

# PNG BUSINESS NEWS



## 2025 MEDIA KIT

### REPORTING ON PAPUA NEW GUINEA'S BUSINESS SECTOR

IN CLOSE PARTNERSHIP WITH

Australia—Papua New Guinea  
Business Council



BUSINESS COUNCIL  
OF PAPUA NEW GUINEA  
VOICE OF THE PRIVATE SECTOR



Port Moresby  
Chamber  
of Commerce & Industry Inc.

## Letter From The Editor

PNG Business News is an **interactive online and print magazine reaching over 14,500 subscribers weekly**. It serves as a trusted resource for key players across industries such as mining, oil & gas, industrial sectors, SMEs, agriculture, and fisheries. These professionals rely on PNG Business News for up-to-date news and in-depth coverage of new and ongoing projects, exploration and development activities, company profiles, technological advancements, industry events, and more. With its wide reach and industry focus, PNG Business News provides a valuable platform for marketing and advertising.

Companies doing business in Papua New Guinea now have a cost-effective way to significantly increase their brand exposure and promote their products and services to the right people – to their clients and potential buyers. PNG Business News is published quarterly and appears every week to over **14,500 subscribers** as well as having an online free of charge full digital magazine in an easy-to-read-format including all articles, videos and advertisements featured in both current and past issues, giving advertisers even greater worldwide readership at no extra cost over our standard ad rates.

**Jimbo Owen Gulle**  
Editor



## Events

### ISSUE 1

Australia –  
Papua New  
Guinea Business  
Conference

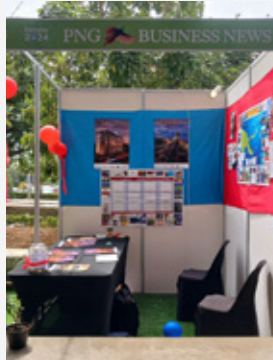


### ISSUE 2

PNG  
Resources  
Week



PNG Industrial  
and Mining  
Resources  
Conference



### ISSUE 3

PNG Petroleum  
& Energy  
Conference



### ISSUE 4

PNG  
Investment  
Week



## Print Distribution

Our readers are executives of mining, oil & gas, industrial, agriculture, tourism, fisheries, finance companies; government policy makers and regulators; investors and financiers; suppliers and service providers; industry analysts, economists and consultants; legal and financial consultants; business development specialists; PNG trade missions and foreign embassies.

**3,750<sup>+</sup>** companies reading  
PNG Business News

**95%** of readers are middle to  
high level management

**4** issues printed per year  
(sent out digitally every single  
week to **14,500 subscribers**)

### Business Associations

APNG Business Council  
Papua New Guinea Business Council  
Port Moresby Chamber of Commerce  
Lae Chamber of Commerce  
PNG Chamber of Mines & Petroleum  
Delegation of the European Union to Papua New Guinea

### Events

Australia – Papua New Guinea Business Conference  
PNG Resources Week  
PNG Industrial and Mining Resources Conference  
PNG Petroleum & Energy Conference  
PNG Investment Week  
EU-PNG Business, Trade and Investment Conference

### Hotels

Crown Hotel	Madang Resort Hotel
Hilton Hotel	Madang Star International Hotel
Ela Beach Hotel	Crossroads Transit Hotel
Grand Papua Hotel	Morobe Hotel
Highlander Hotel	The Gateway Hotel
Airways Residences	The Stanley Hotel and Suites
Lae International Hotel	Whittaker Apartments
Lae City Hotel	Citi Hotel
Laguna Hotel	Huon Gulf Hotel
Madang Lodge	Holiday Inn

### Airlines

Air Niugini Available at all domestic  
executive lounges nationwide  
Hevilift  
PNG Air  
Helifix  
Tropicair

### Social Clubs

Aviat Club  
Lae Yacht Club  
Huon Club



## Online Reader Locations

**68%** Papua New Guinea

**16%** Australia and New Zealand

**6%** Americas

**5%** Asia

**3%** Europe

**2%** Other



Website Views

**280,000**

2024



# SWIRE SHIPPING

## Most Reliable Carrier on the Asia-Oceania Trade



### INTRODUCING THE PACIFIC WEEKLY EXPRESS (PWX) SERVICE



001 / 047



Scan to see our  
Sustainability Report

\* Based on average 12-month schedule performance Qanchof 23 - May/Jun 24 according to Sea-Intelligence Global liner report July 2024. Information valid at time of publishing and subject to change.

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# PAWA

## ENERGIZE YOUR DAY. #FEELTHEPOWER



ISSUE 8, 2024 - [www.pngbusinessnews.com](http://www.pngbusinessnews.com)

PNG BUSINESS NEWS

# Online Magazine

Advertisers can opt to embed a YouTube video into their advert.

