

PNG BUSINESS NEWS

2024

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 the magazine that the key people in the industries of mining, oil & gas, industrial, SMEs, agriculture, fisheries, and more rely upon for news and feature coverage of their business – including new and ongoing projects, exploration and development, company activities and profiles, technology advances, people on the move, conferences and expos, and other important updates. PNG Business News thus offers a major marketing and advertising opportunity.

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 **13,150 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



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⁺ 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 **13,150 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

APNG Business Conference
PNG Petroleum and Energy Summit
PNG Industrial & Mining Conference & Expo
Papua New Guinea Investment Week
PNG Mining and Petroleum Conference & Expo
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

Events

ISSUE 1

Australia - PNG Business Conference
Hilton, Port Moresby



ISSUE 2

PNG Industrial and Mining
Resources Conference
Port Moresby



ISSUE 3

PNG Petroleum and Energy Conference
Hilton, Port Moresby

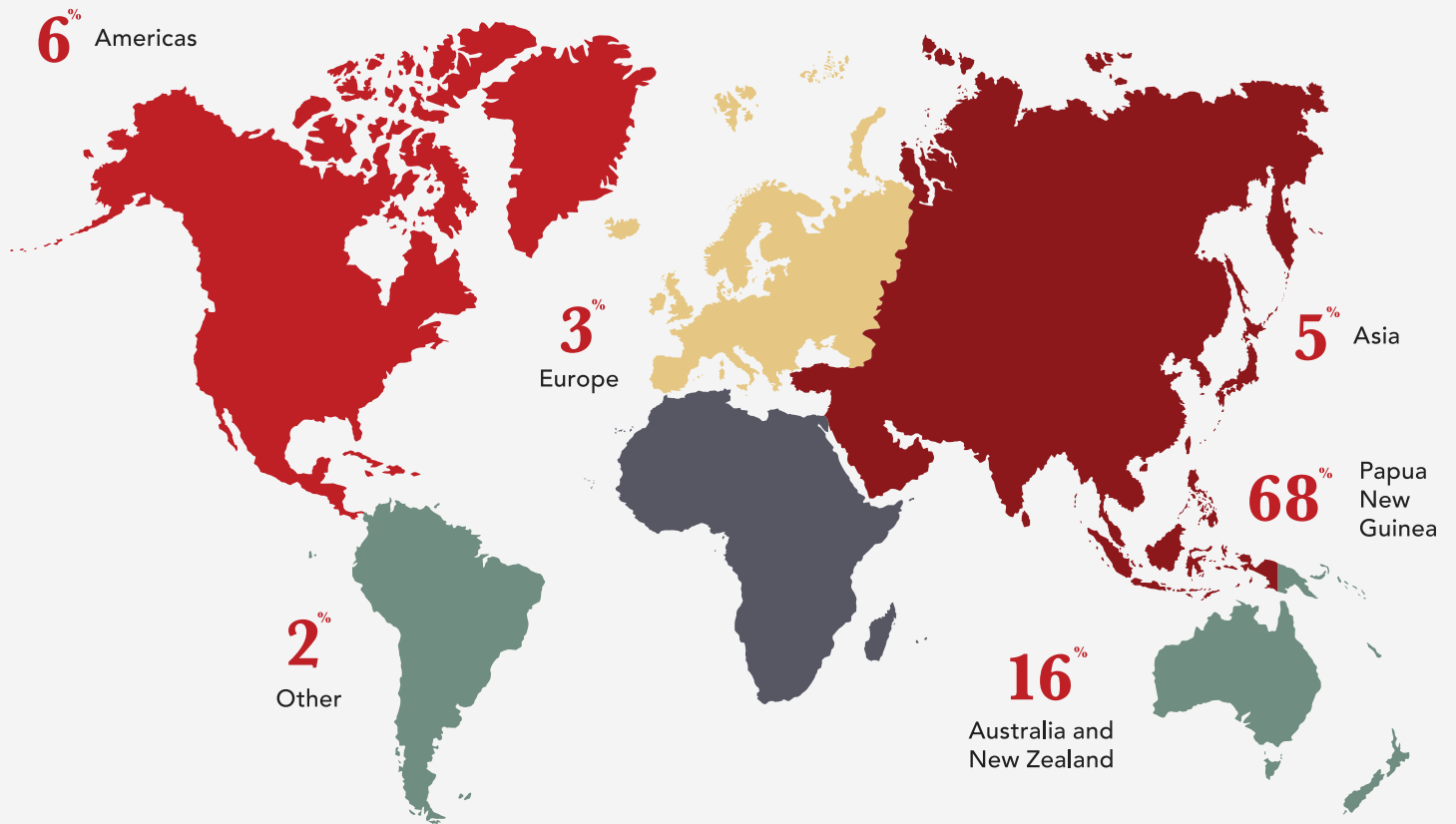


ISSUE 4

PNG Resources and Energy
Investment Conference
Sydney



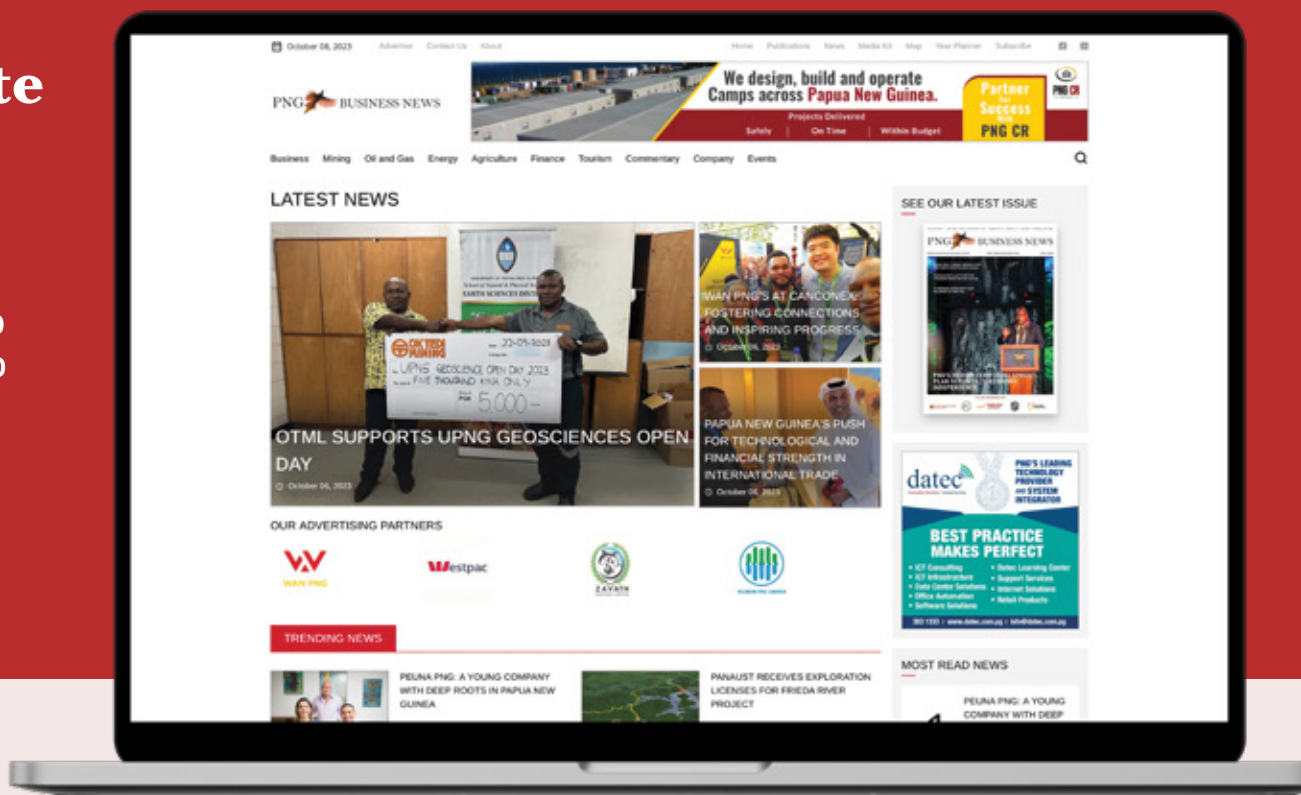
Website Online Reader Locations



Website Views

2019	40,000
2020	80,000
2021	110,000
2022	190,000

All advertising partners' company logos are hyperlinked on our website.



