



NOW IN ITS 30th YEAR, the *Australian Journal of Mining* (AJM) covers the latest developments, trends and news in Australian and Asia Pacific mining.

The *AJM* is a bimonthly trade magazine servicing over 26,000 readers, covering all aspects of mining, exploration, geology and mineral processing as well as the people and personalities shaping the minerals industries. It examines all the major commodities, including: coal, iron ore, base metals (nickel, copper, lead, zinc), light metals (aluminium and magnesium), precious metals, diamonds and mineral sands. It also reviews the major technologies and equipment finding favour at mines across Australia. The magazine devotes special coverage each issue to the emergence of China and India as major consumers and producers of mineral commodities.

Each issue, the *AJM* editorial team brings you:

- High quality, independent editorial consisting of a blend of news and features
- Columns by industry insiders, experts and consultants
- In-depth features and analysis of markets, mining techniques and technologies.

The *AJM* also has a comprehensive online service which produces a weekly email newswire distributed to over 14,000 industry readers every week.



MEDIA KIT
2012

A word from the editor:

As one of the most capital intensive industries in the world, mining is reliant upon a vast range of equipment and technologies.

Every day, at mine sites and in head offices, miners consider the purchase of new gear as they chase greater productivity, increased efficiency and the lowest cost per tonne of output. At the same time, they have to consider crucial issues of safety, maintenance, automation and environmental compliance.

In turn, across the globe, mining suppliers – from the largest OEMs to small family companies – strive to better meet their customers' requirements while coping with competition from their peers.

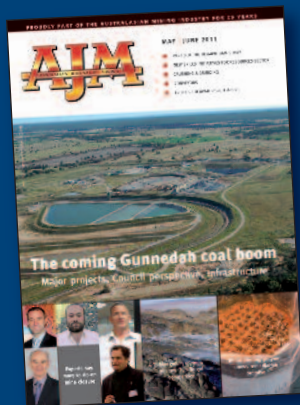
AJM is a print publication and electronic medium which brings together the mining and supply communities. Every issue and newswire examines the equipment and technologies finding favour at operations across the region, from the Highlands of PNG to the red dirt of the Pilbara, from the scorched earth of the Goldfields to the lush coal country of the Bowen Basin and Hunter Valley and at thousands of sites in between.

The publication's readers are the superintendents, supervisors and engineers at mine sites, the corporate mining executives at head offices and management and technicians at the supply companies.

Through the year, AJM's editors and journalists examine the technologies and equipment finding favour in applications such as open cut and underground mining, truck and shovel operations, drill and blast, longwalls, mineral processing and comminution and dozens of other specialized areas.

If you feel that you have a contribution to make or that your company should be included in AJM's coverage, please get in touch with me at email –

charles.macdonald@informa.com.au



READERSHIP

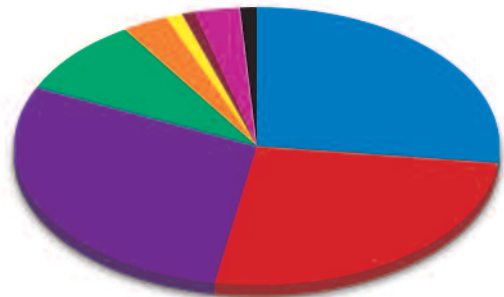
The *Australian Journal of Mining's* readership is concentrated in Australia, PNG, New Caledonia and New Zealand with secondary circulation in SE Asia, China, India, Africa, UK and Americas. Subscribers are predominantly found at mining companies and mining supply and technology companies, at both corporate and site offices. The magazine also reaches ancillary audiences such as government departments, consultants, lawyers, bankers, brokers and advisers.

Readers include general managers, mine managers, plant operators, project managers, managing directors, chairpersons, longwall managers, production managers, open cut managers, exploration managers, superintendents, human resource managers, engineers, geologists, heads of processing and materials management, maintenance managers, purchasing officers, public relations managers, bankers, analysts, commodities brokers, lawyers, funds managers, finance directors, accountants and mining consultants.

