Work and Business.
Right. Now.
2022
Why the Guardian

We are the number 1 trusted newsbrand as voted for by Ofcom.

The last couple of years have ushered in extraordinary changes to our working lives - from demonstrating that we can work productively from anywhere to the end of the office space as we once knew it; from hiring more diverse talent pools to an increased emphasis on workplace happiness; from a focus on the social role of businesses and their wider responsibilities to people and the planet to the evolution of workplace technology.

Nowhere is this more vividly captured than on the Guardian's business pages.

Our content is fresh, modern and inquisitive - we’re interested in how and why people do business - and how it can be made better, fairer, more inclusive and more responsible.

And we collate a wide range of opinion and commentary too - from business leaders, trend forecasters, analysts, psychologists and career coaches to explore how the offices and workspaces of the future can adapt to suit our rapidly changing business needs. That might explain why we’re the most widely read among business owners in the UK.

As such, our business audience is progressive and forward-thinking by definition. The Guardian’s business audience should be the right choice for your brand. Now.

Sources
IPA Touchpoints 2021 and PAMCo 2 2022
Ofcom News Consumption Report, June 2021
We reach big numbers

2.9m
BDMs reached*

4.1m
Unique visitors monthly to our online business section

1m
People working in micro businesses reached†

3.6m
Pageviews per week to our online business section

Sources
IPA Touchpoints 2021 and PAMCo 2 2022

*Business Decision Maker (BDM) definition: those who have any purchasing/hiring decision-making power at their company.
†Micro = 1-9 employees.
And more business leaders than any other newsbrand

Global decision makers read the Guardian
All 44 million of them.

More UK C-suites than any UK newsbrand
42% more than any of our competitor set, including the The Times, the Telegraph & the FT.

More UK SMEs than any other newsbrand
48% of all Guardian readers work in an SME - that’s 970k BDMs in SMEs.

More micro businesses than any newsbrand
31% more BDMs in 1-10 SMEs in the UK - that’s 1 million BDMs.

More people working in marketing, tech or finance than any newsbrand.
Over 60% of all people (UK) in these functions.

Most trusted newsbrand in the UK
Consistently voted number 1 for trust.

Sources
IPA Touchpoints 2021 and PAMCo 2 2022
We have a diverse audience

- 1.2m BDMs who identify as female*
- 860k BDMs who identify as BAME†
- 831k BDMs who are under 35‡
- 752k BDMs who are progressives§

*Higher than the Independent (701k), the Times (689k), the Telegraph (536k) or the FT (223k).
†Higher than the Independent (632k), the Times (551k), the Telegraph (465k) or the FT (446k).
‡Higher than the Independent (686k), the Times (503k), the Telegraph (463k) or the FT (430k).
§Higher than the Independent (521k), the Times (466k), the Telegraph (436k) or the FT (279k).

Source
IPA Touchpoints 2021
What are their workplace challenges?

In our survey of BDMs, 25% turn to the Guardian to stay informed about business issues/world of work - higher than the Economist (21%), second only to the FT (31%).

- **26%** Hybrid working arrangements
- **23%** Continuing challenges posed by the pandemic
- **21%** Changing priorities
- **20%** Out-of-date software infrastructure

Source
Guardian Voices Bespoke Survey, June 2022
Where do they invest their money?

- **35%** customer service solutions
- **30%** staffing/recruitment
- **30%** training/upskilling

All three are essentials for businesses, regardless of size.

Source
Guardian Voices Bespoke Survey, June 2022
How can we help?

The top three ways in which BDMs told us their working lives could be made easier:

31% Clarity over what business tech is best suited for my company

30% Reliable customer service solutions for existing tech

29% Efficient purchase process for new business tech

Source
Guardian Voices Bespoke Survey, June 2022
Case studies
The challenge: Familiarize the UK’s public and private sector audience with the powerful concept of “workflow”

The insight: CIOs and broader business decision makers need a common cultural language to understand the mutual benefits of new tech

The strategy: Use cultural touchpoints to move ServiceNow from being seen as “just an IT vendor” to a workflow thought leader

The idea: Go with the workflow
We’re going to show there’s a workflow revolution on the horizon and with the right tech it has the potential to transform businesses

The results:
- Recallers are 77% more likely to agree ServiceNow makes life better for employees
- Over 7 in 10 recallers agreed that ServiceNow can help improve their workplace
- 82% of recallers intend to/have already taken any purchase action
- 2 minute 49 second dwell time - 187% of our 1 minute 30 second benchmark
With the Go Make It campaign, we wanted to increase perception of GoDaddy as the trusted partner for entrepreneurs and small businesses looking for the right website building service to elevate their online presence.

GoDaddy, the Guardian Labs and our two mentors helped two small businesses - Bread Source and Meditation Rocks - thrive and adapt to the digital space during the unprecedented economic times, brought on by the Covid 19 pandemic.

**The Results:**

- 92% of recallers either intended to, or have already taken some form of action
- 3 in 4 recallers said it informed their opinion about GoDaddy
- 79% of respondents visited the GoDaddy website
- 129% of unique user KPI
- 202% of video view KPI
Opportunities
Multi platform opportunities

Print: Guardian Weekly
- Full Page
- DPS
- Outside Back Cover (10% loading fee)
- Coverwraps

Online
- Contextual/keyword targeting
- 1st party data audience segments eg “Business decision makers”, “SMEs”
- Takeovers of the entire Business section

Podcasts
- Spot Ads (specific podcast or network)
- Show Sponsorship

Newsletters: Business Today (54k subscribers)
- Weekly or monthly display
- Weekly or monthly sponsorship

Incentivised Packages (Valid until Oct 22)
- £10k spend (any platform) = 10% added value of online display impressions
- £20k spend (any platform) = 15% added value of online display impressions
- £30k spend (any platform) = 20% added value of online display impressions
Thank you

“My colleagues and I made time to listen to and support each other.”