

# AJMM

AUSTRALIAN JOURNAL OF MINING



Image courtesy Downer EDI Mining

Published bi-monthly, the *Australian Journal of Mining* (AJM), encapsulates the latest developments, trends and news in Australian and Asia Pacific mining.

The AJM is a business magazine covering all aspects of mining, 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

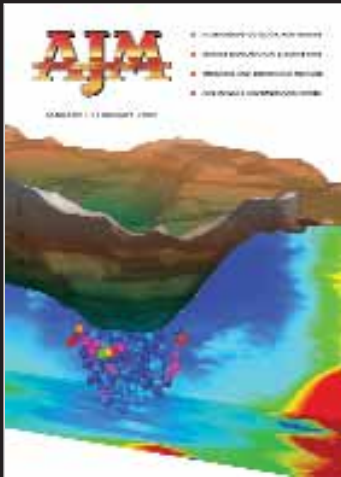
From the rich, black coalfields of the Hunter Valley and Bowen Basin to the red dirt of the Pilbara.

From the parched goldfields of Kalgoorlie and Western Australia to the inky depths of Olympic Dam ... the AJM covers it all.

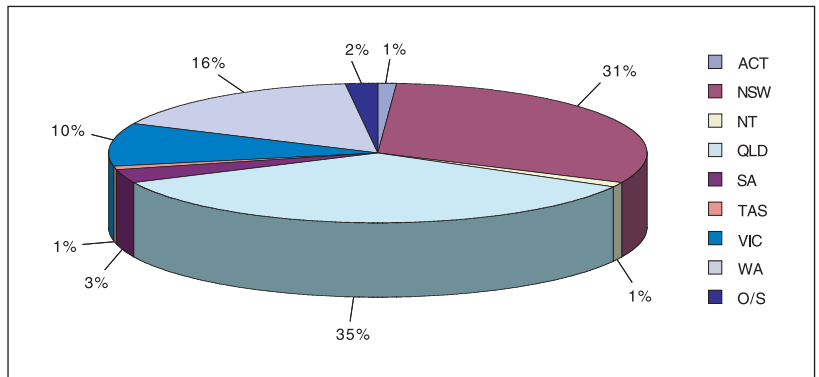
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## MEDIA KIT





## READERSHIP



The *Australian Journal of Mining* and [theajmonline.com](http://theajmonline.com) readership are 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, managing directors, directors, chairpersons, finance directors, company secretaries, chief financial officers, public relations managers, heads of department, mine managers, superintendents, longwall managers, open cut managers, human resource managers, engineers, geologists, heads of processing and materials management, bankers, analysts, commodities brokers, lawyers, funds managers, accountants and mining consultants.

**For all enquiries regarding subscription please contact our subscriptions department on Phone: 02 9080 4400**

## CONFERENCES

Every year the AJM runs dozens of high level conferences on all aspects of the mining business. Events include:

Global Iron Ore & Steel Forecast Conference; Australian Coal Conference; Mineral Sands; Global Nickel Conference; Australian Longwall Conference.

The AJM magazine is distributed to delegates at these conferences, adding extra high level readers to its already strong subscriber base. The magazine also provides detailed coverage of major events.



# ADVERTISING RATES

UNIT	Type	Casual	x3	x6
Full Page	4colour mono	1870	1785	1700
		1180	1120	1065
Inside Front Cover	4colour	2150		
Outside Back Cover	4colour	2450		
2/3 Page	4colour mono	1485	1420	1350
		924	880	840
Half Page	4colour mono	1125	1075	1025
		705	670	640
1/3 Page	4colour mono	715	685	650
		415	395	375
1/4 Page	4colour mono	605	578	548
		375	355	341
1/8 Page	4colour mono	385	365	350
		330	315	300
Feature Sponsor	4colour	2250		
Front Cover	4colour	2800		
Double Page Spread	4colour	2945		

\*Per month

Print and online packages by request

## Inserts

Single sheet or 4 pages: Full run (7,512): \$1945

Individual states or a combination of states: \$325 per 1000

Loose: inserts max size 290mm x 200mm

Inserts of more than 4 pages: POA

Minimum insert charge \$325

Bound: max size A4 with allowance for trim at top and RHS if necessary.

Special advertising sizes: sizes can be quoted on request, eg: gatefolds, belly wraps, onserts, CD inclusions.

- All rates in \$AUD.
- Please add 10% GST to these rates.

Note: GST now applies to all advertising. However, in virtually all instances, advertising costs will be classed as 'business inputs', and the entire GST element can be claimed back from the Australian Taxation Office. For more information, contact your account manager.

All bookings must adhere to our Terms and Conditions policy. Please find details at the end of this document.

## List Rentals

Our readers are those decision-makers who are responsible for identifying, evaluating and making the final purchase. Now you can reach this audience by including one of our postal lists in your next campaign.

Registered users: Cost per 1,000 names is \$560 (additional \$395 for set-up)

Contact our subscription department on **+61 2 9080 4480** for more information on pricing and additional groups. Minimum of 5,000 names per order.

## Interactive Media

To expand your reach, consider an integrated print and online advertising campaign. By providing you, the advertiser, with a wide range of options to reach your target audience, your message can achieve maximum penetration.