AJM prides itself on ensuring that your advertisement lands in the hands of senior decision makers with a genuine vested interest in the market/s you wish to target, increasing the profitability of your advertisement as well as ensuring your brand is enforced throughout the industry.

PRINT CIRCULATION STATE-BY-STATE

QLD	27%
NSW	26%
WA	29%
VIC	9%
SA	3%
TAS	1%
ACT	1%
NT	3%
O'SEAS	1%



CAB Audited Circulation (March 2011) 5,417. Readership per issue: 25,460+

ONLINE

www.theajmonline.com.au

is an information hub for the Australian mining industry, reporting on key areas of development and coverage of commodities, base metals, light metals, precious metals, new products and services and positions vacant.

As the internet continues to evolve as a prime platform for publishers and advertisers alike, AJM invests heavily in consumer visibility and brand awareness through strategic tactics like search engine optimisation and search marketing. This results in an average of over 11,000 visits and 23,000 page views per month, as confirmed by Google Analytics (July 2010).

Coupled with the *Australian Journal of Mining* email newswire, which services over 14,000 subscribers every week, advertising online with AJM provides both unique advertising and sponsorship opportunities and is the ideal platform to broaden your advertising reach.



AJM FEATURES 2012

JANUARY / FEBRUARY

Collision Avoidance Systems
Flood Mitigation – Mine Planning & Equipment
Mine Ventilation & Dust Management
Underground Loaders & Vehicles
Underground Coal & Longwalls

MARCH / APRIL

Fuels, Lubricants & Fluid Handling
Mining Consulting
Drill & Blast
Community Relations in an
Anti-Mining Environment
Dust Suppressing Chemicals & Spray Systems

MAY / JUNE

Trucks & Excavators
Minerals Processing - Crushing & Grinding
Conveyors & Conveying Services
Motors & Drives
Transshipment Barges & Container Tipplers

JULY / AUGUST

Working Safely at Height
Geomechanics & Ground Control
Asset Management, Maintenance
& Condition Monitoring
Minerals Processing – Flotation & Separation
Tyres & Tyre Management

SEPTEMBER / OCTOBER

Heavy Gauge Rail
Communication Technology & Equipment
Trucks, Excavators & Draglines
Automation & Remote Control Systems
Shaft Design, Shotcrete and Strata Control

NOVEMBER / DECEMBER

Training & Simulators
Greenfield Mine Planning & Development
Safety, Training & Education
Power Generation & Supply
Papua New Guinea

Correct as of 24/08/11

Editorial and press releases

Do you have information on products and services relevant to these features? If so, forward press releases, write-ups and brochures to AJM editor, Charles Macdonald on email – charles.macdonald@informa.com.au

INFORMA JOBS

www.informajobs.com.au

The Definitive Mining, Engineering, Civil Construction and Transport Job Portal.

Informa Jobs combines the marketing power of Australia's leading specialist trade publisher and the world's largest business event organiser to bring you a jobs board dedicated to the mining, engineering, civil construction and transport and logistics sectors.

Via the Informa website network, your position vacant will be promoted to over 150,000 qualified industry professionals every month including print, e-news subscribers and website visitors of the following publications: *The Australian Journal of Mining*, *Rail Express*, *Earthmover and Civil Contractor*, *Australian Bulk Handling Review* and *Lloyd's List DCN*.

Our other marketing channels include our events – Informa is the largest event organiser in the world with over 10,000 organised annually – alongside social media marketing on websites like LinkedIn, our upcoming weekly Informa Jobs email service and Google search engine marketing. Combining all of these resources offers unparalleled exposure to qualified and professional applicants Australia-wide.

Recruitment consultants can access Informa Jobs via AdLogic. If you are after high quality mining; engineering; civil construction and transport industry applicants then contact Andrew Jones on 02 9080 4021 or andrew.jones@informa.com.au.

PRINT REQUIREMENTS – MAGAZINE

SUPPLYING FILES: Please supply material via email, or CD/DVD. By arrangement, files may be uploaded via FTP.
Email: andrew.jones@informa.com.au

Mailing address for disks:
The AJM, Informa Australia,
PO Box Q1439, Sydney QVB, NSW 1230.

