

MINING



▶ MEDIKIT - 2012

➤ Penetration into the top 1,300 mines and minerals processing facilities across Australia

➤ Australia's most trusted and respected mining magazine since 1908

➤ Australia's highest circulating mining industry magazine

Australian Mining

SERVING THE MINING INDUSTRY SINCE 1908



PRINT PROFILE

Established in 1908, Australian Mining Magazine continues to lead and inform the Australian mining industry of the latest innovations in mining technology and equipment.

With Australian Mining's penetration into the top 1,300 mines and processing facilities, and its analytical feature-driven content specifically targeted to service the information needs of senior managers, technical mine managers and mineral processing professionals in the Australian mining industries, you are sure to reach the professionals who make or influence purchasing decisions.

To ensure maximum reach and longevity of your advertisement, each edition of Australian Mining is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

ONLINE PROFILE

With an average of more than 130,000 page impressions per month, miningaustralia.com.au is Australia's leading mining industry website.

Specifically designed to be the community hub for the Australian mining industry, visitors are encouraged to view and submit press releases, event listings, products and services details, as well as read breaking news and feature driven content from the magazine



DEMOGRAPHICS

AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT'11 - 7,945

NSW	27%
WA	27%
QLD	27%
SA	5%
VIC	9%
ACT / TAS / NT / OS	5%

INDUSTRY BREAKDOWN

COAL MINING	28%	MINERALS PROCESSING	5%
METAL ORE MINING	21%	EXPLORATION	4%
MINING EQUIPMENT PRODUCT DISTRIBUTOR	15%	MINE MANAGEMENT	3%
MINING & MINERAL ENG/CONSULTING	13%	GOVERNMENT	3%
MINING SERVICES	8%		



SUBSCRIBERS BY JOB

HEAD OFFICE, MINE ADMINISTRATION	37%
TECHNICAL MINE MANAGEMENT	31%
ONSITE MINE MANAGER	22%
OH&S	2%
GOVERNMENT	4%
CONSULTANT	4%

STATISTICS

- ➔ MORE THAN 9,000 SUBSCRIBERS RECEIVE OUR NEWSLETTER DAILY
- ➔ MORE THAN 133,000 PAGE IMPRESSIONS PER MONTH
- ➔ MORE THAN 43,000 UNIQUE VISITORS PER MONTH
- ➔ OVER 68,300 VISITS PER MONTH

Source: Google Analytics July - Sept 2011

FEATURES

Please send all editorial content to: editor@miningaustralia.com.au | Features may change at editor's discretion

