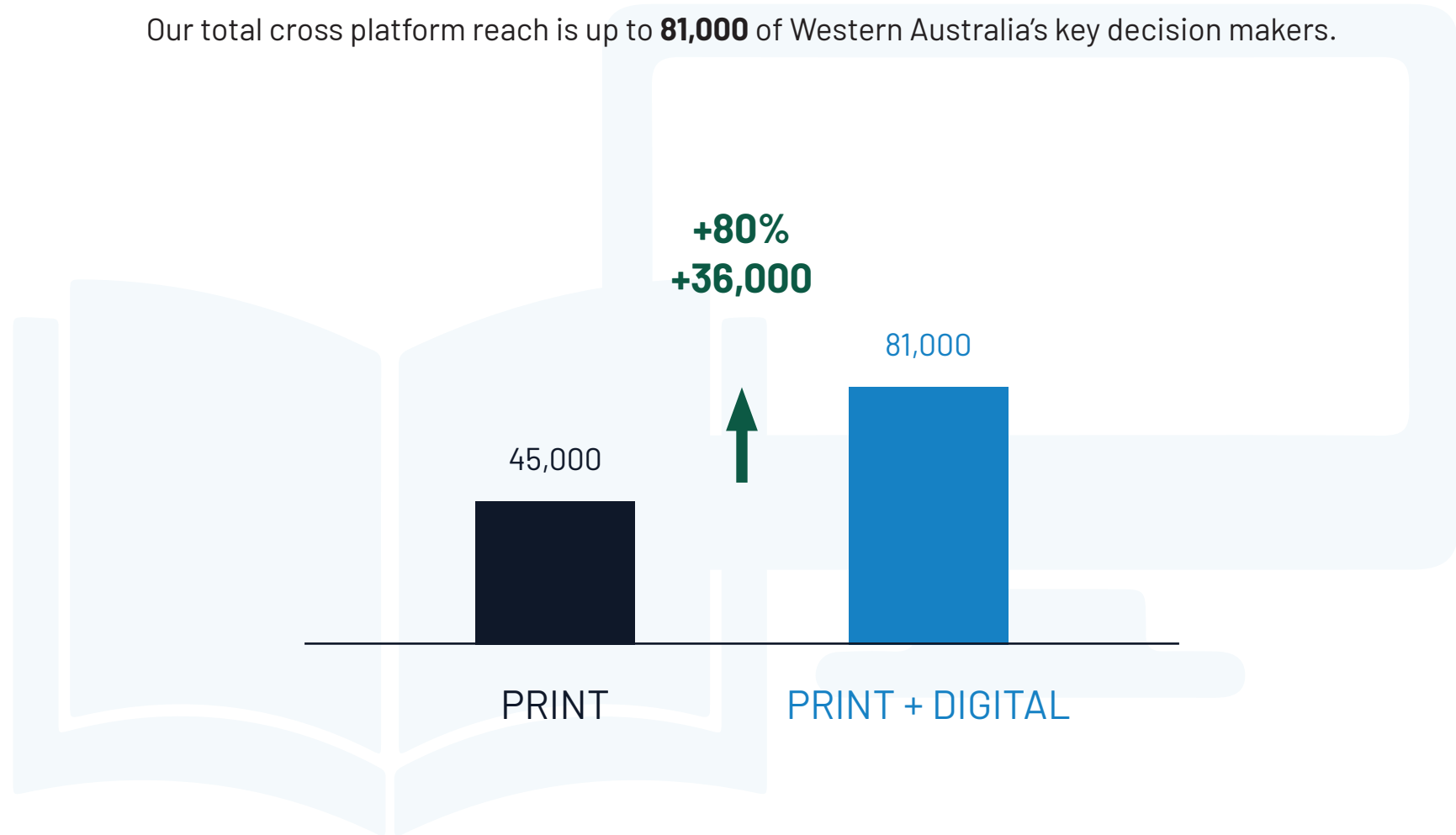


of subscribers enjoy
reading in-depth
coverage of local issues

Combine and Amplify

Adding digital to your print campaign increases readership by up to **80%**.
That's an additional **36,000** readers total.

Our total cross platform reach is up to **81,000** of Western Australia's key decision makers.



