



NORTHERN
TERRITORY
INDIGENOUS
BUSINESS
NETWORK

BLAK BUSINESS MAGAZINE

SPECIAL EDITION

12 MONTHS EXPOSURE

ADVERTISING



PRODUCED BY TERRITORY Q BUSINESS MAGAZINE IN PARTNERSHIP WITH NTIBN

TERRITORY
BUSINESS MAGAZINE 

BLAK BUSINESS MAGAZINE

Northern Territory Indigenous Business Network has partnered with Territory Q to produce the first Blak Business Magazine, due for release in February 2024.

Blak Business is a members only premium business and industry magazine promoting Indigenous businesses and allied companies who are registered with NTIBN.

Produced by Campaign Edge Sprout, we are an independent, private enterprise determined to offer an integrated platform that will promote and distribute a premium publication to the entire business community. This magazine will help engage in sharing information, story telling, and creating pathways to doing business with all levels of business in the Northern Territory.

It is a high-quality annual supported by NTIBN to showcase exceptional Aboriginal and Torres Strait Islander businesses, entrepreneurs and allied organisations that are making a positive impact in the Northern Territory business sector.

This is your opportunity to tell your story in a company profile or advert that will give you 12 months exposure directly to companies you may not already be doing business with or to people you want to showcase your support for genuine business opportunities that you provide for Aboriginal people.



CONSIDER THIS PUBLICATION AS THE
INDIGENOUS BLAK BOOK OF CAPABILITY
TO COMMUNICATE THAT YOU ARE READY
TO DO BUSINESS WITH THOSE WHO HAVE
A SOCIAL CONSCIENCE AND SEEK TO
SUPPORT ABORIGINAL ORGANISATIONS.



Blak Business magazine is positioned to leverage off Territory Q subscription database, professional publishing capabilities and online social media resources.

This is an opportunity that NTIBN is providing to their membership base. NTIBN members will get a 30% discount to take part, including professional photography and a journalist to profile your business. Registered allied companies are also extended an opportunity to profile their organisation and communicate to stakeholders how they take responsibility for making changes that help Indigenous people and businesses become successful by using their credibility to create a more inclusive environment for Indigenous people to thrive in.

This is an opportunity to showcase the great advancement in business capabilities, self-determination and innovative Blak businesses to a broader range of clients who are looking to engage and do business.

Territory Q are supporting NTIBN to highlight economic participation and social prosperity of Indigenous Australians by encouraging, supporting, empowering and building the capacity of Indigenous businesses.

A TEAM OF AWARD-WINNING PROFESSIONAL WRITERS AND PHOTOGRAPHERS, **WE HAVE THE PLATFORM FOR BUSINESS TO SHOWCASE THEIR COMPANIES, INITIATIVES AND CAPABILITIES AS ADVERTORIAL OR FEATURE STORIES.**



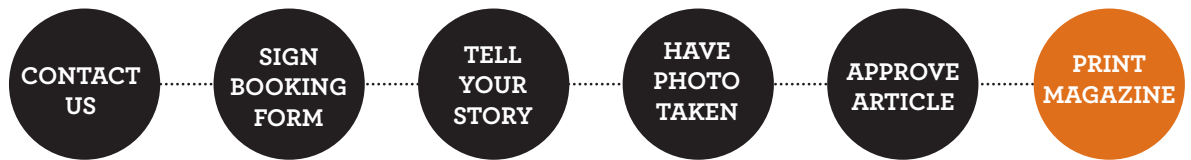


BOOK NOW

STAND UP AND PROMOTE BLAK BUSINESS

Blak Business magazine is a first for Australia. Be part of the special launch edition and book to tell your business story today. The best way to get more business to tell people what you have done and what you can deliver.

- GET NOTICED
- ATTRACT NEW CUSTOMERS
- ATTRACT NEW BUSINESS PARTNERSHIPS
- ATTRACT LARGER CONTRACTS



CONTACT: 08 8980 5700

CHARMAINE MARQUEZ
charmaine@campaignedgesprout.com.au

NIGEL ADLAM
nigel@territoryq.com.au

BECOME A MEMBER

REGISTER TODAY



If you have let your membership lapse or you have been thinking about joining but not got around to it - get online today.

CERTIFIED MEMBERSHIP

Are you a 51% or more Indigenous owned.

- Sole Trader \$150 per year
- Not for profit \$250 per year
- Company \$300 per year

ALLY MEMBERSHIP

Are you a non-Indigenous business or business owner that is committed to and takes positive action to support Indigenous supply chain, employment, and community.

\$500 per year

* Each application will be assessed - Terms and conditions apply - check the website for details

REGISTER ONLINE AT:

[NTIBN.COM.AU](https://ntibn.com.au)

CONTACT US

admin@ntibn.com.au

1300 192 164

Darwin: 76 Esplanade, Darwin City NT 0800

Alice Springs: DKA, 475 Stuart Highway, Alice Springs NT 0873

Katherine: 46 Katherine Terrace, Katherine NT 0850

WHAT OPTIONS ARE THERE?