JANUARY 2012	FEBRUARY 2012	MARCH 2012	APRIL 2012	MAY 2012	JUNE 2012
<ul style="list-style-type: none"> Australians Mining Overseas Safety Equipment Product Directory 	<ul style="list-style-type: none"> Coal Mining Minesite Vehicles Quarrying, Crushing & Screening Minerals Processing Prod Focus: Motors & Drives Attracting/Retaining/Training Personnel Prospect Awards: Launch 	<ul style="list-style-type: none"> Pilbara Spotlight Conveyors & Materials Handling Drill, Blast & Geomechanics Maintenance & Monitoring Automation & Remote Control Prod Focus: PPVC 	<ul style="list-style-type: none"> Hunter Valley Spotlight Underground Mining Power Generation & Electrical Equipment Infrastructure Contract Mining, Engineering & Services Prod Focus: Cranes & Lifting Hire & Rental 	<ul style="list-style-type: none"> South Australia/ Northern Territory Spotlight Environmental Management Mine Ventilation /Dust Control/ Fire Suppression Trucks & Transport Communications Prod Focus: Safety 	<ul style="list-style-type: none"> Victoria/ Tasmania Spotlight Hard Rock Mining Quarrying, Crushing & Screening Minerals Processing Maintenance & Monitoring Prod Focus: Test & Measurement Conveyors & Materials Handling
BOOKING: FRI 25 NOV MATERIAL: FRI 02 DEC	BOOKING: FRI 13 JAN MATERIAL: TUE 24 JAN	BOOKING: FRI 10 FEB MATERIAL: TUE 21 FEB	BOOKING: FRI 02 MAR MATERIAL: TUE 13 MAR	BOOKING: TUE 03 APR MATERIAL: FRI 13 APR	BOOKING: THU 03 MAY MATERIAL: FRI 11 MAY
JULY 2012	AUGUST 2012	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012
 <ul style="list-style-type: none"> QME Preview Queensland Coalfields Spotlight Minesite Construction Mapping & Surveying Minesite Vehicles Prod Focus: Motors & Drives Drill, Blast & Geomechanics 	 <ul style="list-style-type: none"> M&E NSW 2012 Preview NSW Spotlight Contract Mining, Engineering & Services Mining Accommodation Prod Focus: Mine Ventilation / Dust Control/ Fire suppression 	<ul style="list-style-type: none"> Pilbara Spotlight Power Generation Salary Survey/Attracting/Retaining/Training Personnel Drill, Blast & Geomechanics Safety Equipment Prod Focus: Cranes & Lifting 	 <ul style="list-style-type: none"> QME Preview Mining Software & Hardware Automation & Remote Control Communications Mapping & Surveying Minerals Processing Prod Focus: Process Control & Instrumentation 	<ul style="list-style-type: none"> Minesite Vehicles Motors & Drives Water Management & Wastewater Prod Focus: PPVC Drill, Blast & Geomechanics Wear Resistance & Lubrication Hire & Rental Prospect Awards: Finalists Issue 	<ul style="list-style-type: none"> Metals Outlook 2013 A Look Back At Mining in 2012 Fluid Power: Hydraulics & Pneumatics Maintenance & Monitoring Prod Focus: Test & Measurement Ground Engaging Tools (GET) & Buckets Prospect Awards: Winners Issue
BOOKING: FRI 01 JUN MATERIAL: TUE 12 JUN	BOOKING: THU 05 JULY MATERIAL: FRI 13 JULY	BOOKING: FRI 03 AUG MATERIAL: FRI 10 AUG	BOOKING: THU 06 SEP MATERIAL: FRI 14 SEP	BOOKING: THU 04 OCT MATERIAL: FRI 12 OCT	BOOKING: FRI 02 NOV MATERIAL: TUE 13 NOV



PROSPECT AWARDS

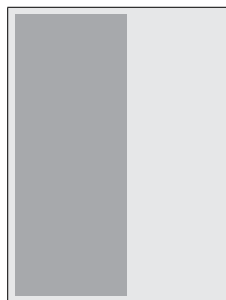
The Australian Mining Prospect Awards are Australia's premier national awards for excellence and innovation in the mining industry.

In 2012 Australian Mining Prospect Awards will continue to recognise those who are setting the benchmarks within the mining industry in Australia.

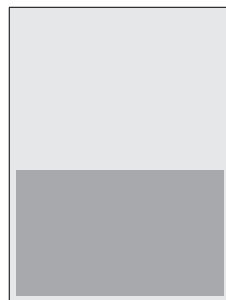
Australian Mining established the Prospect Awards program back in 2004. Now in its ninth year, the Prospect Awards are one of the major awards program specifically for Australia's mining and resources industry. The Prospect Awards celebrate and recognise the achievements of industry leaders in their drive to achieve 'best practice' and excellence in mining.

PRINT RATES & SPECS

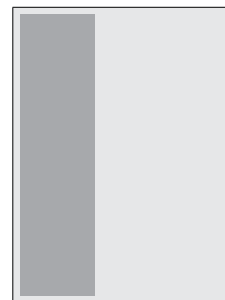
AD SPACE	1X	6X	12X	TRIM AREA
DPS	\$7,690	\$6,920	\$6,150	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$4,170	\$3,750	\$3,330	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Vertical & Horizontal	\$3,210	\$2,890	\$2,570	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	\$2,580	\$2,320	\$2,060	V: 275x65mm H: 80x210mm
1/4 page Vertical & Square	\$2,450	\$2,205	\$1,960	V: 275x45mm H: 60x210mm S: 122x100mm
Single Sheet Insert	\$4,170	\$3,750	\$3,330	
Insert	POA			



