

IndustrySearch Storefront Marketing - *Customers, not just clicks!*

Audience profile

Continued promotion ensures IndustrySearch remains Australia's leading business and industrial website. Advertising on IndustrySearch means the right audience finds your company. Ongoing marketing activities include: brand advertising, trade shows, search engines, telemarketing, direct mail and referral marketing.

The *IndustrySearch eNewsletter* is an additional extension of the website. By regularly broadcasting industry content to over 30,000 subscribers, IndustrySearch continues to be constantly utilised as a trusted source for information and suppliers.

Users by top industry sectors

General Manufacturing	15%
Electronics & Electrical Engineering	12%
Construction, Building & Infrastructure	9%
Other	7%
Engineering & Maintenance	5%
Industrial Machinery & Equipment	4%
Metalworking & Steel Manufacturing	4%
Food & Beverage Processing	4%
Automotive Manufacturing	3%
Business Services	3%
Mining & Minerals	3%
Farming, Agriculture & Rural	3%
Government, Education & Training	3%
Import, Export & Trade	2%

Users by top job functions

Senior Management (Director, CEO)	36%
Engineers	15%
General Managers	14%
Other	11%
Consultant, Contractor	5%
Office Manager, Assistant	4%
Production Managers	3%
Product Design, Development	3%
Factory, Warehouse	2%
Operations	2%
Purchasing, Procurement	2%
IT Professionals	1%
Logistics Professionals	1%
Finance & Accounts	1%

Australian users by state

NSW	35%
VIC	33%
QLD	13%
WA	6%
SA	6%
ACT	1%
TAS	1%
NT	1%

New Zealand

3%

Company size

Less than 20 employees	40%
More than 250 employees	22%
Between 2 and 49 employees	15%
Between 50 and 99 employees	11%
Between 100 and 199 employees	9%
Between 200 and 249 employees	3%

* Profiles based on registered eNewsletter subscribers. November 2009

On-Target Business Marketing

Call 1300 788 373 or email marketplace@industrysearch.com.au