Content pillars

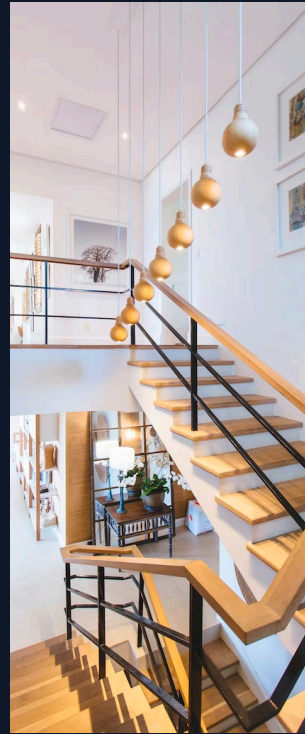
Our professional and ethical team of reporters, columnists and regular contributors offer the widest coverage of WA business of any media. Our in-depth analysis features cover a mix of industries and sectors, from politics and policy changes, through to the resources industry and the arts and sports sectors.



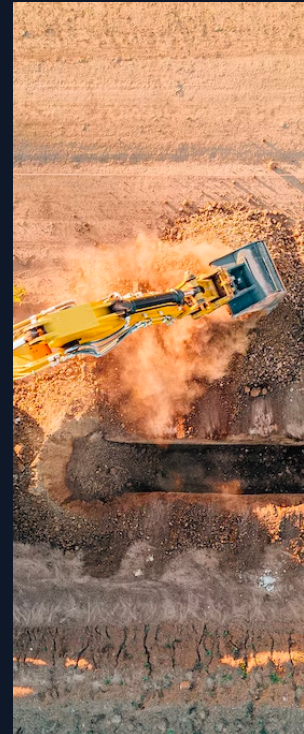
Building/construction



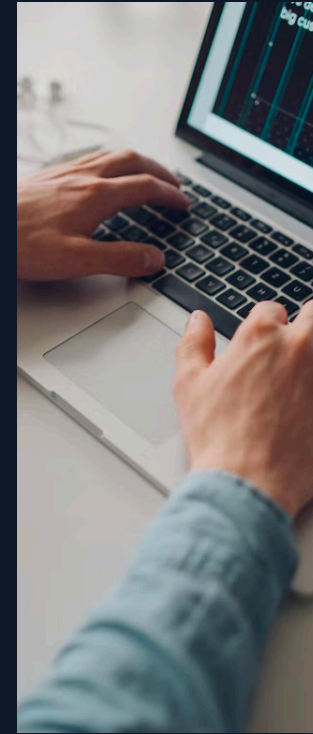
Professional services



Real estate/property



Mining/resources

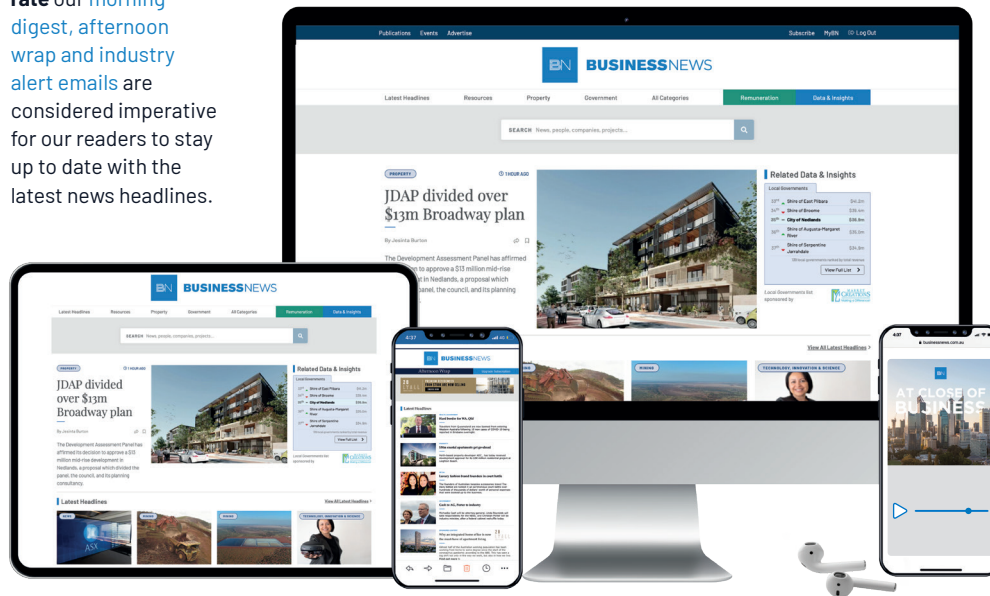


Business services

Connect through our integrated platforms

Become part of the daily routine of WA's business elite. With a **32% average open rate** our [morning digest](#), [afternoon wrap](#) and [industry alert emails](#) are considered imperative for our readers to stay up to date with the latest news headlines.

Create a targeted digital campaign for our **110,000 average new users** a month. The [Business News website](#) is your hub of news and intelligence with up-to-the-minute and breaking news, plus exclusive subscriber content, special reports and editorial features.



