

George

KEEPING YOU ONE STEP AHEAD IN BUSINESS



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Issue 12
2011/2012

CUSTOMERS
Bringing in new business while retaining the old

APPS
What you need to know about mobile apps

RELAX!
Why learning to relax is a smart business decision

MASTER MANAGER
Ewen McKenzie's unique approach to managing change and motivating his team

Jesse Webb
on why even law firms need to be business savvy in a competitive market

Glenn Treadwell
tells us how nib has kept its local roots while growing nationally

Besa Deda
explains what to do to keep pace with a rapidly changing economy

“George provides relevant business articles for any business owner with a professional approach and fresh insight into successful stories.”

Media Kit 2012



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EACH ISSUE OF GEORGE IS DIVIDED INTO THE FOLLOWING SECTIONS:

- **GEORGE REVEALS**
Hot topics in business and the workplace
- **BUSINESS ESSENTIALS**
Thought leadership articles about different aspects of business with interesting advice for business owners. Articles cover everything from employee engagement to marketing, PR, finance, technology and more.
- **I DID IT MY WAY**
A selection of customer case studies focusing on current St.George corporate customers across key industries. A mix of interviews and articles focusing on the customer's business, whether it be their product, growth, industry issues or service capabilities. This section serves as an educational and aspirational piece for readers.
- **ST.GEORGE SAYS**
Economic update by St.George's Chief Economist on the outlook for Australian business and the economy. Also includes information on the latest St.George products for the corporate customer.
- **TIME OUT**
A lifestyle section focusing on work/life balance, interesting travel ideas and weekend getaways, as well as activities outside work.

DISTRIBUTION



- GEORGE is a bi-annual glossy business magazine sent to 19,000* corporate and business customers of St.George Bank. These are CEOs, CFOs and key business decision makers of businesses in Australia with turnover from \$5-\$100m.

KEY DEMOGRAPHICS:*

- Corporate and business bank customers.
- Primary decision makers, CEOs, CFOs, MDs in privately owned businesses.
- Majority:
SMEs with turnover \$5-\$10m
Corporate & Key customers with turnover \$10-\$100m
- Key industry sectors include Professional Services (legal, accountants, financial planning, insurance broking, stock broking, real estate), Hospitality & Leisure, Manufacturing & Wholesaling, Aged Care and Property.

* Period 1 April to 30 September 2011

WHAT ST.GEORGE CUSTOMERS SAY ABOUT GEORGE MAGAZINE:

“The magazine is well presented and looks inviting to the reader with a wide range of articles.”

“I think the content currently covered is a great mix.”

THE RECENT GEORGE READER SURVEY ASKED ST.GEORGE CUSTOMERS THEIR OPINION OF THE MAGAZINE:

- 87% of respondents read all or most of the magazine
- 83% of readers find the cover stories featured in George magazine inspirational and/or relevant to their business
- 56.5% of readers pass the magazine onto family and friends

STATE BREAKDOWN OF READERS:

- 61% NSW
- 17% QLD
- 13% VIC
- 9% WA

**GEORGE MAGAZINE IS ALSO AVAILABLE TO VIEW ONLINE:
stgeorge.com.au/george**



“Quality articles that can help SMEs and anyone open to learning.”





magazine advertising rates

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SPECIFICATIONS

Double page spread

TRIM (MM)

275 x 470

TYPE (MM)

255 x 450

BLEED (MM)

285 x 480

GUTTER

20mm

Full page

275 x 235

255 x 215

285 x 245

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