Readers can click on adverts which will take them to your company website.

# Newsletter

Our up-to-date interactive online newsletter goes out **every single week** to over **14,500 subscribers** and growing, showcasing the latest news in the Papua New Guinea business community.

Companies now have a cost-effective way to promote their products and services by sending out articles and editorial via our newsletter.

Our latest issue is featured in every newsletter with a hyperlink to our e-magazine, which has over **280,000+ views** annually.

## Top Locations By Opens

PNG	60%	18-24	0.8%
AU and NZ	15%	25-34	5.2%
Americas	10%	35-44	16.3%
Asia	7%	45-54	45.3%
Europe	5%	55-64	18.3%
Other	3%	65+	5.5%

## Gender

Male **76.1%** Female **23.9%**

Advertisers' logos are featured with a hyperlink to your website. This allows for an increased traffic to your website.

## Add a video to your online advert FOC.

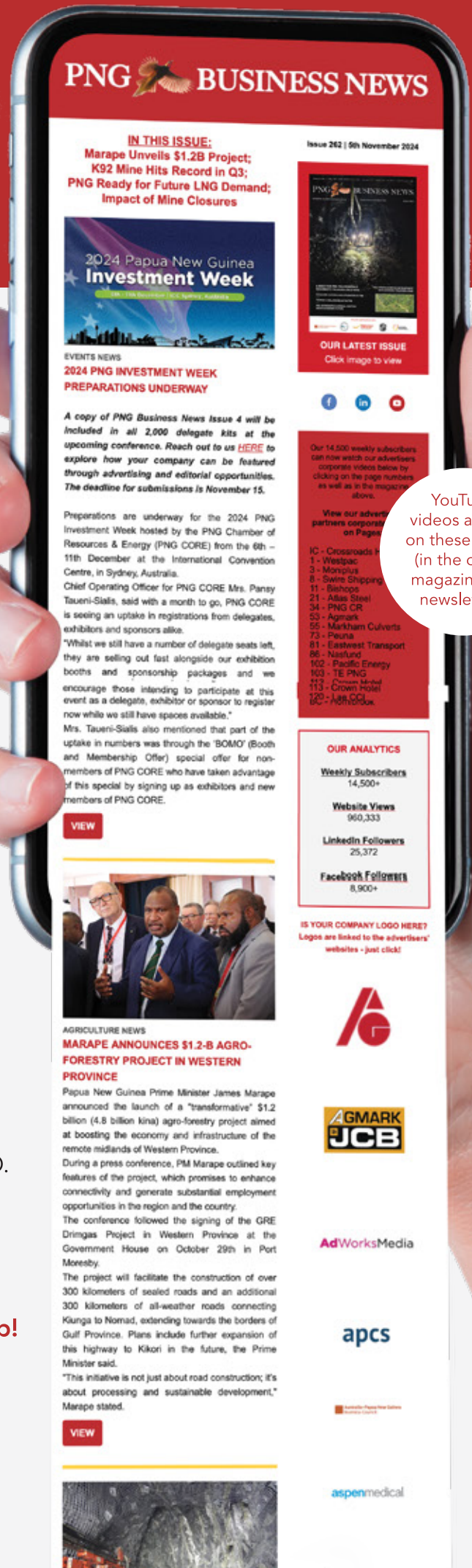
"Boost your sales by **300%** more by using VIDEO. In fact, research shows that video increases your open rate by up to three times."

Quoted by Shari Levitin

Keynote speaker for the Levitin Group, and author of *Heart and Sell*

## Don't have an ad ready? We're here to help!

For our advertising partners, we offer complimentary ad layout. Simply provide us with the text, photos, contact details, and your completed company logo, and we'll handle the rest.



YouTube videos appear on these pages (in the online magazine and newsletter).



