



MINE AUSTRALIA MAGAZINE

# Media Pack 2024

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Powered by VERDICT

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# Who we are

01



# Our global network of digital magazines

## ENERGY

Future Power Technology  
Offshore Technology Focus  
MINE  
MINE Australia

## FOOD, RETAIL, MANUFACTURING

Just Food  
Just Drinks  
Just Style  
Inside Packaging

## FINANCIAL & BANKING

Retail Banker International  
Leasing Life  
Private Banker International  
Motor Finance

## HEALTHCARE

Medical Technology  
Pharma Technology Focus

## LOGISTICS, TRANSPORT

Future Rail  
Airport Industry Review  
Ship Technology Global  
Just Auto

## DEFENCE

Global Defence Technology

# Award-winning marketing solution



This is an incredibly intelligent high-level platform which sets the stall out for others in the industry. This is innovation at its highest order.

Judges' Comments, CMA Awards



# Trusted by leading organisations

**NOKIA**

**ORACLE**

**IBM**

**verizon**<sup>v</sup>

**HITACHI**  
Inspire the Next



Department for  
International Trade

 **leidos**



 **Scottish Enterprise**

  
**MUBADALA**

  
**EY**



  
**HUAWEI**



  
**MITSUBISHI**





Working with MINE Australia Magazine has given Geographe greater exposure to a wider audience for our brand and has helped the business understand better what resonates with our core customers when helping them solve their mining challenges.

**Geographe**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers.

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly alongside our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership





# MINE Australia Magazine

MINE Australia Magazine, powered by GlobalData, provides senior executives and decision makers with the latest news, commentary, analysis, and intelligence on the global mining industry from mining techniques and technologies to M&A, logistics and supply chains.

Built on an established and trusted brand and leveraging GlobalData intelligence, we provide the content you simply can't find anywhere else.

Through our highly engaged audience of mining professionals, we have a proven track record of connecting the world's largest brands and suppliers to their ideal customers and clients.

# Thematic Supplement

Our **Thematic Supplements** drill down into how innovative themes and technologies are disrupting the global energy industry.

We will take a deep dive in to a particular theme with bespoke briefings focusing on a theme's value-chain, timeline and ecosystem. We will also include deal and data analysis and bespoke Q&As.

These supplements are the ideal vehicle to position your brand as thematic leader and align yourselves with emerging technologies and topics.

## We cover:

- Cloud
- ESG
- Metaverse
- Robotics
- AI
- Cybersecurity
- Blockchain
- IoT

# Thematic Magazine

We publish a GlobalData **Thematic Magazine**, a collection of thematic content across all our industries.

Using GlobalData Intelligence Centers and powerful datasets, we highlight the themes, companies and deals driving transformation.

If you're looking to expand into new industries or position your brand as a leader in front of an expanded global audience, speak to us about advertising in our **Thematic Magazine**.





Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers.

# Our content

## Briefing

What you need to know that month with the latest updates, deals, and news in numbers.

## In Depth

Long-form analysis on key industry topics or global events impacting the sector through interviews, comment and opinion.

## Thematic Take

The data, analysis and interviews you need to know on key technology, macro, ESG themes and why they matter to the sector.

## In Data

Exploring vital signs of a sector through data-led overview of business fundamentals, alt. data and industry sentiment.

## Listings

Keeping you up-to-date with the latest events, company rankings, top performers and supplier.

# Distribution



110,000

Through our enhanced partner network, we reach over 110,000 professionals throughout the year.



14,000

Magazine featured weekly in newsletters sent to more than 14,000 contacts



240,000

Promoted throughout our sister site [www.mining-technology.com](http://www.mining-technology.com) with a global audience of over 240,000 unique users a month



