



INDIGENOUS BUSINESS

NEWS

**PIONEERING THE DIGITAL FRONTIER OF
INDIGENOUS REPORTING IN AUSTRALIA**



ACKNOWLEDGEMENT OF COUNTRY

IBN acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

OUR ESSENCE

Indigenous Business News, a 100%
Indigenous-owned platform based in Perth, WA,
bridges communities with news that resonates.

Partnered with major media outlets, we deliver
impactful journalism across digital and print
mediums, reaching audiences far and wide.



A photograph of two Indigenous men in a natural, outdoor setting. The man in the foreground is shirtless and has white body paint applied to his face and arms. He is looking off to the side with a serious expression. The man in the background is also shirtless and has white body paint on his face, looking towards the camera. The background shows a landscape with trees and hills under a bright sky.

OUR MISSION STATEMENT

We are committed to fearless journalism that makes a difference. Focusing on stories that impact Indigenous communities, we uphold the highest standards of integrity and representation, ensuring every voice is heard and every story is told with authenticity.



OUR TEAM

Meet our diverse team of Indigenous correspondents, experts in fields ranging from politics and business to culture and sports. They bring to you round-the-clock coverage, ensuring a tapestry of stories that are both relevant and resonant.





OUR UNIQUE APPROACH

As a non-partisan, 24/7 digital news platform, we uniquely represent Indigenous Australian life in its entirety. From untold stories to major events, we give voice to the voiceless and shine a light on narratives that shape our communities.





VOICES FROM THE COMMUNITY

The heart of our stories lies in the Indigenous communities themselves. From remote rural narratives to urban tales, our content is sourced from the rich experiences and insights of people living and breathing the essence of Australia's Indigenous culture.

DIGITAL INNOVATION

Our website stands as a testament to digital innovation in Indigenous media. Featuring an accessible and user-friendly design, it's a vibrant hub for news, in-depth articles, multimedia content, and interactive features, designed to engage a diverse audience.

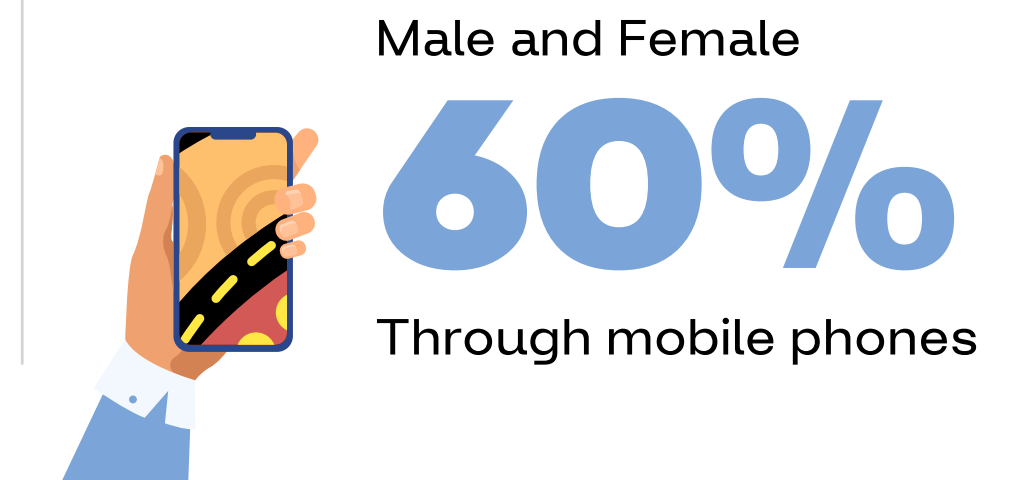


OUR DIVERSE READERSHIP

We will cater to a broad audience, including both Indigenous and non-Indigenous Australians, focusing on inclusivity and wide demographic appeal. Our content will resonate with people of all ages, backgrounds, and interests, making us a unifying platform for diverse voices.