2023

280,000

47%

increase in views from previous year

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.

COMMENTARY Petroleum Sector Reform for Papua New Guinea



EDITOR'S NOTE: Michael McWhirter, former Director, Petroleum Division and Advisor to the Government of Papua New Guinea, and ex-chiefs petroleum adviser to the Governments of Liberia, Cambodia, Sao Tome, and South Sudan, comments on PNG's oil and gas industry and changes to the petroleum regime made, noted, abandoned and planned.

Michael McWhirter is a technical specialist in petroleum industry regulation, administration, and institutional development with over 42 years' experience of the oil and gas industry, predominantly in the Ministry and Agency of newly emerging oil and gas producing nations, particularly in PNG.

OPTIMISING BENEFITS FOR PNG - It is alleged that Papua New Guinea is not getting enough benefit from its petroleum resources and that the situation is such a problem might be for the Government to exact more demanding fiscal and commercial terms on sector investors. However, the same could be said about almost any source of Papua New Guinea's income that we are not getting enough impact and outcome from the revenues that find their way into the Consolidated Revenue Fund of the Government.

One might deduce that either the quality of Government expenditure is poor and unaligned Government expenditure and mispending of Government funds, but in reality it is likely to be a mixture of both. Efforts to address this problem have included the creation of a National Procurement Commission and support for transparency by the Prime Minister of what has been called a systemic problem.

But when it comes to petroleum resources, we must remember that it is often all the revenue that sets the terms of investment when seeking to develop the Nation's petroleum resources, and it is the Government that needs to police the regime thoroughly that it has established.

Aside from the poor quality of Government expenditure, the oil and gas companies that invest in Papua New Guinea do indeed need more scrutiny. Transparency of the terms of business and audit by the Government of the corporate



location returns of petroleum licenses are the normal means by which to ensure appropriate performance and compliance of the oil and gas companies.

NEED FOR COMMERCIALITY

In the petroleum sector, oil and gas production leads to substantial income streams from sales of produced oil and gas, but getting to the development stage is not automatic. Those revenue streams need to be large enough to incorporate exploration, development and production costs, and yet be able to pay the various local and commercial demands and requirements of the Government and other local stakeholders. And

more than that, they hope that there will be a return on their investment for their shareholders, while they have to reserve enough funds for abandonment of fields, pipelines and facilities at the end of production.

The Government needs to understand that it does not share directly in the sales revenues, but rather that it shares mainly in the profit when a particular production project is commercially viable through the taxation of profits and by taking a share of the profits when a field is charged at rates proportionate to production and its value, but they are not the main drivers.

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PNG BUSINESS NEWS
PNG Business News is published for the PNG Business community

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Newsletter

Our up-to-date interactive online newsletter goes out every single week to over **13,150 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 (47% increase from previous year).

Top Locations By Opens

		Age	
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.

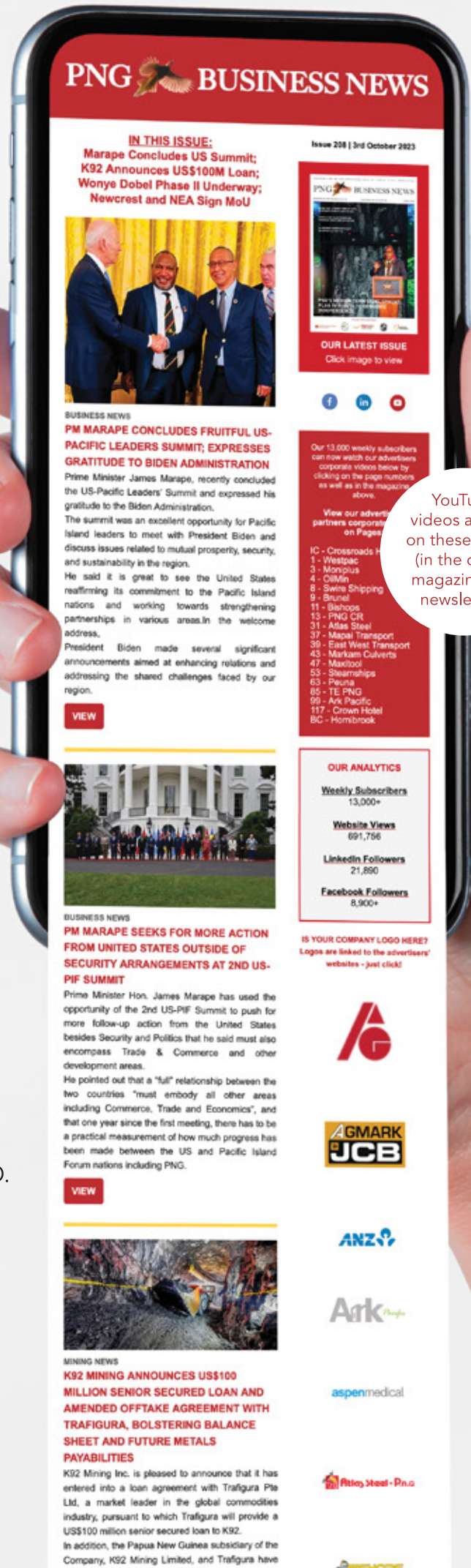
"Boost your sales by **300%** more by using VIDEO. In fact, research shows that video increases your open rate by up to three times."

