

Your local magazine with global fit.



Gain a true business advantage with South Australia's only independent bi-monthly magazine providing local insight with a wide global perspective. **in-business** provides opinion and analysis on many areas of business for the proactive entrepreneur, skillful service provider and astute investor who wants to expand their opportunities, improve their performance and growth locally and beyond. The incredible success of **in-business** is attributed to its informative, insightful content and its well established connections within the South Australian business community. More than just a magazine, it is your invaluable local business knowledge resource.

Local Business News



No other business resource will give you critical, accurate and timely information on what's going and the who's who in South Australia.

- Appointments: Keeps you informed on up to date shifts and moves in the corporate world.
- Top 100 SA Index: Is your annual indispensable guide to the South Australian owned enterprises leading the way in your business community.
- Fast Movers SA Company Index: Lets you know who the fastest growing companies are annually, so you can keep track of your high achieving peers.

Networking



Networking is one of the most important activities for any growing business. **in-business** is your definitive network partner. Being a subscriber and Gold Pages member gives you immediate access to the movers and shakers of this great state.* Start marking your calendar as you gain exclusive access to events, VIP functions and regular workshops. You will have the opportunity to meet and interact with aspiring, emerging and established business leaders. (*See back cover for subscriber and Gold Pages options).

Global Knowledge



A national and global perspective for any local business is imperative. Exclusive to **in-business**, renowned SA economist Prof. Richard Blandy provides you with economic forecasting and indicators for South Australia, benchmarked against national and international figures. Be informed on what's driving our state forward and work out where your business fits in the bigger picture.

Your Business Toolbox



in-business gives you practical tips and advice on how to improve your performance and increase your profits. With wide-ranging editorial from industry experts and case studies from leading organisations you will be offered real solutions and answers to your business needs. From marketing, sales techniques and IT, to Industrial relations and work culture, businesses both big and small will benefit.

Gold Pages



The exclusive Gold Pages Directory is a must for any business-to-business organization. Whether you are looking for a product or service to suit your needs or you simply need to be seen, then this is your one stop resource. With an estimated readership of over 10,000 professionals you can be assured that it's South Australia's most prestigious network directory, offering your business both a presence online and in every issue of the magazine.



"Deloitte has been highly successful in Adelaide due to our in-depth understanding of South Australian businesses. When we want the latest business news, we turn to 'in-business', Adelaide's pre-eminent publication. 'in-business' is unsurpassed as a business publication that focuses on the South Australian business community. If you want to stay ahead, I would highly recommend subscribing to 'in-business'. Deloitte would not be without it."

Rob DiMonte Office Managing Partner, Deloitte – Adelaide
National President, The Institute of Chartered Accountants



"Before 'in-business' the information I got as a consumer of business publications was very stylized. 'in-business' takes a really positive approach. It promotes the good things we are doing as a State. It gives people hope because there are people and organisations who are really doing well. Kids at school, leaders of the future, get an idea what it's like out there that is very realistic. It shows kids hard work is required but you can succeed."

Anne Evans Executive Director
Adelaide Metropolitan Area Consultative Committee



"We operate a successful South Australian-based business which is tightly focussed in the mining industry and we mainly interact with specialist suppliers and service providers. We value the insights we can gain from the 'in-business' magazine content as it gives us a broader perspective on the innovative strategies and inspiring successes of other South Australian companies that we would find hard to obtain elsewhere. 'in-business' magazine is an invaluable addition to the many specialist publications we subscribe to in respect of the information it provides and networking opportunities it opens up."

Eduardo Donoso Managing Director, Louminco Pty Ltd



"I think this is a very high standard magazine for people in business and also for people who like to know how businesses and the economy in SA are growing. 'in-business' is giving me encouragement and strength to stay in business by reading SA business people's successful stories and the bigger picture of fast-growing SA companies. The true stories in the 'in-businesswoman' section are very inspirational, and really close to me. Well done 'in-business'."

Xui Fang Pei Proprietor, Tiger Xui Design



"C.P.Moore is a small business that provides IT software solutions for business in SA. We have found advertising in 'in-business' magazine a great way to get in contact with a target market of small to medium-sized businesses. The first step we took was to advertise in the Gold Pages which had instant success."

Philip Hicks Business Development Manager, CP Moore