

## Telstra and ACP Customer partner on new title

SYDNEY, AUSTRALIA: Telstra and ACP Custom Media recently announced they are joining forces in a new media venture for small to medium business owners - a custom-published magazine and website, aptly named: *Smarter Business Ideas*.

The first issue of *Smarter Business Ideas* will be delivered directly to more than half a million Telstra Business customers nationwide in February 2011.

With a print run of 525 000, the new publication will reach more Australian businesses, right from its launch date, than all other business magazines combined.

Published quarterly, it will offer jargon-free advice, business solutions and real-life case-studies for Australia's small and medium enterprises (SMEs).

The magazine will be backed by a dedicated website that harnesses the combined power of Telstra's market knowledge and reach as the leading Australian technology supplier to business and ACP's unmatched experience in targeted media, content creation and publishing.

ACP's deputy group publishing director, Gerry Reynolds, said extensive research revealed a real niche for the new media venture, as the special needs of SMEs are not currently being met.

"We are very excited to be working with Telstra on *Smarter Business Ideas*, which will be a market leader from launch," Reynolds said.

### Aims to become an advocate for the sector

"We know small business owners are avid magazine readers and they also seek news and information online. We've put a lot of research into the magazine to make sure it really serves their needs, reinforced by a web presence for those wanting to interact and get information more regularly."

Deena Shiff, group managing director, Telstra Business said the magazine would become an advocate for the sector.

"We see it being a real champion for SMEs. While they make up the bulk of the business community in Australia, their needs are sometimes overlooked as the focus falls on the big end of town.

"The magazine is one more way Telstra can help provide businesses with the tools they need to become more efficient and achieve their goals," Shiff said.

Although Telstra is backing the venture and providing the magazine free of charge to its SME customers, Shiff said *Smarter Business Ideas* would have an independent editorial team. John Kavanagh, former deputy editor of *BRW* and editor of *Personal Investor* has been appointed as editor.

The magazine will use the experiences of real-life Australian businesses to help readers improve their own businesses. Case studies will lead the content, which will include easy-to-read, useable solutions in technology, planning, teamwork, innovation and sales.

**About *Smarter Business Ideas*:**

- #1 circulating business title in Australia: 525 000 copies
- More than double the circulation of all other business magazine titles combined (202 242 combined circulation)
- Sixth-most distributed magazine in Australia
- Most distributed quarterly magazine in the country

Source: CAB Audit (March 2010)

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