

AUSTRALIA'S

MINING MONTHLY

Media Kit 2012

“GroundProbe allocates close to one third of its advertising budget to Australia’s Mining Monthly, one of the most popular mining magazines in Australia with topical and newsworthy editorial. The Aspermont team understands my needs and concerns as an advertiser and is willing to work with me towards building successful advertising campaigns.”

Lorraine Elsmore

Global Manager – Marketing
GroundProbe



Image courtesy of D. Peroni

Dedicated to the mining sector for more than 30 years



Aspermont
Information for Industry

T: +61 8 6263 9100

E: advertising@miningmonthly.com

W: www.miningmonthly.com



About US

Australia's Mining Monthly is one of the most authoritative mining news magazines in the Asia Pacific region. Published for more than 30 years, *Australia's Mining Monthly* is widely recognised and respected for the quality of its editorial and advertising exposure. It contains exclusive industry surveys and in-depth reports on mines, miners, mining regions, issues and key technical trends. The magazine provides readers with information they cannot get from any other source.

Most leading mining equipment and product suppliers operating in Australia, as well as consultants, contractors, service providers and conference and expo organisers, have *Australia's Mining Monthly* as their first choice for advertising and communication.

Why ADVERTISE?

Australia's Mining Monthly is published by *Aspermont Limited*, Australia's largest resources industry media group with a significant Global presence in Australia, United Kingdom and North America.

We can tailor an advertising package across our print and online publications, providing you with maximum coverage of your target market. *Aspermont Limited* also offer the services of an in-house production department and can design your advertising campaign to your business requirements.

Readership PROFILE

Key Points

- More than 84% of the magazine's readers are in the major mining states of Western Australia, Queensland and New South Wales.
- All *Australia's Mining Monthly* readers are in the mining industry. 40% of readers are also in the construction industry, 22% in oil and gas and 17% also operate in the coal mining sector.
- 70% of *Australia's Mining Monthly* readers are service providers and 20% are suppliers

Australia's Mining Monthly is now available in the Qantas Clubs and business lounges of domestic and international airports throughout Australia.

***Australia's Mining Monthly* is a paid subscription service. (Australia \$156.00, Regional \$252.00, International \$300.00). For a complimentary copy or subscription enquiries / contact us: E: subscriptions@miningmonthly.com or T: +61 8 6263 9100**

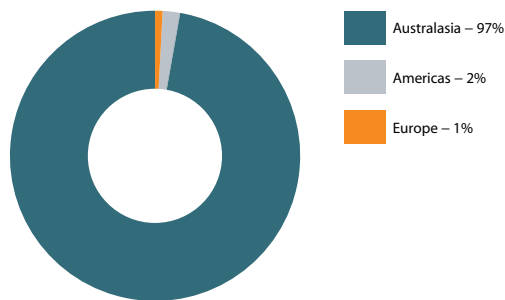


Reader DEMOGRAPHICS

Total Readership: 33,000

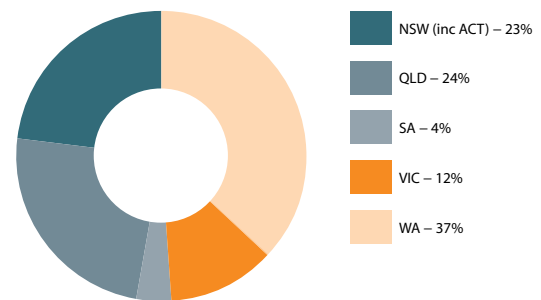
Country

The majority (97%) of *Australia's Mining Monthly* readers reside in Australasia, 2% in America and a further 1% in Europe.



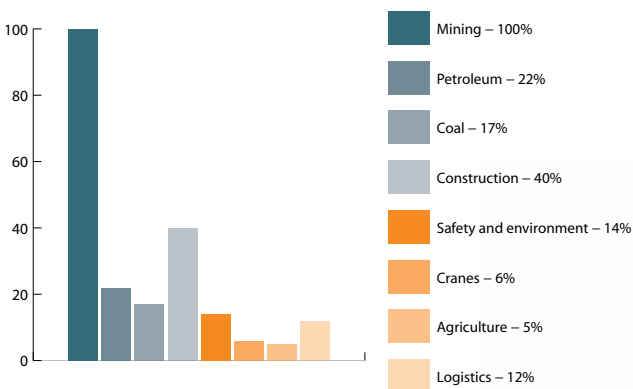
State

84% of *Australia's Mining Monthly* readers are in the major mining states of Western Australia (37%), Queensland (24%) and New South Wales (23%).