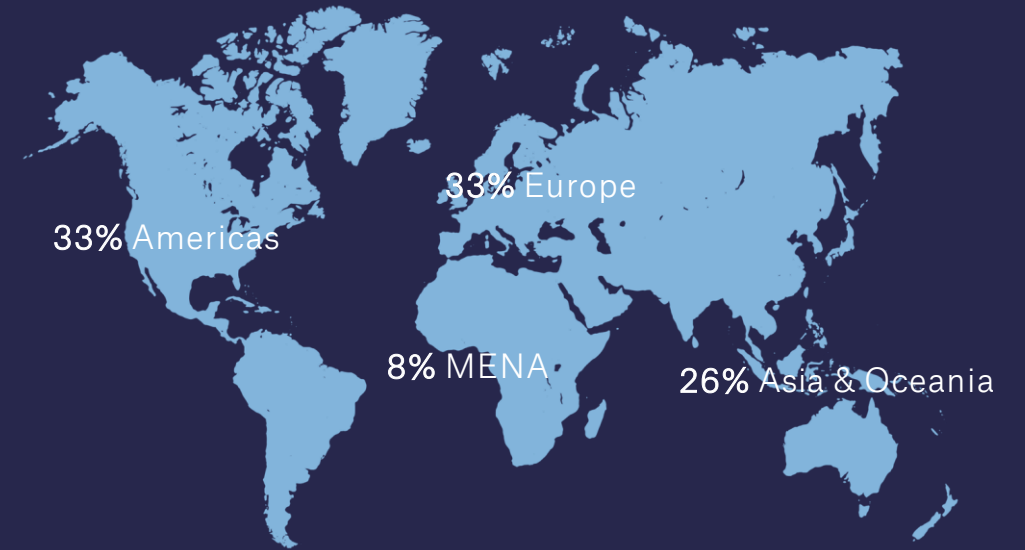
4,000

Sent directly to the inboxes of over 4,000 mining professionals across GlobalData's wider product portfolio.

# Audience breakdown

## Targeted database

We reach highly engaged mining professionals and decision makers globally.



## Our readers

- CxO
- Engineers
- Geologists
- H&S Managers
- IT
- Maintenance Managers
- Mine Operators
- Mine Owners
- Procurement
- Project Managers
- Purchasing
- Superintendents
- Technical Directors



**BARRICK**

**CATERPILLAR®**

**FM FREEPORT-McMoRAN**

**BHP**



# Advertising opportunities

Align your brand with key topics within the industry to demonstrate leadership and innovation.



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Editorial calendar 2024

02



# Magazine & Thematic Supplement editorial calendar 2024 - H1

<b>Edition 2024</b>	<b>Key issue topic(s)</b>	<b>Supplement focus</b>
<b>January</b> 11/01/2024	<b>Critical Minerals   Pumps</b> Copper	
<b>February</b> 15/02/2024	<b>Future of Coal in Australia   Collision Avoidance</b> Lithium	IoT
<b>March</b> 14/03/2024	<b>On-Site Power on Mines   Crushing &amp; Grinding</b> Uranium	
<b>April</b> 11/04/2024	<b>Safety (Rescue)   Autonomous</b> Coal	Blockchain
<b>May</b> 16/05/2024	<b>Electrification   Screening, Sizing and Sorting</b> Nickel	
<b>June</b> 13/06/2024	<b>Mining Software   Fuels &amp; Lubricants</b> Robotics   Rare Earths	ESG

# Magazine & Thematic Supplement editorial calendar 2024 – H2

Edition 2024	Key issue topic(s)	Supplement focus
July 11/07/2024	Maintenance   Fatigue Monitoring Predictive Maintenance   Gold	
August 15/08/2024	Equipment Special (AIMEX)   Tailings Management Iron Ore	Cybersecurity
September 12/09/2024	FIFO   Surface Equipment Copper (2)   MINExpo	
October 10/10/2024	Critical Minerals Investment (Processing)   Tyres Bauxite	AI
November 14/11/2024	Decarbonisation / Energy Transition (COP29 Related)   Underground Equipment Coal (2)   IMARC	
December 05/12/2024	Responsible Mining   Training & Simulation Lithium	Yearbook & 2025 Outlook

# Thematic Magazine editorial calendar 2024

Edition 2024	Issue theme
February	IoT
April	Blockchain
June	ESG
August	Cybersecurity
October	AI



