

PNG BUSINESS NEWS



2026 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 an interactive online and print magazine reaching over **16,500 subscribers weekly**. It serves as a trusted resource for key players across industries such as mining, oil & gas, industrial sectors, SMEs, agriculture, and fisheries. These professionals rely on PNG Business News for up-to-date news and in-depth coverage of new and ongoing projects, exploration and development activities, company profiles, technological advancements, industry events, and more. With its wide reach and industry focus, PNG Business News provides a valuable platform for marketing and advertising.

With over **6,600 daily visits** to our media platforms, 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 **16,500 subscribers**, as well as having an online, free-of-charge, full digital magazine in an easy-to-read format. This includes 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



EVENTS



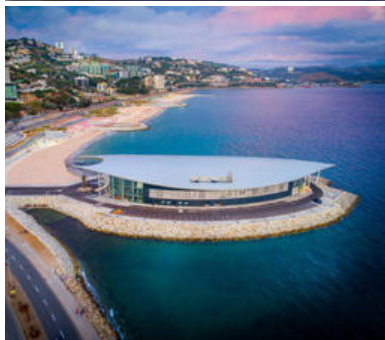
ISSUE 1

Australia-Papua
New Guinea
Business
Conference



ISSUE 2

PNG Industrial and
Mining Resources
Conference



ISSUE 2

PNG Resources
Week



ISSUE 3

PNG Petroleum
& Energy
Conference



ISSUE 4

PNG Investment
Week (Sydney)

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, economist and consultants; legal and financial consultants; business development specialists; PNG trade missions and foreign embassies.

3750+ 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 **16,500 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

Australia - Papua New Guinea Business Conference
PNG Resources Week
PNG Industrial and Mining Resources Conference
PNG Petroleum & Energy Conference
PNG Investment Week - Sydney

Hotels

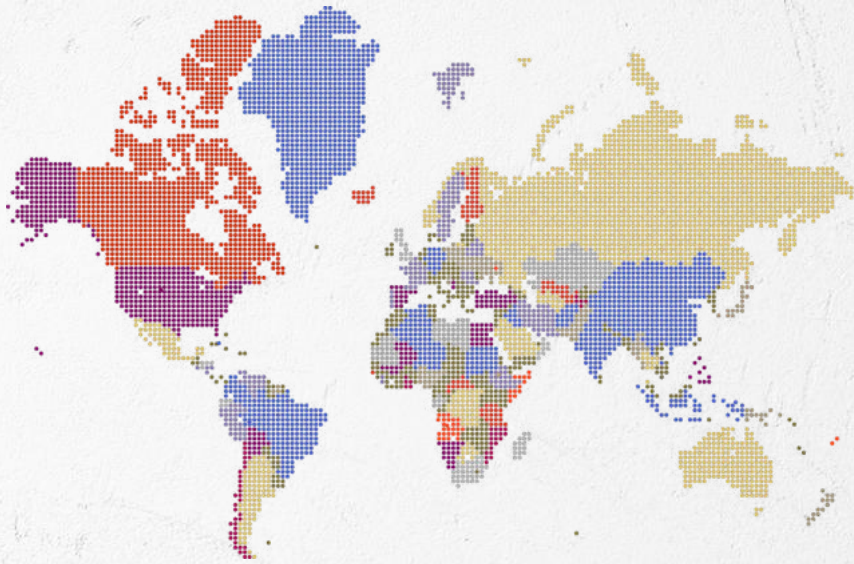
Crown Hotel	Madang Resort Hotel
Hilton Hotel	Madang Star International Hotel
Ela Beach Hotel	Crossroads Transit Hotel
Grand Papua Hotel	Morobe Hotel
Highlander Hotel	The Gateway Hotel
Airways Residences	The Stanley Hotel and Suites
Lae International Hotel	Whittaker Apartments
ae City Hotel	Citi Hotel
Laguna Hotel	Huon Gulf Hotel
Madang Lodge	Holiday Inn

Airlines

Air Niugini Available at all domestic
executive lounges nationwide
Hevilift
PNG Air
Heliflix
Tropic Air