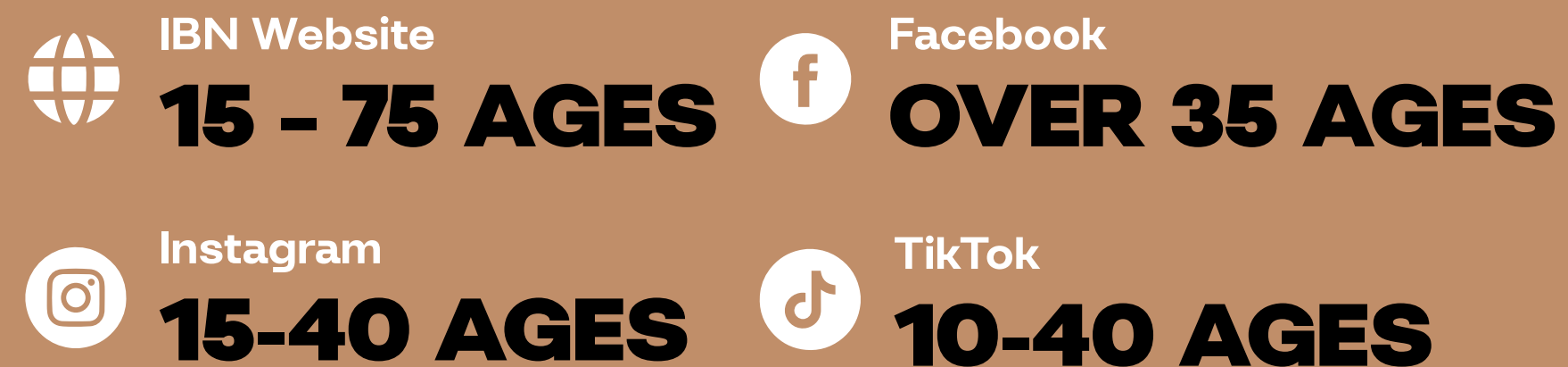
READERSHIP

One million Aboriginal and Torres Strait Islander people



25 MILLION

Non-indigenous population with target in our digital footprint



SETTING OUR GOALS

Our ambition is to be the leading source of Indigenous news in Australia. Our KPIs are focused on expanding our reach, deepening our impact, and building a trusted relationship with our readers, as we bring forth stories of significance and substance.

In the competitive landscape of Indigenous media, Indigenous Business News stands out with its authentic, Indigenous-led narrative and a strong digital-first approach.

