

BIG SMALL AGENCY IDEAS

SHOW THE AUSTRALIAN SMALL-TO-MEDIUM BUSINESS COMMUNITY WHAT YOU COULD DO FOR THEM!

Are you a small PR agency working with small business clients to help raise their profile in these challenging times? Would you like to take on the PR campaign for the country's leading small business magazine and bask in the credibility that would bring you?

Dynamic Business magazine has had a complete overhaul in the past 12 months and we've also relaunched www.dynamicbusiness.com.

Between the magazine and the website, we're providing Australian SME owners with heaps of engaging, fresh, useful, clever content, written by the experts. After 16 years in the market, we're looking to relaunch with a new masthead. We'd specifically like a small PR company to work with us on increasing brand awareness among potential readers. We're all about small businesses helping small businesses!

As media, we recognise that good PR is a skill and is about much more than emailing out press releases.

If you're interested, and your agency is a small business (one with less than 20 employees), let us know. We're offering thousands of dollars worth of advertising and a write-up in the magazine for the agency which provides us with the winning campaign.

If you want to communicate to SMEs how you can work with them on their PR, there is no better magazine to place your (free) ads in! We'll even design your artwork for you!

If you're interested in pitching for this unique opportunity, please email jen.bishop@dynamicbusiness.com by Friday 14 August 2009.



HERE'S WHAT YOU HAVE TO DO...

Email your great PR idea for *Dynamic Business* magazine and dynamicbusiness.com in confidence to Jen Bishop (jen.bishop@dynamicbusiness.com) by Friday 14 August.

We're not expecting a mega-detailed brief, just enough to give us a good idea of what your plan would be and a rough timescale. Here at *Dynamic Business*, we're ready to go with it whenever you are!

This is open to all Australian PR agencies employing less than 20 staff.

Make sure you let us know:

- The name of your agency
- Your ABN
- Lead contact person for this project
- The number of staff (full time or equivalent) you employ
- Your office address, contact number and email
- Your company website
- Three examples of your clients and the results you have achieved for them.

If you'd prefer to send your brief by post, mark it 'private and confidential' and send it to:

Jen Bishop
Dynamic Business magazine
Loyalty Australasia
Level 11, 80 Mount Street
North Sydney NSW 2060

KEY FACTS

DYNAMIC BUSINESS MAGAZINE

- The only CAB-audited magazine for the general small-to-medium business market
- Audited circulation of more than 30,000 (readership of more than 100,000)
- Distributed through subscriptions, news agents nationally and partners including the Australian Institute of Export
- Incorporates *Dynamic Export*, the official journal of the Australian Institute of Export
- Is owned and published by Loyalty Australasia
- Has been around for 16 years
- Has had a new editor, redesign and editorial strategy in the last 12 months

DYNAMICBUSINESS.COM

- Was revamped and relaunched at the beginning of 2009
- More than 100,000 impressions per month
- Features around 10 pieces of fresh content each day as well as the content from the magazine each month
- Contains blogs, news and features
- Ranks highly on search engines, regularly appears on Google News, Wotnews etc

CAN'T WAIT TO HEAR FROM YOU!

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