Social Clubs

Avian Club
Lae Yacht Club
Huon Club



Online Reader Locations

Papua New Guinea	68%
AU / NZ	16%
Americas	6%
Asia	5%
Europe	3%
Other	2%



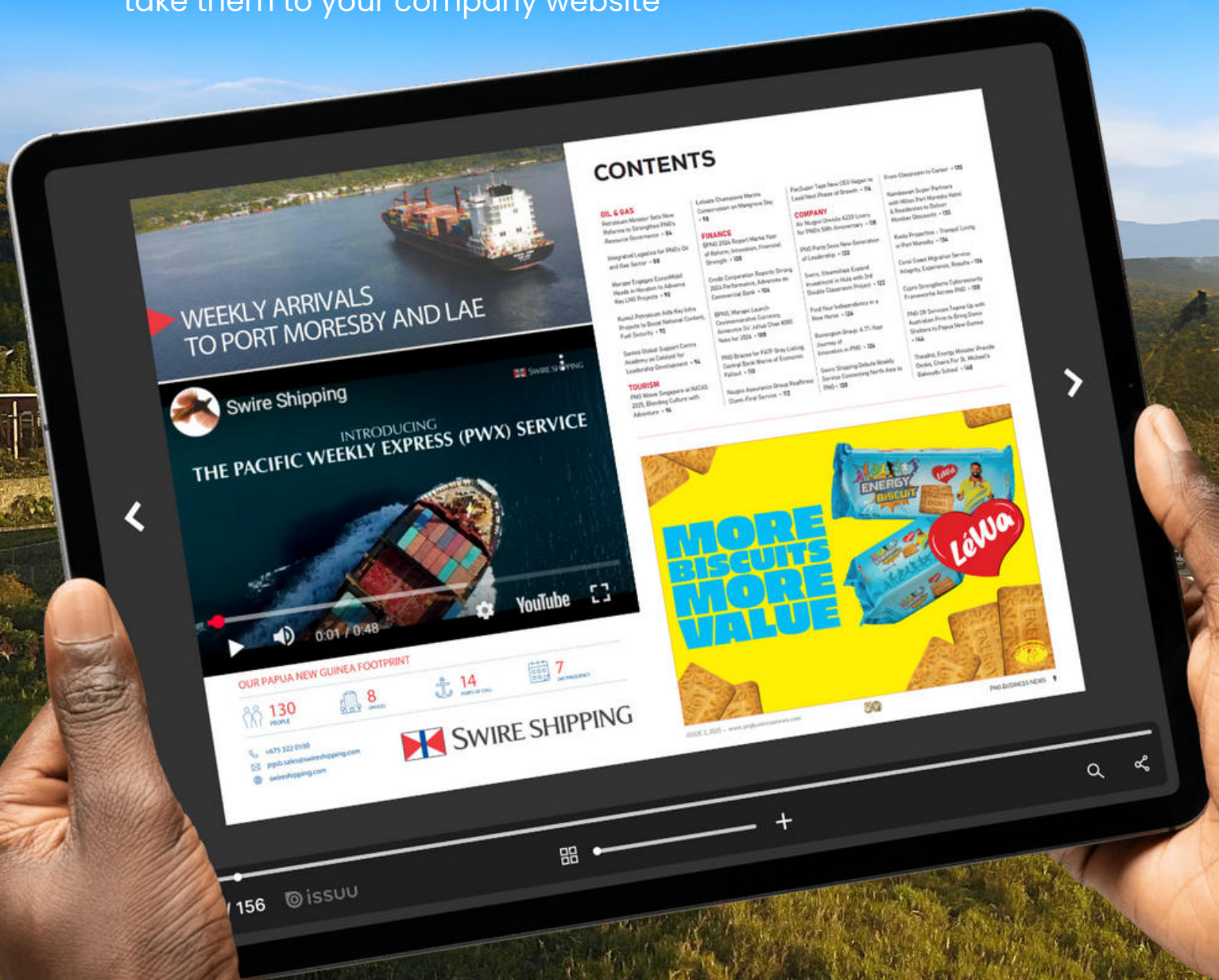
**2025 EVENT
COUNT
826,000**

**2025 WEBSITE
VIEWS
280,000**

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



AVERAGE ONLINE READ TIME:
9.30 minutes

Newsletter

Our up-to-date interactive online newsletter goes out every single week to over **16,500 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.

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%

Average Open Rate

76.1%
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 show 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 an ad ready? We're here to help!

For our advertising partners, we offer complimentary ad layout. Simply provide us with the text, photos, contact details, and your completed company logo, and we'll handle the rest.



Company Youtube videos appear here in blue and in the online magazine.



Social Media

2,167,976

total social media overview
impressions in **2025**

Over 6,600 daily visits to our media platforms



Followers: 32,200+
Impressions: 1,392,431
Interactions: 31,129

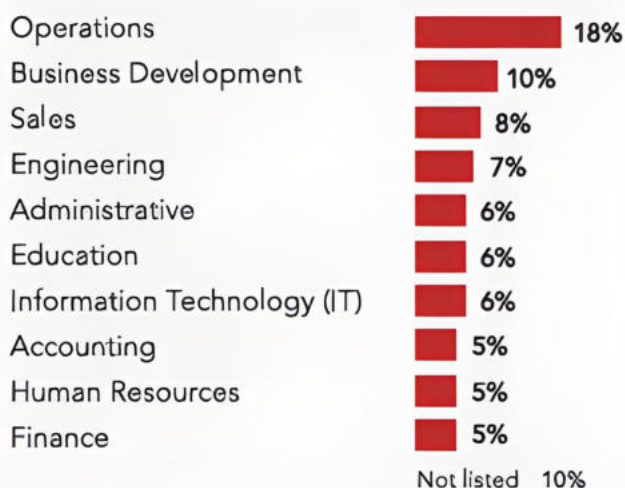


Followers: 10,000+
Impressions: 775,545
Interactions: 15,165

100%

increase in social
media impressions
from the past year

Top Followers: Job Functions



Top Followers: Industries



ADVERTISING PACKAGE RATES*

Regular Package

	1x Advertisement Casual Rate	4x Advertisement Discounted Rate EACH ISSUE
Double Page Spread	A\$ 5,500	A\$ 5,250
Full Page	A\$ 3,100	A\$ 2,950
Island	A\$ 2,650	A\$ 2,500
Half Page (Horizontal / Vertical)	A\$ 2,300	A\$ 2,150
1/3 Page (Horizontal / Vertical)	A\$ 2,050	A\$ 1,950

Website Banner (280,000 website views)

Premium Banner (940 x 120 px)	A\$ 2,500	A\$ 2,200
Standard Banner (700 x 120 px)	A\$ 2,000	A\$ 1,700
Sidebar Banner (245 x 245 px)	A\$ 1,550	A\$ 1,350



Premium
Banner

Sidebar
Banner

Standard
Banner

*Our Rates Include

Print and Digital Advertisement Placement
Editorial / Article Write-Up
Newsletter Feature
Website Feature
Video Feature
Social Media Feature

For more information, please
contact us directly at
info@pngbusinessnews.com



Visit our website:
www.pngbusinessnews.com



Call us at:
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Email us at:
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