Enhance your digital scope and reach our readers on the go with the [Business News App](#). Your message will sit amongst the latest news and data that subscribers can access anytime, anywhere. Ask us about our interstitial advertising opportunity.

[Business News' award-winning podcasts](#) provide a new media platform for your message. With daily and weekly news summaries experiencing exponential growth and engagement our podcasts are the perfect option to get brand cut-through in market.

Get your message on the desks of WA's key decision makers with our [fortnightly magazine](#). With a premium gloss finish and in-depth editorial features you will align your brand with the premier business publication in WA.



We can grow your business through purpose-fit [commercial content](#) services such as SEO consulting, backlinks, content creation and placement. Plus all our commercial content sits outside the paywall so you can be certain it will reach the audience you are targeting.

Commercial content

Elevate and grow your business with commercial content. Your brand will sit amongst our credible and influential content allowing you to engage your target market outside our paywall all whilst taking advantage of our high SEO ranking.

All articles include an image, heading and introduction text and we can also promote your content in the markets section of either our AM or PM daily business emails. You can also cross promote your content across our print and digital channels.

Commercial content

Thought Leadership and Industry Content

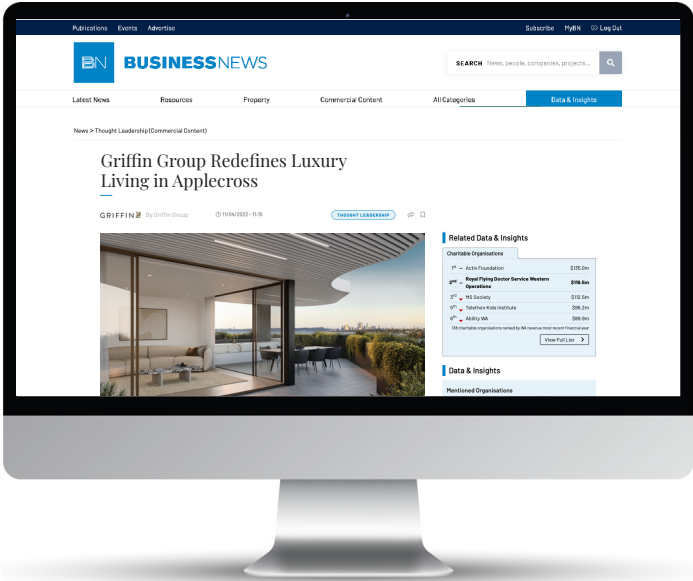
Our Thought Leadership or Industry Content articles enable you to promote an opinion on market and industry in detail to help readers better understand your business. The content sits outside the paywall so you can share and distribute externally giving your message the potential for extended reach in market.

Business advice

Give your brand the power to influence. Business advice provides a platform for businesses to produce regular content as well as an added promotion in the markets sections of our daily emails.

Native article

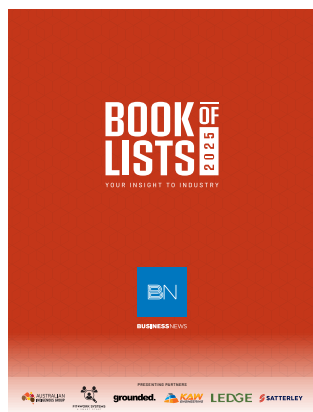
Let our emails drive highly qualified and engaged traffic to your content. Your article will match the look, feel and function of our news content in our daily emails and is then linked to a commercial content piece on our website or your own website.



Special publications

Business News' publications tell the stories of the industries, people, trends and ideas impacting the business community as well as providing our readers with data-driven, influential directories and catalogues.

With special features on power, wealth, data and regions, custom publications are distributed to our subscribers, as well as to stakeholders in the relevant industry allowing you to align your brand and message to a specific target market.



Special publications

Regional publications

Each supplement delves into the unique economic drivers, industries, and community issues shaping the regions, with a particular focus on areas such as the Pilbara and Kimberley, the growing agribusiness and tourism sectors in the South West, and the resource and infrastructure developments in the Mid West and Goldfields-Esperance. Together, these publications provide essential insights into the diverse and dynamic regions that underpin the state's economic strength.

Book of Lists

Business News' Book of Lists is the state's most accurate and comprehensive directory of people, companies, and business organisations across WA, and has been trusted by over 25,000 C-suite executives annually for more than 20 years. Powered by *Business News'* Data & Insights platform, Book of Lists publishes the top of each Data & Insights category and is used for due diligence on investment, business opportunities, competitor analysis and aiding buying decisions.