YEAR 1



25,000
Readers



1,000
X followers



25,000
Facebook followers



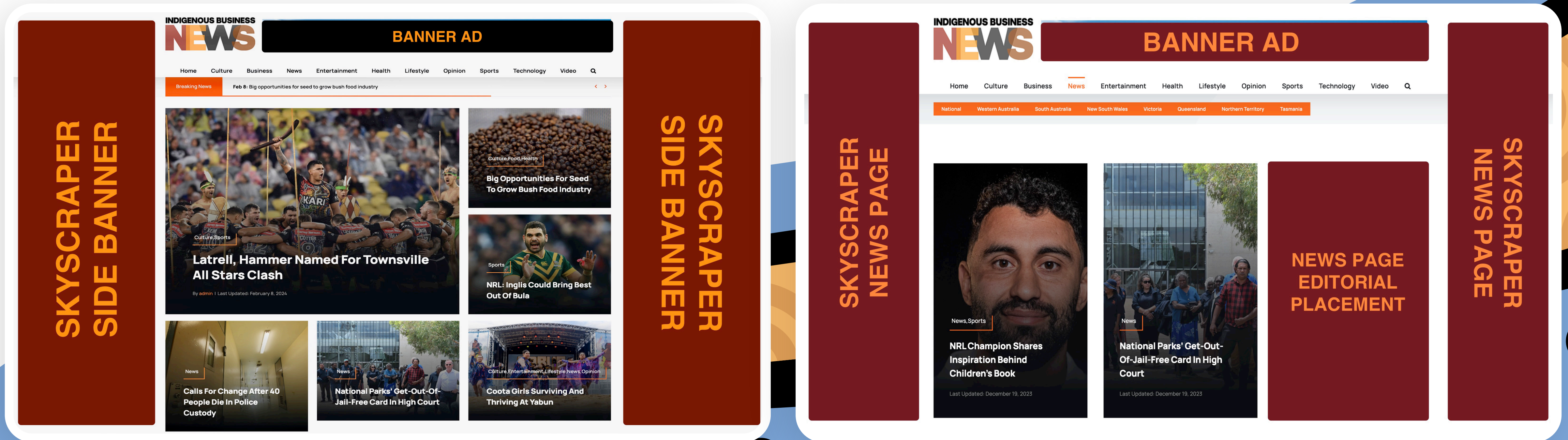
10,000
TikTok followers



10,000
Instagram followers

PARTNER WITH US

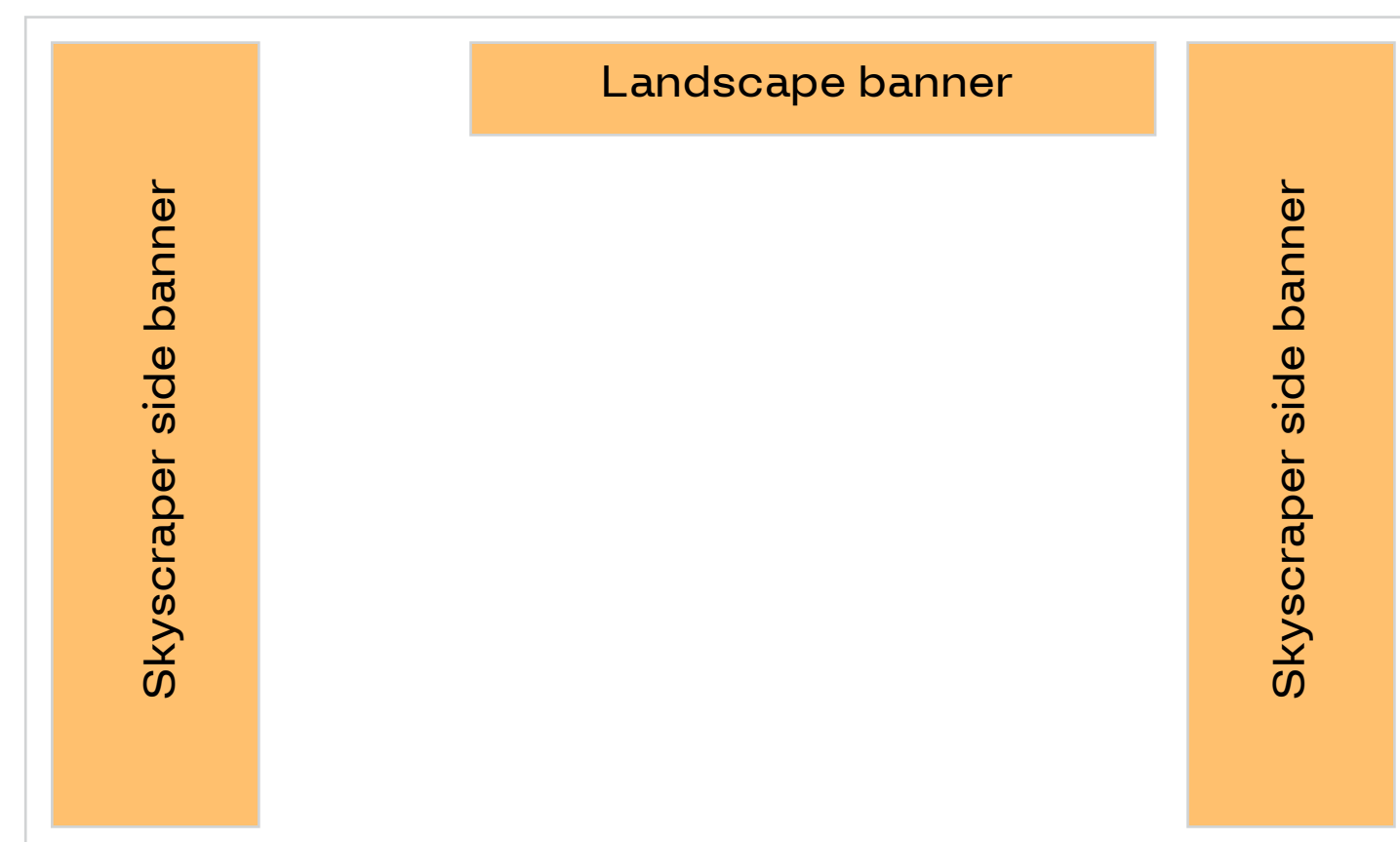
By advertising with us, you connect your brand to a unique and engaged demographic. Our platform offers diverse advertising solutions, from digital banners to sponsored content and interactive campaigns, ensuring that your message reaches the right audience effectively.



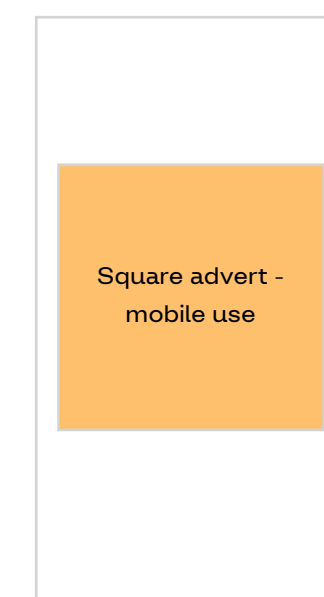
ADVERTISING WITH US

Our competitive advertising rates are designed to cater to a wide range of needs and budgets. From prominent digital banners to immersive sponsored content, we offer a variety of options to maximise your brand's visibility and impact.

DESKTOP



MOBILE



Position	Rate Card	Specifications
Landscape banner	\$6000 + GST per quarter	728px wide x 90px deep
Skyscraper side banner	\$5000 + GST per quarter	160px wide x 600px deep
Square advert - mobile use	\$2000 + GST per month	300px w x 250px deep
News, sport and editorial section advertising prices on request		
Native Title, Heritage and Legal Notices Placement of advertisement for Native Title claims, legal or Heritage Notices. \$250 + GST		
Subscription posts, e-letter and reminders (Banner ad sent three times a week to subscribers) \$500 + GST per week		
Video advertising If you are keen to promote your business or service using video on our platforms, please talk to us, as we can design, build and place your organisation into superb video advertisements.		

REACH OUT TO US

We invite you to share your stories, provide feedback, and explore partnership opportunities with us. Connect with our team through multiple channels, including email, phone, and social media, to be part of our growing community.

IBN
Aboriginal Centre of Excellence

108 Barrack Street, Perth, WA 6000

08 6313 3981

<http://www.ibnews.com.au>

PETER ROWE
Editorial

0468 893 737

08 6313 3981

editor@ibnews.com.au

Wholly owned by
INDIGENOUS EMERGING BUSINESS FORUM

Aboriginal Corporation ICN 9523

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JOIN OUR JOURNEY

Be part of our mission to inform, educate, and represent the diverse voices of Indigenous Australia. Your involvement, whether as a reader, contributor, or advertiser, helps shape the future of Indigenous news. Together, let's make a difference.