Quoted by Shari Levitin

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

Don't have a video?

We are happy to help create a Youtube presentation video for **FREE** for our advertising partners.



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



Social Media

1,241,520 total social media overview impressions in 2023

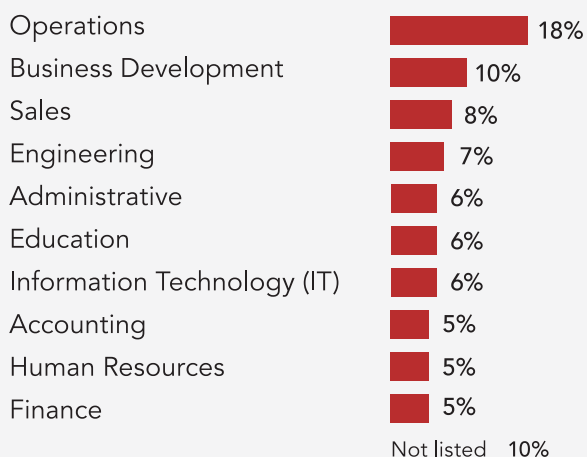
Followers

LinkedIn 21,887

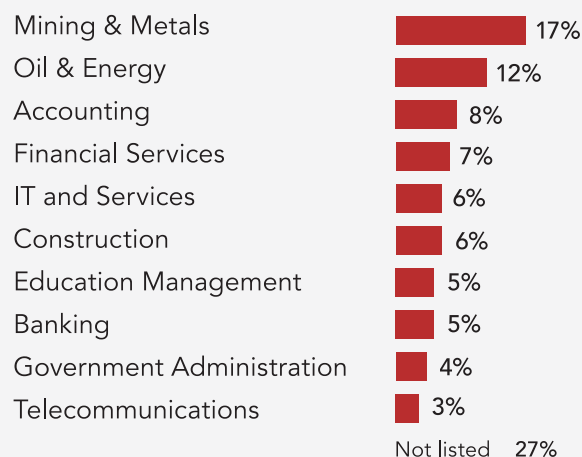
f 8,935

29% 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
Regular Package		
Double Page Spread	A\$ 5,250	A\$ 4,950
Full Page	A\$ 2,800	A\$ 2,700
Island	A\$ 2,500	A\$ 2,350
Half Page (Horizontal / Vertical)	A\$ 1,950	A\$ 1,850
1/3 Page (Horizontal / Vertical)	A\$ 1,750	A\$ 1,650
Premium Package		
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\$ 2,250	A\$ 2,150
Page 8	A\$ 3,300	A\$ 3,100
Page 9	A\$ 2,250	A\$ 2,150
Website Banner		
Premium Banner (940 x 120 px)	A\$ 2,000	A\$ 1,750
Standard Banner (700 x 120 px)	A\$ 1,500	A\$ 1,250
Sidebar Banner (245 x 245 px)	A\$ 1,250	A\$ 1,000



Premium
Banner

Sidebar
Banner

Standard
Banner

*Our Rates Include

Print and Digital Advertisement Placement
Editorial / Article Write-Up
Newsletter Feature
Website Feature
Video Feature
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For more information,
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