Banner advertisements can be booked on all areas of the *Australian Journal of Mining* site. All banners will contain a hyperlink to an advertiser's own Web site.



# EDITORIAL FEATURES

<p><b>January   February</b> (dist. mid-Feb)</p>	<ul style="list-style-type: none"> <li>• Minerals Processing – Fine Grinding &amp; Separation</li> <li>• Underground Mining</li> <li>• Access &amp; Control</li> <li>• Exploration in Australia – Surveying, mapping, planning &amp; technology</li> <li>• Zinc Industry</li> </ul>
<p><b>March   April</b></p>	<ul style="list-style-type: none"> <li>• Coal Mining/Longwall-Highwall Mining</li> <li>• Nickel Industry</li> <li>• Minerals Sands (preview to AJM conference)</li> <li>• Mining Consulting</li> <li>• Pumps, Pipes &amp; Valves</li> </ul>
<p><b>May   June</b></p>	<ul style="list-style-type: none"> <li>• Iron Ore</li> <li>• Mining Infrastructure (ports, roads, storage)</li> <li>• Transport &amp; Tyres</li> <li>• Community Engagement</li> <li>• Clean Coal Technologies</li> </ul>
<p><b>July   August</b></p>	<ul style="list-style-type: none"> <li>• Coal Mining/Opencut Coal</li> <li>• Cranes, Hoists &amp; Lifting Equipment</li> <li>• Power Generation &amp; Supply</li> <li>• Water Management</li> <li>• Hire &amp; Rental</li> </ul>
<p><b>September   October</b></p>	<ul style="list-style-type: none"> <li>• Strata Roof/Ground Control</li> <li>• Minerals Processing – Crushing &amp; Grinding</li> <li>• Mine Rehabilitation</li> <li>• Precious Metals</li> <li>• Dragline</li> <li>• Railway Transport</li> </ul>
<p><b>November   December</b></p>	<ul style="list-style-type: none"> <li>• Mine Maintenance &amp; Safety</li> <li>• Gears, Drives, Motors &amp; Generators</li> <li>• Training &amp; Simulators</li> <li>• PNG Mining &amp; Exploration</li> <li>• Technology – extraction &amp; processing</li> </ul>

For further details please contact:  
**Andrew Jones – Advertising Manager**  
 Phone: 02 9080 4021 Fax: 02 9299 4622  
 E-Mail: [andrew.jones@informa.com.au](mailto:andrew.jones@informa.com.au)





DOUBLE PAGE SPREAD



FULL PAGE



1/2 PAGE JUNIOR



1/2 PAGE



1/3 PAGE HORIZONTAL



1/3 PAGE VERTICAL



1/4 PAGE HORIZONTAL



1/4 PAGE VERTICAL

## MAGAZINE SPECS

AD SIZE	PRINT AREA	FULL BLEED	TRIM
Double Page Spread	277 x 400	307 x 430	297 x 420
Full Page	277 x 190	307 x 220	297 x 210
Half Page	135 x 186		
Half Page junior	200 x 122		

	HORIZONTAL	VERTICAL
Third Page	86 x 186	262 x 62
2/3 Page		262 x 122
Quarter Page	65 x 186	135 x 88

Note: All specifications are in millimetres, height by width.

## ONLINE SPECS

POSITION	SIZE
Main banner	60 x 468
Right Hand Side	60 x 120*

\*This is the standard size, however we can accommodate any custom size providing the width stays at 120pixels.  
Note: All specifications are in pixels, height by width. Files must be supplied as RGB file at a resolution of 72dpi.

## PRODUCTION REQUIREMENTS

### SUPPLYING FILES:

We accept:  
Press-ready .pdf supplied on CD or DVD, or via email.  
Large files may also be uploaded direct to our FTP server.  
Contact Jo Fuller Designs for further details.  
Mailing address for disks:  
Informa Australia, PO Box Q1439, Sydney QVB, NSW 1230.  
Email: [andrew.jones@informa.com.au](mailto:andrew.jones@informa.com.au)

### We do not accept:

Final artwork created in Microsoft Word, Adobe Pagemaker, Microsoft Powerpoint, Publisher or Film.

### PROOFS:

Advertisers must supply colour proofs with all digital material. If no proof is supplied, Informa will take no responsibility for reproduction.

### FORMATS:

Final ad copy supplied in Adobe Photoshop, Adobe Illustrator, QuarkXpress or Adobe press-ready PDF.

### IMAGES:

All colour images must be supplied as CMYK in JPEG, TIFF or EPS format. Minimum resolution for greyscale and colour images 300dpi at 100% finished size. Mono lineart should be no less than 600dpi at 100% finished size.

### FONTS:

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

### DEADLINES:

Please contact the Advertising Manager for details.

### FOR FURTHER PRODUCTION OR MATERIAL ENQUIRIES:

Please contact Jo Fuller Designs on 02 9970 6714 or email: [jodesign@bigpond.net.au](mailto:jodesign@bigpond.net.au)



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## 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:

ADVERTISING  
MANAGER

**Andrew Jones**

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