FORMATS: Final ad copy supplied in Adobe press-ready PDF preferred. Other file types may be accepted by special request.

We do not accept: Final artwork created in Microsoft Word, Adobe Pagemaker, Microsoft Powerpoint, Publisher or on Film.

PROOFS: Advertisers must supply colour proofs with all digital material. If no proof is

supplied, Informa will take no responsibility for reproduction.

IMAGES: Minimum resolution for images 300dpi at 100% print size. All colour images must be supplied as CMYK in JPEG, TIFF or EPS format.

FONTS: Include all fonts in PostScript (printer and screen), NO TrueType – OR convert all fonts to outlines.

DEADLINES: Please contact Advertising Manager for details.

For further details/specifications:
Jo Fuller Designs Tel: 02 9970 6714
or email: jodesign@bigpond.net.au

ONLINE REQUIREMENTS – WEB/NEWSWIRE

NEWSWIRE:

Finalized artwork will only be accepted in GIF or JPG formats.

Artwork must be optimized for web at 72dpi.

Maximum size accepted is 50kb

Leaderboard (Main Banner) restricted to a 2 slide limit with NO transition effect.

Please note that Microsoft Outlook 2007 email client does not support animated frames.

WEBSITE

Finalized artwork for the following banners will only be accepted in GIF and JPG formats:

Leaderboard (Main Banner),
News Story Ad

Finalized artwork for the following banners will only be accepted in GIF, JPG and SWF formats:

Large Skyscraper, Small Skyscraper,
Standard Banner

If submitting in SWF format, link must be embedded.

Artwork must be optimized for web at 72dpi
Maximum size accepted is 80kb

Deadlines: All artwork must be submitted with hyperlinks 7 days prior to campaign commencement.

For further details:

Please contact Andrew Jones
Tel: 02 9080 4021 or email:
andrew.jones@informa.com.au

www.theajmonline.com.au



**THE EARTHMOVER
& CIVIL CONTRACTOR**




Rail Express

Lloyd's List DCN
Daily Commercial News


www.informajobs.com.au

PROUDLY PART OF THE AUSTRALASIAN MINING INDUSTRY FOR 28 YEARS




JANUARY / FEBRUARY 2010

- VOLUME 35 NO 2 100 PAGES
- CONTENT: NEWS, COMMENTARY
- ALL THE LATEST TRENDS AND DEVELOPMENTS
- EQUIPMENT OF THE MONTH
- MARKET ANALYSIS
- SPECIAL ADVERTISING SECTION




Iron ore mining for small change
\$20m all up for IMX'S Cairn Hill



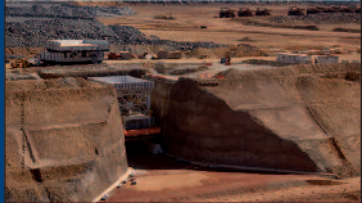
► **Industry news**
► **Market analysis**
► **Equipment of the month**
► **Special advertising**

PROUDLY PART OF THE AUSTRALASIAN MINING INDUSTRY FOR 28 YEARS




MARCH / APRIL 2010

- **Special Advertising Section**
- **Market Analysis**
- **Equipment of the Month**
- **Special Advertising**



Australia's largest in-pit crushing system taking shape at Sino Iron



► **Industry news**
► **Market analysis**
► **Equipment of the month**
► **Special advertising**





PRINT ADVERTISING RATES

Print specifications are in millimetres, height by width. Please add 5mm bleed all sides for full-page ads, and where required. See below for rates for Special Positions

ADVERTISEMENT	DIMENSIONS (mm)	Casual	x3	x6
Double page spread	297 x 420	3545	3191	3014
Full page (A4)	297 x 210	2470	2223	2100
Two-thirds page (vertical) ² / ₃	255 x 125	2085	1877	1773
Half page (horizontal) ¹ / ₂	135 x 190	1725	1553	1467
Half page (vertical) ¹ / ₂	200 x 125	1725	1553	1467
One-third page (horizontal) ¹ / ₃	95 x 190	1315	1184	1118
One-third page (vertical) ¹ / ₃	255 x 60	1315	1184	1118
Quarter page - ¹ / ₄	65 x 190	1205	1085	1025
Eighth page - ¹ / ₈	35 x 190	985	887	838