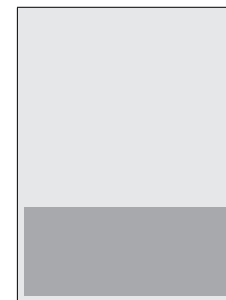
1/2 V



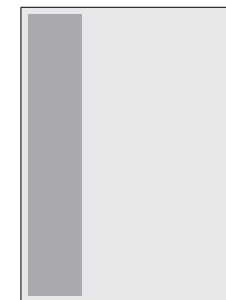
1/2 H



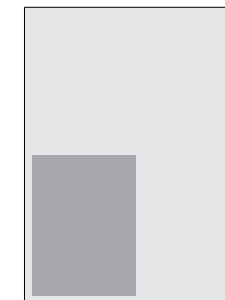
1/3 H



1/3 H



1/4 V



1/4 SQUARE

ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD

[728 X 90 PIXELS | 39K MAX]

MREC 1

[300 X 250 PIXELS | 39K MAX]
ON WEBSITE

ALL INCLUDE 1/10TH SHARE OF VOICE

ADD ON OPTIONS

- // NEWSLETTER DISPLAY
- // ADDITIONAL MREC / LEADER BOARD ON WEBSITE
- // WEBSITE SECTION SPONSORS
- // COMPANY PROFILE
- // PRODUCT SHOWCASE
- // EVENT LISTINGS
- // EDM
- // WEBSITE LOGO SPONSORSHIP
- // COURSES

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

SITE SUPPORTERS

MREC 01

MREC 02

MREC 03

NEWSLETTER//

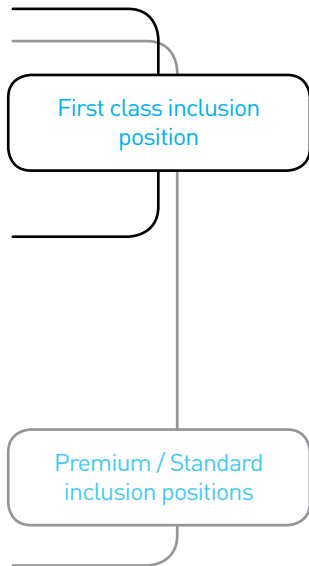
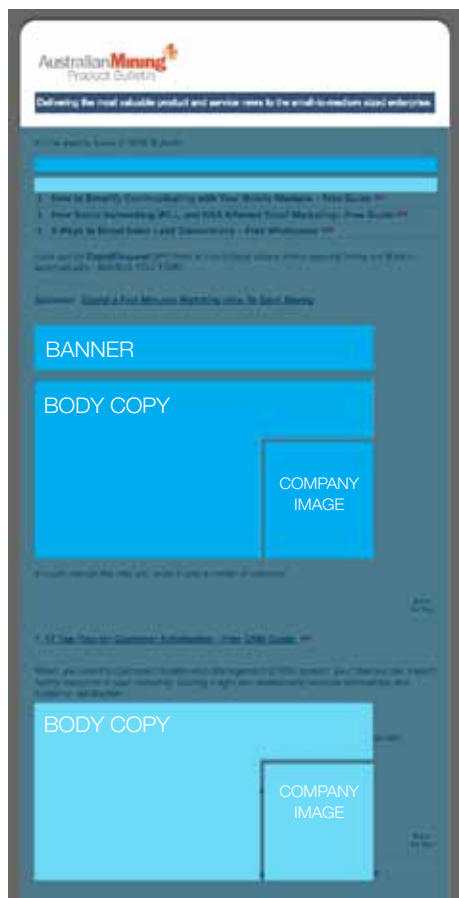


LEADERBOARD

MREC 01

MREC 02

MREC 03



RATES & SPECS

The Australian Mining product bulletin enables you to talk to more than 10,000 mining professionals with a sales message and generate sales leads instantly. We can help you to acquire more customers and build more profitable customer relationships from the very first click.

FEATURE	FIRST CLASS	PREMIUM	STANDARD
A headline	•	•	•
Top position within bulletin	•		
70 words of text	•	•	•
A link to your chosen website	•	•	•
A horizontal banner	•	•	•
Logo / and or small image	•	•	•
A rapid request page*	•	•	
Reports of your leads via email	•	•	•
RATE	\$3,000	\$2,000	\$1,000

For more information visit emediainternational.com.au

WHAT IS A RAPID REQUEST PAGE?



- // Capture the contact information of people interested in your inclusion offer.
- // Receive an automatic email with contact details

- // Qualify your leads with 2-3 questions
- // Send respondents to your website

CONTACTS

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FOR MORE INFORMATION OR TO BOOK YOUR ADVERTISING CAMPAIGN CONTACT:

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