BUSINESS PROFILES AND PEOPLE

Everyone has a story so it's your chance to tell business people your achievements, journey and professional insights. Smart takes on what it means to be in business from small and large corporations. Perfect platform for building exposure.



ALLIES OF SUPPORT

Informed and professional reporting on NTIBN allied members. Opportunity to tell your story from non-Indigenous owned business, corporations or statutory authority that take action to support Indigenous supply chain, employment, and community.



ARTS AND CULTURE

Unknown to the well-known profile your artists and community leaders through conversation and interviews that present the background, influences; process, pleasures and pressures of preserving Aboriginal culture and art.



IN DEPTH PROJECT FEATURES

Projects of significance are presented by informed and professional reporting and analysis. In-depth features are supported by award-winning photography from the Territory's best photographers.



NTIBN CONTENT – MEMBER FIRST FOCUS

Blak Business covers stories, profiles and features about Northern Territory Indigenous Business Network. Addressing the active benefits of members and all the support channel NTIBN offer including the new business Hub. NTIBN are committed to promoting and elevating NT Indigenous Businesses through improved economic growth and prosperity.

TELL YOUR STORY

Blak Business is the perfect platform to raise your profile with editorial, or advertise business to business. People who are serious about doing business with exceptional Aboriginal and Torres Strait Islander companies will be reading and referring to Blak Business.

ACTIVE SOCIAL MEDIA AND PUBLISHED ONLINE AT TERRITORYQ.COM.AU

DISTRIBUTION HAS BEEN EXTENDED TO INCLUDE QANTAS LOUNGES, HOTELS, GOLF CLUBS AND BUSINESS CENTRES

5,500 +

DIRECT MAIL SUBSCRIPTION DATABASE

15,000 +

PREMIUM ANNUAL MAGAZINES DELIVERING 12 MONTHS EXPOSURE

OUR AUDIENCE

Our target readers are powerful, engaged consumers actively looking to broaden their knowledge, opportunities and leverage business networks. We will actively drive readers to the NTIBN Portal so you can get more business from your membership.

With over 10 years of experience in publishing and knowledge of consumers behaviour, we understand decision-makers are bombarded with news and digital content, always attached to their phone, and choose to read business content in hard copy, in their own time. They are executives and managers who look to publications such as Territory Q and Blak Business to improve their understanding of the Territory and build sustainable business networks. Blak Business is a publication that informs and resonates with Indigenous and non-Indigenous business appetite. It is the only premium Indigenous business magazine of its kind.

Our readers are ready to hear about great advancements in capabilities, self-determination and innovative Blak businesses. We appeal to a broader range of clients who are looking to do business with exceptional Aboriginal and Torres Strait Islander businesses, entrepreneurs and allied organisations that are making a positive impact in the Northern Territory business sector.

Territory Q are partnering with NTIBN to highlight economic participation and social prosperity of Indigenous Australians by encouraging, supporting, empowering and building the capacity of Indigenous businesses through storytelling – and we need you to participate to do that.

To participate, all you need to do to is contact us, book your space and tell your story - we will do the rest.



OUR READERS ARE INVESTED IN THE BUSINESS COMMUNITY AND POLICY MAKERS THAT CREATE OPPORTUNITIES. FROM LAND COUNCILS TO PUBLIC AND PRIVATE SECTOR ORGANISATIONS AND FUNDING BODIES. THEY SUPPORT MAKING A POSITIVE IMPACT FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE.



PUBLISHING OFFER INCLUDES

- 15,000 premium printed magazines per annum distributed nationally and locally through trade trips, hotels, corporate lounges, subscriptions and direct mail specifically targeting business to business.
- Professional journalist and photography
- Digital published online as a readable flipbook
- PDF of your feature
- 1 x Facebook and 1 x Instagram organic post
- Complimentary design service for layout and place advertising

To participate, all you need to do is contact us, book your space and tell your story - we will do the rest.

INTEGRATED PUBLISHING

TERRITORY Q HAS COLLECTED A PRIVATE BUSINESS DATABASE OF 5,500+ SUBSCRIBERS AND GROWING. **BLAK BUSINESS MAGAZINE WILL BE MAILED OUT FREE AS A SPECIAL EDITION BECAUSE IT HAS BEEN PUBLISHED BY TERRITORY Q.**

Your story will be told in print, published as a digital publication for mobile viewing on any platform and promoted on social media channels.

The business database Territory Q owns is a powerful tool because it ensures the publication reaches the company director's desk. It is also mailed out to every Federal and Territory elected Member of Parliament and the top 200 ASX companies in Australia.

