

Media Kit

Global Business Guide is a leading business intelligence source on emerging markets available in English and Mandarin Chinese. It is designed to draw together all the essential sources for doing business to show investment, export and partnership opportunities in key emerging markets. It offers regularly updated information compiled by journalists on the ground carrying out interviews with business leaders, industry experts and members of the government.

What we do

Global Business Guide covers its selected markets through dedicated country publications featuring up to date analysis and core business data. Using the latest technologies, the Global Business Guide approach focuses on presenting information in a simplified and efficient way for our users.

Each dedicated country portal provides the necessary commercial tools that are tailored to the market in question.

Interviews: Featuring video interviews with members of the government, industry experts and the highest authorities in business which are regularly updated.

Articles: Comprehensive overviews that take into account long term trends to bring users up to date on the sector and subsectors within it.

Key Data: Meeting the challenge of accessing reliable figures for emerging markets on main indicators through maintaining a local and international network for objective, accurate reporting.

Analysis: Changes in laws on foreign investment, free trade agreements as well as fast changing customs and fiscal regulations in emerging markets are interpreted and explained alongside industry experts to illustrate their direct impact on business opportunities in each sector.

Business Directory: The only comprehensive database of businesses in the country that makes companies searchable by the business opportunity that they are open to. Thoroughly researched and carefully selected, it is exclusively made up of companies that are positioned for international cooperation and trade.

Who we reach

Global Business Guide's publications are pioneering in specifically reaching **a targeted international business audience** that is unique to each country. Being available in a multilingual format allows Global Business Guide to speak to a local and international audience for maximum, effective reach.

The optimal positioning of GBG on **search engines worldwide** such as Google and Baidu (百度) places our online content as the single source of information on the country.

The GBG audience is made up of a broad cross section of the international business community ranging from C-suite executives, investors and business developers to importers, buyers and sourcers. Our diverse readership base enables each GBG country platform to act as a bridge between local and foreign businesses as well as organisations.

Global Business Guide Audience Demographics		
GENDER	AGE RANGE	EDUCATION
44% Male 56% Female	35-54 Years	Graduate School and Above
BROWSING LOCATION	AVERAGE INCOME	CONTINENT
Work Locations	\$90,000-\$140,000	22% North America 21% Europe 34% Asia 23% Other