## Social Media

# 1,102,193

total social media overview impressions in 2024

🌟 Over 4,000 daily visits to our media platforms

Followers

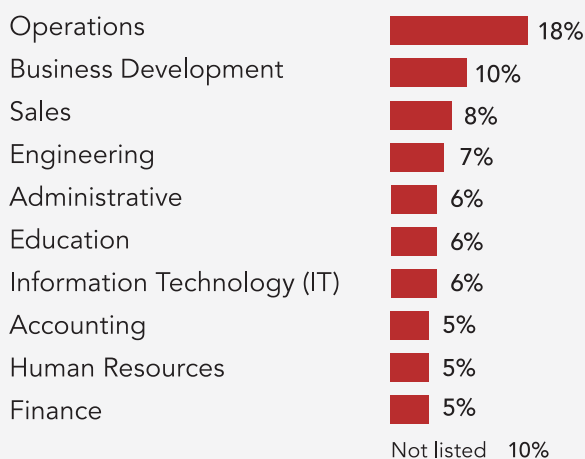
LinkedIn 25,500+

Facebook 8,935

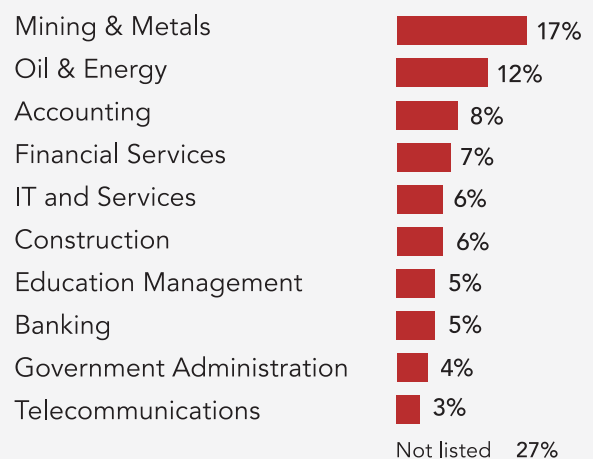
11%

increase in social media followers from previous year

### Top Followers: Job Functions

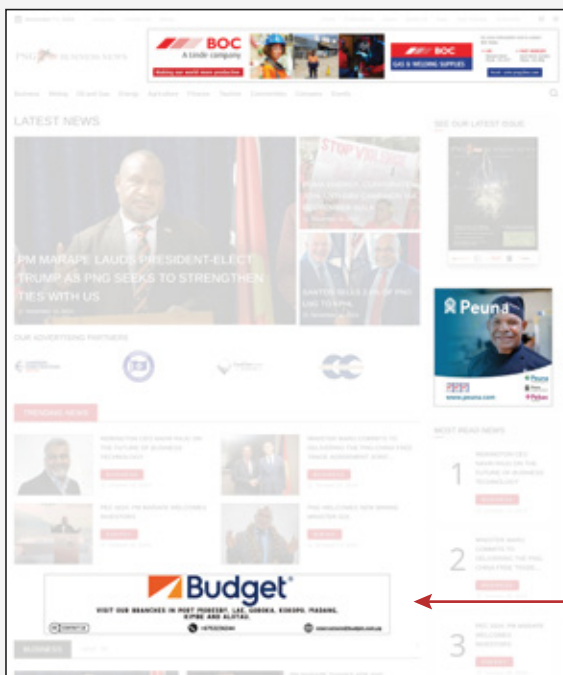


### Top Followers: Industries



# Advertising Package Rates\*

	1x Advertisement Casual Rate	4x Advertisements Discounted Rate EACH ISSUE
<b>Regular Package</b>		
Double Page Spread	A\$ 5,250	A\$ 4,950
Full Page	A\$ 2,900	A\$ 2,800
Island	A\$ 2,500	A\$ 2,350
Half Page (Horizontal / Vertical)	A\$ 2,050	A\$ 1,950
1/3 Page (Horizontal / Vertical)	A\$ 1,850	A\$ 1,750
<b>Premium Package</b>		
Outside Back Cover	A\$ 3,900	A\$ 3,750
Inside Front Cover	A\$ 3,850	A\$ 3,700
Inside Back Cover	A\$ 3,750	A\$ 3,650
Page 1	A\$ 3,750	A\$ 3,650
Page 2	A\$ 3,550	A\$ 3,450
Page 3	A\$ 3,550	A\$ 3,450
Page 4	A\$ 3,450	A\$ 3,350
Page 5	A\$ 3,450	A\$ 3,350
Page 6	A\$ 3,350	A\$ 3,150
Page 7	A\$ 2,450	A\$ 2,250
Page 8	A\$ 3,300	A\$ 3,100
Page 9	A\$ 2,450	A\$ 2,250
<b>Website Banner</b>		
Premium Banner (940 x 120 px)	A\$ 2,250	A\$ 2,000
Standard Banner (700 x 120 px)	A\$ 1,750	A\$ 1,500
Sidebar Banner (245 x 245 px)	A\$ 1,500	A\$ 1,250



Premium  
Banner

Sidebar  
Banner

Standard  
Banner

## \*Our Rates Include

Print and Digital Advertisement Placement  
Editorial / Article Write-Up  
Newsletter Feature  
Website Feature  
Video Feature  
Social Media Feature  
Advert Layout

For more information,  
please contact us directly at  
[info@pngbusinessnews.com](mailto:info@pngbusinessnews.com).

**PNG BUSINESS NEWS**