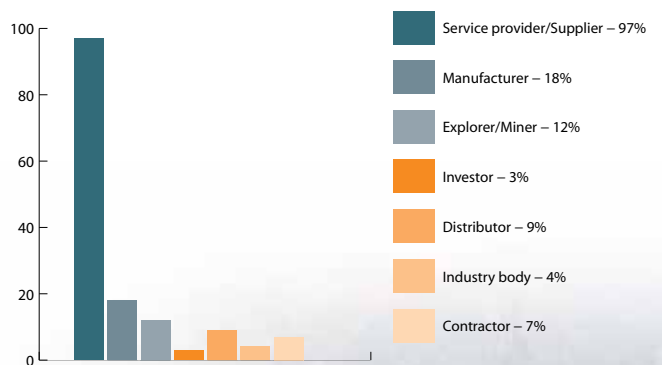
Industry type

All *Australia's Mining Monthly* readers are in the mining industry. 40% of readers are also in the construction industry, 22% in oil and gas and 17% also operate in the coal mining sector.



Business type

Australia's Mining Monthly readers comprise numerous business types.



Circulation Audit



Australia's Mining Monthly average audited monthly circulation: 8,286



2012 FEATURES

January

- Surface Mining 2012 (includes exclusive Surface Mines of Australia survey)
- Queensland Minerals
- Surveying and Mapping
- Mobile Equipment Maintenance
- Stackers, Reclaimers & Shiploaders
- Training Simulators

February

- Underground Mining
- Underground Contractors
- Shaft Development
- Mine Ventilation
- Plant Maintenance Services & Equipment
- Conveyor Equipment & Services
- Mining Consultants
- Plant Hire

March

- Western Australia Minerals & Pilbara in Focus
- Geomechanics & Ground Control
- Drill & Blast
- Communications Technology & Equipment
- Wear Resistant Products/Materials
- Mining & Equipment Finance
- Minerals Education
- Dust Management

April

- Engineering & Construction
- Eastern Goldfields in Focus
- Victoria Minerals
- Payload Monitoring
- Mine Maintenance Innovations
- Mine Planning (including Mining & Exploration Software)
- Articulated Dump Trucks
- Process Control & Monitoring
- Human Resources
- Cranes & Lifting Equipment

May

- Mineral Processing (including exclusive National Plant Survey)
- Queensland Mining & Engineering (QME) Expo Preview
- South Australian Minerals

- Driving Down Production Costs
- Transport
- Automation
- Condition Monitoring Tools
- Minesite Accommodation & Catering
- Power Generation
- Tyres & Tyre Management

June

- Australia's Contract Miners & Drillers (incorporating exclusive industry survey)
- Exclusive Underground Mines of Australia Map
- Queensland Mining & Engineering (QME) Expo Preview
- Mining & the Environment (incorporating Environmental Consulting & Engineering)
- Mine Safety
- Australian Made
- Tasmania Minerals
- Remote Control Equipment & Technology
- Motors & Drives
- Fluid Handling
- Equipment Security & Monitoring

July

- Underground Mining Supplement (including exclusive Underground Mines of Australia survey)
- Queensland Minerals/Bowen Basin in Focus
- Exclusive Bowen Basin Map
- Queensland Mining & Engineering (QME) Expo
- Minexpo Preview
- Excavators Shovels & Loaders
- Ground Engaging Tools

August

- Annual Australia's Mining Suppliers Guide
- Mining Consultants (includes exclusive industry survey)
- Plant Hire
- Education & Training
- Mine Ventilation
- Production Management Technology & Equipment
- Goldfields Mining Expo (GME) Preview
- Northern Territory Minerals

September

- Hunter Valley in Focus
- New South Wales Minerals
- Mineral Processing
- Human Resources
- Goldfields Mining Expo (GME) Preview
- Communications Technology & Equipment
- Conveyor Maintenance
- Tyres & Tyre Management

October

- WA Minerals (including Eastern Goldfields in Focus)
- Goldfields Mining Expo (GME)
- Driving Down Haulage Costs
- Crushing & Conveying
- Cranes & Lifting Equipment
- Fuels & Lubricants
- Process Control & Monitoring
- South Australian Minerals

November

- Minexpo Review
- Engineering & Construction
- Geomechanics & Ground Control
- Drill & Blast
- Mine & Plant Maintenance
- Wear Resistant Products /Materials
- Minesite Accommodation & Catering
- Power Generation
- Shaft Development
- Machine Guidance

December

- Mine Safety
- Mining & the Environment
- PNG/Indonesia
- Fluid Handling
- Transport
- Offroad Vehicles
- Motors & Drives



Australia's Mining Suppliers Guide, brought to you by Australia's Mining Monthly, can guarantee year-long advertising exposure to the Australian mining industry.

