

amr

AUSTRALASIAN MINING REVIEW

MEDIA KIT 2016



INTRODUCTION / ABOUT

Australasian Mining Review

The **Australasian Mining Review (AMR)** is an independent voice for mining and energy across Australia and Asia. Each edition covers key projects and industry developments as well as feature interviews with industry leaders, independent commentary, in-depth feature articles written by experts in their field, and the latest in innovations from around the world.

AMR is distributed to mine professionals on the ground at mines across Australia as well as key personnel in head offices including Mine Managers, Site Managers, Operation Managers, Health & Safety Managers, Maintenance Managers, Project Managers, Environmental Managers, Procurement Officers, Managing Directors, Directors and CEOs, ensuring every quarter each copy is delivered into the hands of individuals affecting decisions and purchasing in the industry. Additional copies of the publication are distributed at key industry events, conferences and expos throughout the year.

Along with the print magazine, each edition of **AMR** is also available as a convenient eBook accessible through our website. Readers can also subscribe to our monthly e-newsletter and keep up to date through daily news updates on a range of dedicated social media platforms.

SNAPSHOT / FACTS

FREQUENCY	QUARTERLY AUTUMN - MARCH WINTER - JUNE SPRING - SEPTEMBER SUMMER - DECEMBER
READERSHIP	20,000 per edition
AUDIENCE	2,500 direct individual print subscribers per edition 3,270 digital subscribers 27,300 website visitors per quarter 15,150 Facebook followers 2,000* magazines distributed @ expos & conferences
ESTABLISHED	2007
INDUSTRY	MINING
WEBSITE	miningreview.com.au

VISIT US @ EXPOS / CONFERENCES / AWARDS

- SURAT BASIN EXPO** - Jun 15-16 - Toowoomba, QLD
- QLD MINING & ENGINEERING EXHIBITION** - Jul 26-28 - Mackay, QLD
- QLD MINING CONTRACTOR AWARDS** - Jul 27 - Mackay, QLD
- QLD MINING INDUSTRY HEALTH & SAFETY CONFERENCE** - Aug 14-16 - Gold Coast, QLD
- NSW MINE SAFETY CONFERENCE** - TBA - NSW

AMR IS IN GOOD COMPANY / ASSOCIATIONS





Audience

READERSHIP /

PRINT / **20,000** / PER EDITION
MININGREVIEW.COM.AU / **27,300** / VISITORS PER QTR
DIGITAL / **3,270** / DISTRIBUTION

LOCATION / %

WESTERN AUSTRALIA **55.5%**
QUEENSLAND **17.2%**
VICTORIA **13.5%**
NEW SOUTH WALES **7.3%**
SOUTH AUSTRALIA **4.0%**
NORTHERN TERRITORY **1.1%**
OTHER **1.4%**



FACEBOOK /

LIKES / **15,150+**

WANT TO CONTRIBUTE?

Australasian Mining Review welcomes articles and research reports from mining professionals across Australia for review. We look forward to your submission for our upcoming editions. Drop the editor a line at kgutzke@aprs.com.au.

RECIPIENTS / %

General Managers
Mine Managers
Business Development Managers
Project Managers
Area Manager
Executive General Manager
Specialist Manager
Operations Manager
Asset Manager

32.6%

Superintendents
Supervisors
Production
Chief Operating Officers
Engineers

27.6%

CEO
CFO
COO
Chairman

19.5%

Executive Directors
Non-Executive Directors
Owners
Vice Presidents
Presidents

17.4%

Purchasing Officers
Purchasing Managers
Purchasing Superintendents

2.8%

Rates

PRINT / \$ / EX GST **PER EDITION**

REGULARS /	CASUAL	2 EDITIONS	4 EDITIONS
DOUBLE PAGE SPREAD	\$5,920	\$5,620	\$5,030
FULL PAGE	\$3,920	\$3,725	\$3,325
HALF PAGE	\$2,495	\$2,370	\$2,120
QUARTER PAGE	\$1,425	\$1,355	\$1,210

PRIME POSITIONS /	CASUAL	2 EDITIONS	4 EDITIONS
DOUBLE PAGE SPREAD INSIDE FRONT COVER	\$6,795	\$6,455	\$5,775
FULL PAGE INSIDE BACK COVER	\$4,500	\$4,275	\$3,825
FULL PAGE OUTSIDE BACK COVER	\$6,795	\$6,455	\$5,775
FULL PAGE OPPOSITE CONTENTS	\$4,310	\$4,095	\$3,665
FULL PAGE OPPOSITE EDITOR'S LETTER	\$4,310	\$4,095	\$3,665

DIGITAL / \$ / EX GST **PER EDITION**

WEBSITE /	1 MONTH	2 MONTHS	3 MONTHS
SKIN 100% SHARE OF VOICE	\$5,000	\$10,000	\$15,000

NEWSLETTER /	FIRST BANNER	SECOND BANNER	THIRD BANNER
BANNER ADS 33% SHARE OF VOICE	\$1,200	\$800	\$600

ADVERTORIAL 33% SHARE OF VOICE	\$350
SOLUS EDM SPONSORED NEWSLETTER	\$3,000

MISC / \$ / EX GST **PER EDITION**

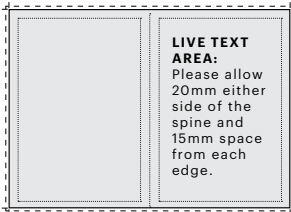
PRINT /	CASUAL	2 MONTHS	3 MONTHS
FLY SHEET SUBSCRIBER POST OUT	\$1,800	\$1,500	\$1,200
FLYER DISTRIBUTION AT EXPOS & CONFERENCES	TBC	TBC	TBC
MAG INSERTS \$ SUBJECT TO WEIGHT	TBC	TBC	TBC