Power 500

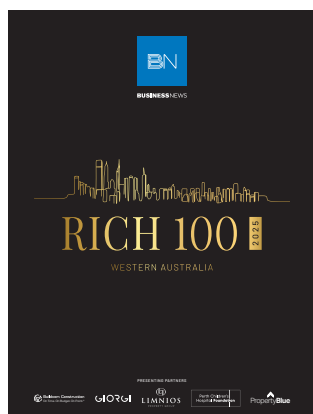
Business News' Power 500 is a data-driven catalogue of Western Australia's most influential business leaders across the state's major industries, delivering meaningful strategic and operational insight to inform business planning. Independently conducted research free from advertising influence, the publication is formulated from two years of data to curate an impartial and accurate picture of the most influential people making decisions impacting the state, showing who's shaping and steering each sector.

Rich 100

Uncover Western Australia's financial elite with the 'Rich 100', our exclusive, comprehensive overview of the region's wealthiest individuals. From visionary entrepreneurs to astute investors, our meticulously researched data will showcase the individuals who have not only amassed impressive fortunes but are also driving innovation and growth across the region. Appealing to aspiring business leader, avid investors, or those curious about the economic powerhouse that is Western Australia, Rich 100 is an unparalleled snapshot of prosperity.

Top 100

Top 100 Private Companies will spotlight the pinnacle of private businesses in Western Australia, offering advertisers an exclusive opportunity to connect with the region's most influential decision-makers, entrepreneurs and industry leaders. Meticulously curated by our editorial team and powered by the insights from our renowned Data & Insights platform, Top 100 provides unique insights an analysis on the state's most successful and innovative enterprises.



Event sponsorship

Business News events are a live content platform and networking opportunity giving your brand visibility with our senior business audience.

Ranging from our flagship event series, to bespoke online events, webinars and awards programs our events provide a unique forum for promoting your organisation, entertaining clients and colleagues, strengthening existing relationships and growing your network.

Event sponsorship

Success and Leadership

Success and Leadership is a series of breakfast events that showcases leaders from organisations with a Western Australian business and community footprint. Success and Leadership offers a captive business audience a fresh perspective of the speaker's leadership journey as well as other topical company and community developments.

Politics & Business

Politics & Business is a series designed to provide a platform for government to address and inform business leaders and the broader business community on policies and key issues that affect our state.

40under40 Awards

For more than twenty years the 40under40 Awards has been Western Australia's pre-eminent program that recognises and celebrates the state's leading entrepreneurs, innovators, and future business leaders under the age of 40.

WA Business Awards

WA Business Awards is open to all private or public Western Australian companies and not-for-profits, old and new. The awards provide a forum for local companies to detail their achievements and be rewarded for organisational success in an evolving business landscape.

Sector Briefing

Business News' Sector Briefings bring together high calibre industry thought leaders to join in discussions around the opportunities and challenges Western Australia has in its vision to become a world leader in various areas of government and business. From health, education, mining, and finance; to technology, communications, energy and the arts.



Signage

Your daily news briefing, on your drive home.

[BUSINESSNEWS.COM.AU/PODCASTS](https://businessnews.com.au/podcasts)

BUSINESSNEWS



Maximise your brand presence in Perth CBD

In the heart of St Georges Terrace, *Business News*' new large-format digital signage offers an unparalleled platform to showcase your brand. Positioned at eye level and visible to thousands of daily professionals, the sign displays live headlines from our award-winning editorial team, ensuring constant visibility.

With an exclusive opportunity to brand a section of the sign or the entire space, your business can be front and center alongside trusted, high-quality content, reaching a prime audience in one of the city's busiest areas.

10% SOV per week
Monday - Friday
6am-8pm





Business News Subscription

BUSINESSNEWS

Business News Subscription

Our subscribers have unlimited access to our suite of integrated platforms connecting readers with the news and data they need anytime, anywhere across all sectors.

Below are just a couple of the ways a *Business News* subscription can benefit you and your business.

- Staying informed with accurate, independent and insightful news. Our award-winning editorial team brings you up-to-the-minute and breaking news, plus exclusive subscriber content, special reports and editorial features, delivered direct to you via our print magazine, daily email alerts, podcasts or in real-time via our website, enabling your team to make knowledgeable decisions that drive business success.
- Assisting with conducting relevant research and due diligence. Our Data & Insights platform is a database covering more than 10,000 businesses and 40,000 business professionals and can be used for investment appraisals, business opportunities, competitor analysis and aiding buying decisions.
- Staying connected within the business community. Ranging from our flagship event series, to bespoke online events, webinars and awards programs *Business News* provides a unique forum for strengthening existing relationships and growing your network.

We can tailor a subscription package for you and your business's needs, just reach out to your Corporate Account Manager today.

