

Small Business Nation

Our Business Pack are the entrepreneurs, the small business managers, the start ups.

They need the latest business news, along with finance, tech and politics. They use our Independent Jobs pages to help them find and fill roles.

Who are they?*

- Work is a career rather than just a job
- Look forward to setting up my own business one day
- I am an optimist

Making change happen

- 74% say their purchases are impacted by a company's behaviour
- 40% have bought a product because of a company's responsible behaviour
- 59% have donated money to ethical causes



Top overlapping audience[¶]



Music fans



TV, gaming and home ents



Home and garden



Style conscious



Health and fitness enthusiasts



Top brands

BRITISH AIRWAYS



ROLEX



54% Female



45 Mean age



65% ABC1[§]



The Business Pack

3 Million[‡] Made up of

- SME
- Industries
- Job roles and seekers



Getting it right with the Business Pack

An audience looking for symbols of success and appealing badge value in the brands they choose.

Top categories: electronics, travel, home furnishings

Contextual placements[†]



Business



Tech



Education



Ben Chapman



Anna Isaac

Scale up each audience pack to increase reach, or zoom in to increase efficiency – flexible targeting that's driven by our machine learning software using first party

Sources:

* TGI - Telmar - Top Indexing statements against Times, Telegraph and Guardian (pre-pandemic 2019).

†. Adobe Analytics - June 2021 - UK Users only.

‡. Permutive - 30 days. April 2021. UK Users only..

§. PamCo - 2021

¶. Permutive - 30 days. July 2021. UK Users only.