ASK US TODAY ABOUT A **CUSTOM PACKAGE** COMBINING PRINT, DIGITAL AND EVENT PRESENCE

Disclaimer / PACKAGES TAILORED TO YOUR NEEDS (PRIME POSITIONS INCLUDE AN EXTRA LOADING)

Material

PRINT / SPECIFICATIONS



DOUBLE PAGE SPREAD
SIZE / 297mm (H) x 420mm (W)
TYPE / 277mm (H) x 400mm (W)

PLEASE NOTE
Requires 3mm of Bleed

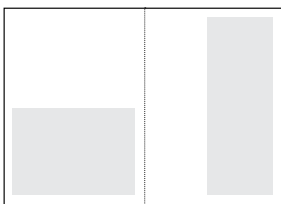
OVERALL DIMENSION
303mm (H) x 426mm (W)



FULL PAGE
SIZE / 297mm (H) x 210mm (W)
TYPE / 277mm (H) x 190mm (W)

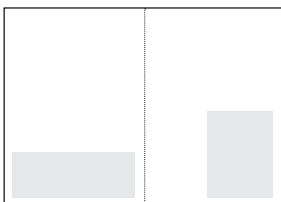
PLEASE NOTE
Requires 3mm of Bleed

OVERALL DIMENSION
303mm (H) x 216mm (W)



HALF PAGE
HORIZONTAL
SIZE / 135mm (H) x 194mm (W)

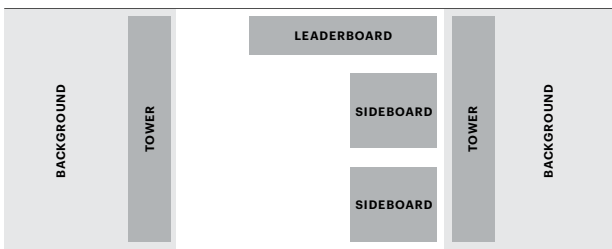
VERTICAL
SIZE / 270mm (H) x 90mm (W)



QUARTER PAGE
HORIZONTAL
SIZE / 68mm (H) x 194mm (W)

BLOCK
SIZE / 135mm (H) x 90mm (W)

DIGITAL / SPECIFICATIONS



LEADERBOARD
SIZE / 90px (H) x 728px (W)

TOWER
SIZE / 800px (H) x 150px (W)

NEWSLETTER BANNER
SIZE / 90px (H) x 728px (W)

SIDEBOARD
SIZE / 250px (H) x 300px (W)

BACKGROUND
SIZE / 1080px (H) x 2100px (W)

FILE FORMATS
.JPG / .PNG / .GIF / .SWF

PRINT / MATERIAL SUBMISSION

Final artwork and advertising material can be sent via email to prepress@aprs.com.au or via file transfer services (wettransfer.com).

ARTWORK FILE REQUIREMENTS

Artwork can be supplied as high resolution press optimised **PDF** files, Illustrator, Photoshop (**TIFF, EPS, JPEG**) and InDesign files supplied with all supporting images and fonts where applicable. All files to be supplied as composite **CMYK** and embedded images at 100% scaling, **300dpi**. All fonts must be converted to outlines or embedded into the PDF file.

ADVERTORIAL GUIDELINES

Advertorial content should be supplied as a **Word Doc** and to the correct word count (**700 words** for a full page advertorial and **350 words** for a half page) with hi res images supplied separately. All images (including those scanned) and logos should be saved as **JPEG, TIFF, PSD** or composite **EPS** files and supplied at 100% scaling, 300dpi and saved as RGB.

ARTWORK CREATION

If you require artwork creation, our in-house prepress department offers a range of design services that will ensure your company stands out from the rest. Please contact Prepress on **07 3012 7400** or email prepress@aprs.com.au for more details.

Disclaimer / MODIFICATIONS TO SUPPLIED ADVERTISING MATERIAL IS NOT POSSIBLE. TO MEET OUR SPECIFICATIONS, ADVERTISING MATERIAL MUST BE DELIVERED ON TIME SO THAT QUALITY CHECKING PROCEDURES CAN TAKE PLACE. APRS MEDIA RESERVES THE RIGHT TO REFUSE ANY ADVERTISING MATERIAL THAT DOES NOT MEET OUR SPECIFICATIONS.

DIGITAL / MATERIAL SUBMISSION

APRS Media publications follow the **IAB standards**. APRS Media uses Revive to manage all advertising campaigns. It provides us with statistics relevant to your campaign such as impressions and clicks to help monitor the effectiveness of your advertising. All flash (**.swf**) banners must include a backup format (eg. Animated **.gif** or **static image**) for web browsers with flash disabled and iPhone/iPad users. Please supply completed banners two weeks before commencement date. APRS does not accept responsibility for viewing problems associated with banners. For newsletter banners we can only accept animated **.gif** or a static image (**.png** or **.jpg**).

To view a live example of the skin, visit miningreview.com.au or contact Prepress on **07 3012 7400** for more information.