The remainder of the print run will be distributed to companies participating in the publication and free copies

distributed Territory wide for increased exposure. Multiple copies are also made available to businesses requesting them for trade trips, conferences, AGMs or expos.

With our established integrated publishing platforms, Blak Business Magazine will be conveniently accessible to busy business people, from any location in the world.

UPGRADE OPTIONS

All businesses and allies must be a current member of NTIBN.

YOU MUST BE A MEMBER OF NTIBN TO BE INCLUDED. CERTIFIED COMPANIES GET A 30% DISCOUNT, ALLIED ORGANISATIONS ARE WELCOME AND ENCOURAGED TO TO SHARE THEIR STORY

SCHEDULES AND DEADLINES

COVER DATE	EXPOSURE	BOOKING DEADLINE	MATERIAL DEADLINE	ARTWORK APPROVAL DEADLINE
ISSUE 2	April 2025 - April 2026	10 March 2025	15 March 2025	20 March 2025

PRINT & ONLINE PUBLISHING	CERTIFIED MEMBER 30% DISCOUNT	ALLIED MEMBER	PLACED ARTWORK	CERTIFIED MEMBER 30% DISCOUNT	ALLIED MEMBER
4 page Feature Story <ul style="list-style-type: none"> Journalism (up to 800 words) Professional Photography 	\$ 5,300	\$ 8,000	Full Page Placed Advert (artwork supplied)	\$1,485	\$2,100
Double Page Story <ul style="list-style-type: none"> Journalism (up to 500 words) Professional Photography 	\$ 3,200	\$ 5,000	Double Page Placed Advert (artwork supplied)	\$ 2,780	\$3,950
One Page Story <ul style="list-style-type: none"> Journalism (up to 300 words) Professional Photography 	\$ 1,625	\$ 2,300	Double Page Placed Advert <ul style="list-style-type: none"> Premium Inside Front Cover Placement (artwork supplied) 	\$2,955	\$4,200
			Back Cover Advert (artwork supplied)	SOLD	SOLD

INCLUSIONS: PRINT PUBLICATION, PUBLISHED ONLINE + 1 X FACEBOOK + 1 X INSTAGRAM ORGANIC POSTS



STRATEGY

Research & Consultation
Insights
Testing & Feedback



BRANDING

Brand Strategy
Brand Guidelines
Implementation



CREATIVE

Concept Development
Campaigns
Graphic Design
Illustration



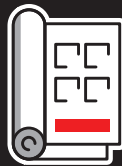
DIGITAL

Websites
Digital Marketing
EDMs
Social Media



EXPERIENTIAL

Graphic Design
Spatial Design
Lighting Plan
Signage



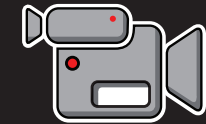
PUBLISHING

Copywriting & Editing
Branded Content
Books & Magazines
Print Management



INDIGENOUS SERVICES

Illustration
Translations
Talking Posters & Albums
Video Production



PRODUCTION

TVC & Radio
Photography
VFX & Post Production
Virtual Reality & 360

COMPLIMENTARY DESIGN SERVICE

Campaign Edge Sprout are a Darwin-based full-service creative agency - and the publishers of Territory Q magazine. Offering a range of creative services, no job is too big, or too small! From branding to social media, events, consultation, print, radio, TV, digital and experiential. We do it all. And we do it all well.

Contact us for your creative needs for an obligation free quote on
0889805700 or info@campaignedgesprout.com.au



BLAK BUSINESS

ABN: 48 628 313 379
 CAMPAIGN EDGE SPROUT PTY LTD
 3/40 CAVENAGH STREET, DARWIN, NT 0800
 PO BOX 4142 DARWIN 0801

Date: _____

Business Name: _____

Contact Person: _____

Booking Agency : _____

Phone: _____

Email: _____

Billing Address: _____

ABN: _____

Advertising Consultant: _____

X Signature: _____

CONTACT:

Charmaine Marquez 08 89805700
 Email: charmaine@campaignedgesprout.com.au
 Email: nigel@territoryq.com.au

Booking Information		Certified or Allied rate	Ad Cost
Artwork produced complimentary of Campaign Edge Sprout			
Journalist required Number of words:			
Advertising photography required (images not to be published in any other publication without approval)			
		Sub Total	
		+ GST	
		GRAND TOTAL	

PAYMENT OPTIONS

INVOICE

Tax invoices with EFT details will be emailed to the above contact person. If there is a change of contact or details it is the responsibility of the company to contact info@campaignedgesprout.com.au. Payment terms are strictly 14 days from the date of invoice.

CREDIT CARD

Payment by credit card incurs additional 2.2% process charge.

Type of card: _____

Credit Card Number: _____

Name on Card: _____

Expiry Date: _____

CCV#: _____

Signature: _____

Total Cost (including GST): _____

*NOTE: Cancellations after booking deadline will be liable for total amount of booking.