Contact us today for more information

Rates 2012

Size	Casual Rate AU\$		Corporate Rate AU\$	
	\$ pre GST	\$ incl GST	\$ pre GST	\$ incl GST
DP	9,380.00	10,318.00	8,140.00	8,954.00
FP	5,055.00	5,560.50	4,430.00	4,873.00
2/3 Page	4,205.00	4,625.50	3,660.00	4,026.00
1/2 Page	3,425.00	3,767.50	2,960.00	3,256.00
1/3 Page	2,860.00	3,146.00	2,490.00	2,739.00
1/4 Page	2,415.00	2,656.50	2,125.00	2,337.50
1/6 Page	2,240.00	2,464.00	1,775.00	1,952.50

Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other specified locations

Corporate Rates

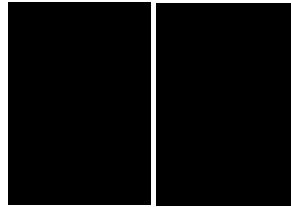
Corporate rates are available to clients who book two or more ads in the calendar year 2012.

BASIC TYPESETTING RATES

Size	Casual Rate AU\$	
	\$ pre GST	\$ incl GST
DP	560.00	616.00
FP	465.00	511.50
2/3 Page	265.00	291.50
1/2 Page	240.00	264.00
1/3 Page	220.00	242.00
1/4 Page	205.00	225.50
1/6 Page	185.00	203.50

PLEASE NOTE: Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.

Artwork Size SPECIFICATIONS



Double Page (DP)
 Trim Size: 297mm(d) x 420mm(w)
 Bleed: 307mm(d) x 430mm(w)
 Image Area: 270mm(d) x 384mm(w)
 Safe Area: 285mm(d) x 408mm(w)



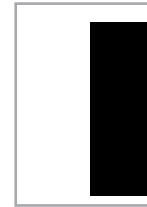
Full Page (FP)
 Trim Size: 297mm(d) x 210mm(w)
 Bleed: 307mm(d) x 220mm(w)
 Image Area: 270mm(d) x 182mm(w)
 Safe Area: 285mm(d) x 198mm(w)



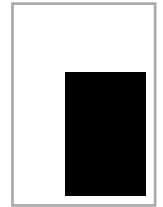
2/3 Page - Vertical
 255mm(d) x 119mm(w)



1/2 Page - Horizontal
 124mm(d) x 182mm(w)



1/2 Page - Vertical
 255mm(d) x 86mm(w)



1/2 Page - Double Column
 182mm(d) x 119mm(w)



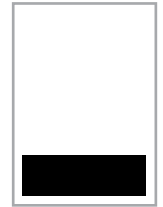
1/3 Page - Horizontal
 80mm(d) x 182mm(w)



1/3 Page - Vertical
 255mm(d) x 55mm(w)



1/3 Page - Double Column
 124mm(d) x 119mm(w)



1/4 Page - Horizontal
 60mm(d) x 182mm(w)



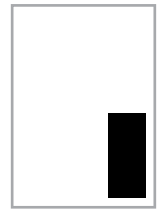
1/4 Page - Vertical
 124mm(d) x 86mm(w)



1/4 Page - Double Column
 92mm(d) x 119mm(w)



1/6 Page - Horizontal
 40mm(d) x 182mm(w)



1/6 Page - Vertical
 124mm(d) x 55mm(w)

Cancellation Fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Aspermont Sales Executive.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.



Artwork SPECIFICATIONS

Artwork Specifications

Preferred file type:

PDF - press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.

Material Requirements:

Advertisers are to supply completed artwork in digital form. Advertisers will not incur any production charges for digital artwork supplied complete to our specifications. Costs may apply to any material supplied outside our specifications.

All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth WA 6000, Australia) by the material deadline. The material deadline is supplied on your booking confirmation sheet when a space reservation is made.

Supplying digital artwork:

Utilise CD, DVD or via email to adproduction@aspermont.com (10MB size limit). FTP details are available on request. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

Accepted Programs:

Photoshop, Illustrator CS2, Pagemaker 6.0 and InDesign CS2. We cannot use as final artwork: Powerpoint, Word, Excel, Corel Draw, Publisher or any other software not on the accepted list above.

Colours:

PMS colours must be supplied out of 4-colour process to avoid the extra \$300 charge per PMS colour. The ink profile should be set to US Web Coated (SWOP) V2.

Disclaimer – While internal production processes may verify that material is within specifications, the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Aspermont reserves the right to refuse any material that does not meet the artwork mechanical specifications or standards of the publication.

Providing artwork for make-up

Text:

To be provided by the client in “text only” format, either on disk or via email.

Images:

To be provided as: Slides or chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

Logos:

To be provided as: EPS file format (preferably vector) or large size jpeg.

Proofing:

A proof of your advertisement will be emailed for your approval before publication.

For more information or for a copy of the advanced technical specifications please contact your advertising sales representative.