# Advertising

03





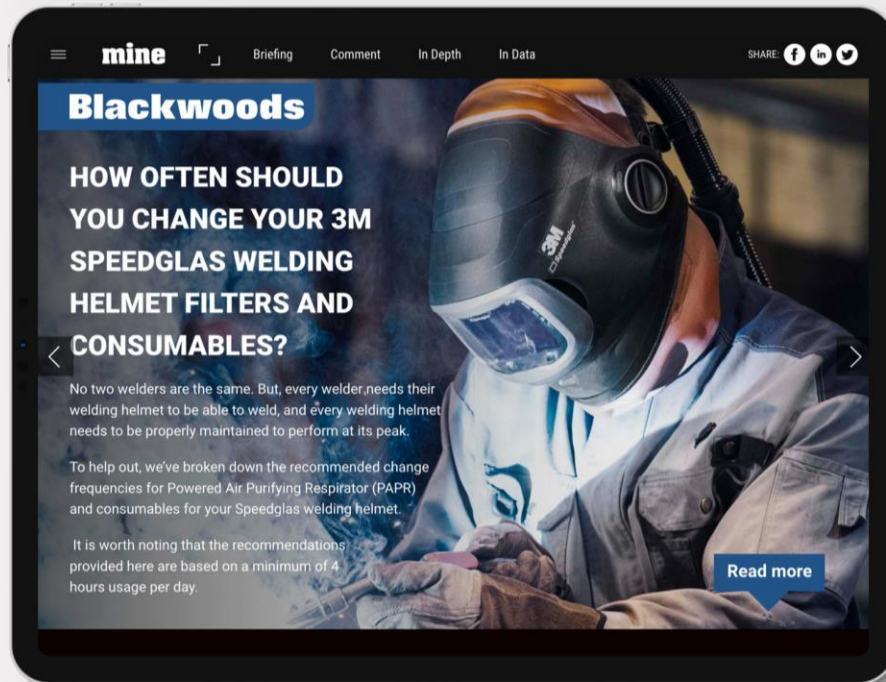


# Full issue sponsorship

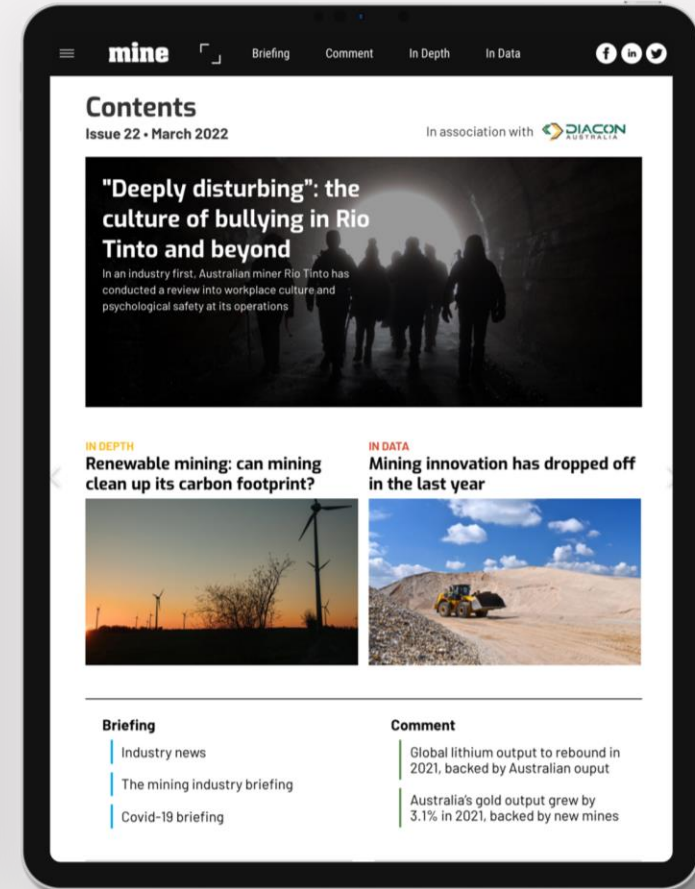
Our full issue sponsorship positions your company throughout our digital magazine using adverts, content and branding.

