

BUSINESS
Franchise
AUSTRALIA

www.businessfranchiseaustralia.com.au

2012



About CGB Publishing online & offline

CGB Publishing has almost 20 years of experience in providing high quality business information, with a particularly strong focus on franchising. In addition to Australia & New Zealand, CGB has been a leading publisher of business publications and leisure magazines throughout the United Kingdom and Canada. Successful publications include Business Franchise Australia & New Zealand, UK Business Franchise and Canadian Business Franchise.

businessfranchiseaustralia.com.au

Our successful online product is available 24/7 365 days of the year worldwide.

Our target users are new and prospective franchisees, franchisors and people within the franchising community.

In addition to advertising many different franchise systems, we have profiles of both franchisors and franchisees – who share their unique perspective.

New and prospective franchisees are able to use the new fully searchable user friendly, Find a Franchise, being able to narrow their search down By Type, By Price and By Location.

Our contributing writers include franchising experts from a wide range of industries including banking, finance, legal and real estate.

Business Franchise Magazine – a very successful established bi-monthly glossy magazine, sold in newsagents across Australia and New Zealand.

Franchisor Magazine – published bi-annually for the people who drive the franchising industry in Australia and New Zealand.

The Franchise Guide – published annually with in-depth advice on how to create and maintain a successful franchise – sold in bookstores across Australia and New Zealand and available from the FCA.

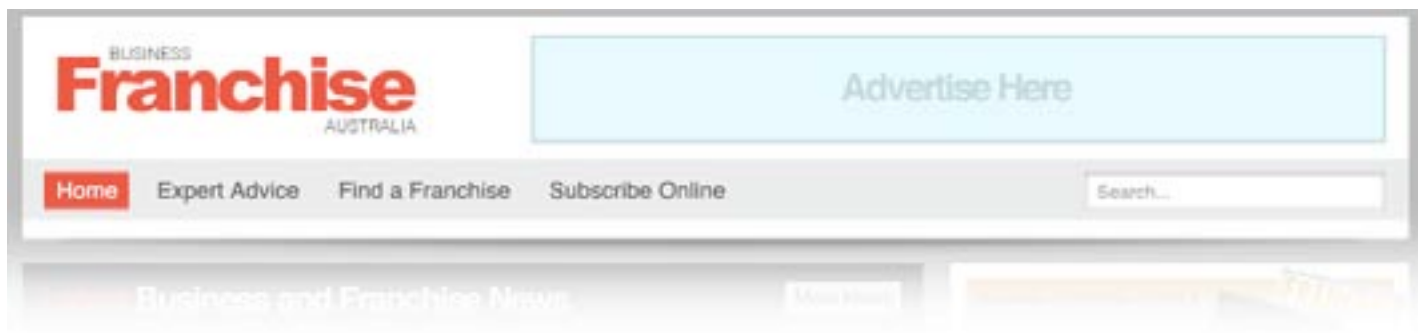
The Franchise Directory – published annually, a franchise guide helping you from your initial research thru to funding, nurturing it to maturity, expansion and everything in between. Plus a listing section with all of the franchises and professional services available within Australia and New Zealand – sold in newsagencies across Australia and New Zealand.

Let us help you reach Your target audience online

Our Home Page is the only entry point to the site:

BANNER

A great way to increase brand awareness and deliver your targeted message

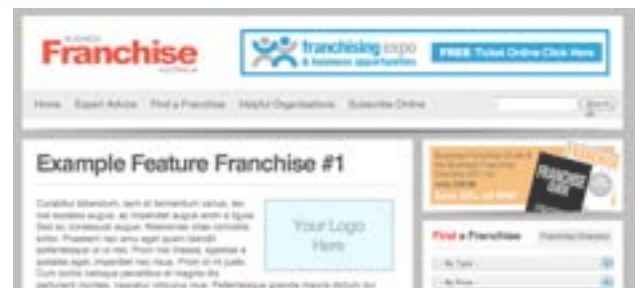


FEATURED FRANCHISE

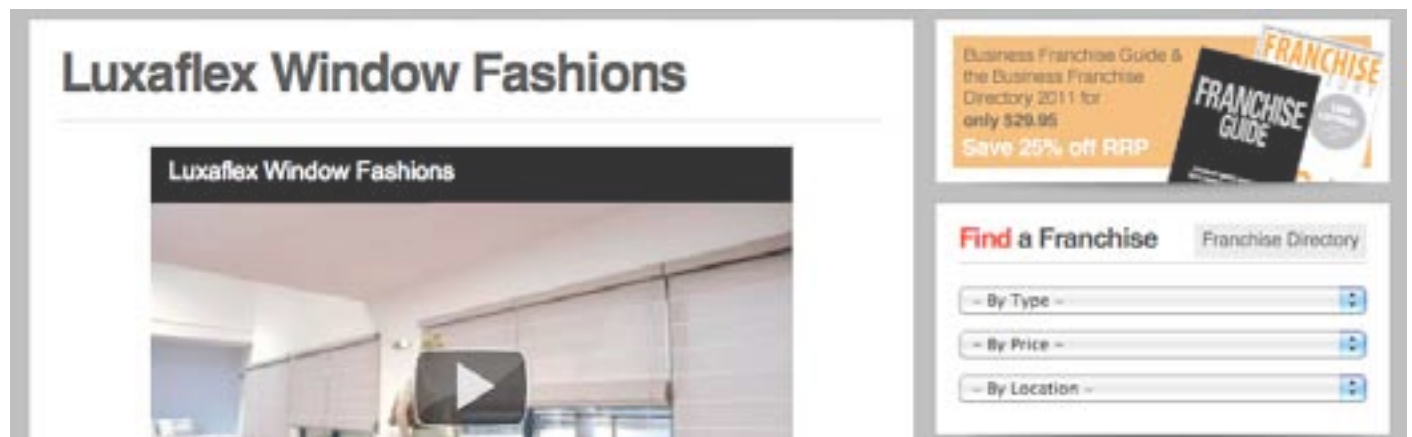
Here you can have your Company Logo and just a click away



With a page of information



A VIDEO



And all of the above come with a Company Listing

Let us help you reach Your target audience online



EFFECTIVELY

- Drive users directly to your listing, giving you potential business leads.
- Increase brand awareness of your company – great exposure.
- Tailored advertising - to suit your campaigns.
- You can update as often as you wish.

Franchise Exposure

How can you be sure that users will find www.businessfranchiseaustralia.com.au?

We will actively promote our new look website by:

Promoting via our leading portfolio of franchise magazines.



Dedicated pages on Facebook, Twitter and LinkedIn



High rankings on Google



At a Glance **Advertising Options**

Banner (1 of 4) plus listing in 'Find a Franchise' section with live link on home page

\$1,200 + GST per month

Featured Franchise (Home Page) – including Logo and Company Name in the category, with a live link thru to one of:

A profile/Advert/Text (of your choice) will appear with a link to your website and a listing in 'Find a Franchise' section

\$1,000 per month

OR

A Video will appear, supplied by yourself and a listing in 'Find a Franchise' section

\$1,500 per month

Banner opportunities throughout the Site are also available

\$600 per month

Listing in 'Find a Franchise' section

\$250 per month for 12 months

\$275 per month for 6 months

\$300 per month for 3 months

Just Call...

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