SPECIAL POSITIONS ADVERTISING RATES

ADVERTISEMENT	DIMENSIONS	Casual	x3	x6
Front Cover	297 x 210	3400	3060	2890
Inside Front Cover	297 x 210	2750	2475	2338
Outside Back Cover	297 x 210	3010	2709	2559
Feature Sponsor	--	2850	POA	POA

Other ad sizes and mono only rates available on request, contact the advertising manager

All rates are per insertion

Prices quoted here are in Australian Dollars (\$AUD) and do NOT include GST. Please add 10% GST in Australia only.

NEWSWIRE ADVERTISING RATES

NewsWire Specifications are in pixels, width by height

ADVERTISEMENT	DIMENSIONS (px)	Weekly	Monthly	3 months
Main Banner	320 x 47	1600	5760	15360
Standard Banner	350 x 63	1100	3960	10560
Large Skyscraper	100 x 120	1250	4500	12000
Small Skyscraper	70 x 85	900	3420	8640

WEBSITE ADVERTISING RATES

Online Specifications are in pixels, width by height

ADVERTISEMENT	DIMENSIONS (px)	Weekly	Monthly	3 months
Main Banner	600 x 90	1600	5760	15360
Large Banner	300 x 240	1400	5040	13440
Medium Banner	300 x 180	1250	4500	12000
Standard Banner	300 x 90	1100	3960	10560
Large Skyscraper	140 x 340	1250	4500	12000
Small Skyscraper	140 x 170	900	3240	8640
News Story	200 x 53	700	2520	6720

Prices quoted here are in Australian Dollars (\$AUD) and do NOT include GST. Please add 10% GST in Australia only.

TERMS & CONDITIONS

1. These terms apply to all advertisements accepted by the Publisher and specifically exclude any other conditions unless accepted in writing by a director of this company.
2. All advertisements are accepted subject to the space being available and the copy being acceptable to the Publisher.
3. The Publisher reserves the right to suspend, omit or move any advertisement at any time should the need arise. In such a case no claim will be entertained from the advertiser for loss or damages. If such an omission is the fault of the advertiser or his agent, the space remains payable in full if the advertisement did not appear. This applies if copy for a first advertisement does not meet the copy date.
4. While every care is taken to avoid errors, the Publisher cannot accept claims for errors due to inaccurate instructions, or acts of third parties. Where such errors are clearly the fault of the Publisher, and where copy arrived before the copy date, any claim for consequential loss over and above the value of the space itself or a proportion thereof shall not be entertained. If the Publisher considers it necessary to alter the size, position or any other feature of the advertisement, in any situation but a printing or other emergency, the advertiser shall have the right to cancel that advertisement without penalty.
5. The advertiser specifically indemnifies the Publisher against, and warrants that the advertisement does not contravene any Act of Parliament.
6. The advertiser specifically indemnifies the Publisher against any claim whatsoever arising from the publication of the advertisement.
7. In the case of series booking, discounts will be given when the series is booked in advance to be completed within 12 months. Any advertiser who cancels part of a series will be immediately surcharged to the correct rate for the insertions completed.
8. Payment terms are strictly 30 days from the date of publication.
9. Complaints about mistakes or poor reproduction must be received in writing by the Publisher not more than one month after publication date.
10. Where an insert is booked but does not arrive on time the full cost of that insertion remains payable.
11. Cancellations can only be accepted in writing when received six weeks prior to publication date.
12. Copy must be supplied without application by the Publisher. Failure to do so will mean that copy may be repeated at the Publisher's discretion or the advertisement omitted if no repeat copy is available. In either case the full cost of the space remains payable.
13. All copy is held at the advertiser's risk for six months and then may be disposed of without further warning.

FOR FURTHER INFORMATION

please contact:

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