## Full issue sponsorship includes:

- Logo on front cover, contents page and mailers
- Advert or company insight



Showcase: left: Company Insight; right: Issue Sponsor





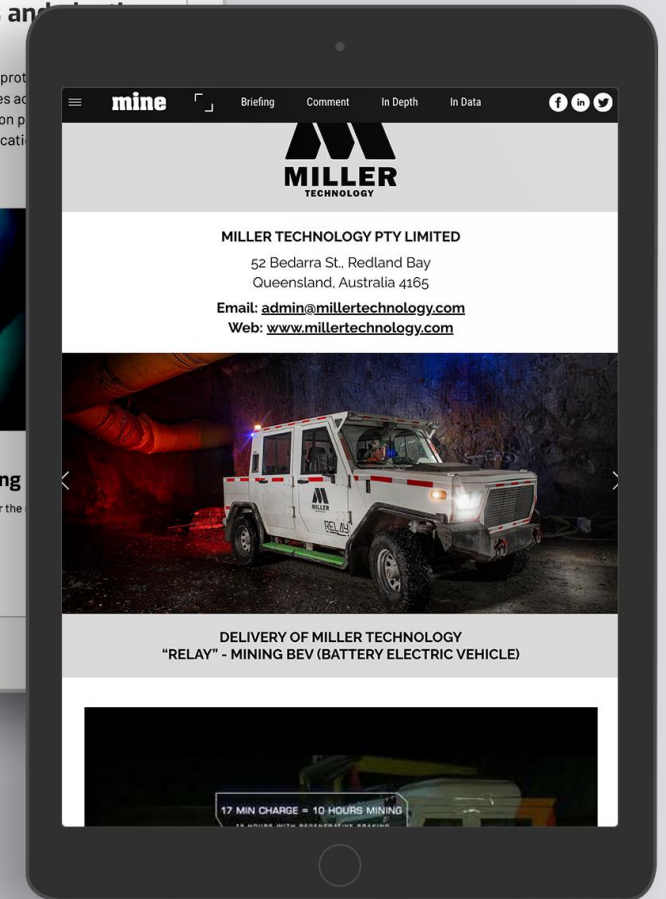
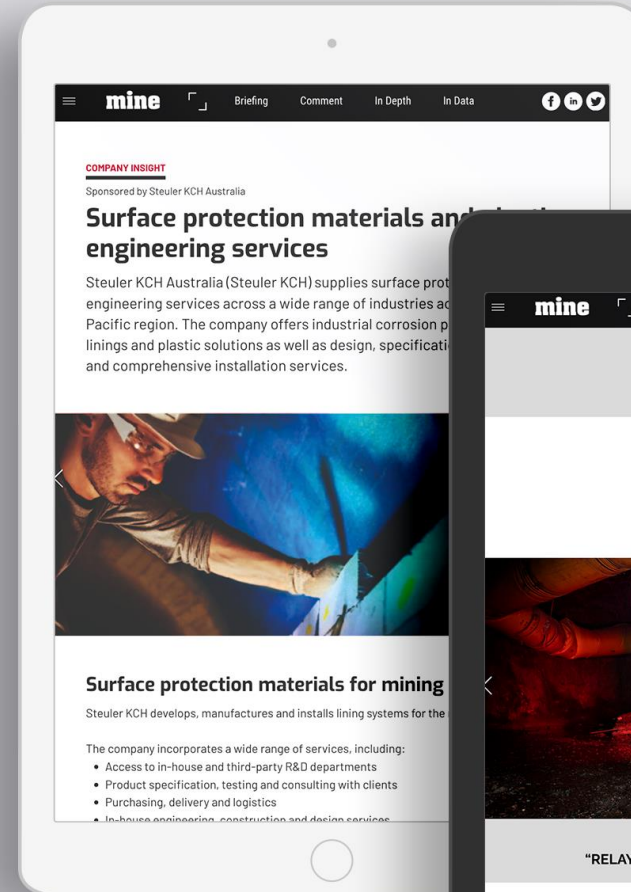
# Adverts

## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine.

## Adverts

Full-page adverts position your brand and products and services in front of our engaged audience.



Left: Company insight  
Right: Advert

# Display advertising

MINING TECHNOLOGY  
ATTRACTS OVER  
240,000 UNIQUE  
USERS A MONTH

As well as advertising and sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your adverts across our network, reaching a wider audience and driving them to your content.

Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

## Display ads

Display advertising includes a billboard and an MPU banner that can be run of site within our network for ultimate targeting.

Each month our banners receive an average of 500 impressions.

Our intelligent display advertising is included with all our packages.

# Lead generation

04





GlobalData has helped us increase brand awareness about our solutions and services and lead generation that we can direct to our sales team.

**Chevron**





Complement your digital advertising and reach out to industry decision makers directly with our **Lead Bundles**.

# Lead Bundles

Our industry leads bundles are the perfect addition to your digital advertising package.

Delivered directly to your own personal dashboard, we will provide you with carefully selected contactable leads, who have shown buying intent within a specific market and solution category and matched to your industry and audience.

Our leads are fully GDPR compliant and are optimised with GlobalData intelligence, giving you the ultimate competitive edge.

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## Standard Lead Bundle

Standard Lead Bundle consisting of contact details and enriched company intelligence for 40 senior decision-makers who have shown buying intent within a specific market and solution category.

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## Premium Lead Bundle

Premium Lead Bundle consisting of contact details and enriched company intelligence for 80 senior decision-makers who have shown buying intent within a specific market and solution category.

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## Standard Lead Bundle

Included with single issues

## Premium Lead Bundle

Included with three or more issues



# Reporting

Receive access to your own personal digital magazine reporting dashboard.

View advert pageviews, companies viewing your content and your leads, enriched with GlobalData intelligence.

**Rio Tinto**

Rio Tinto Group is an Anglo-Australian multinational and the world's second largest metals and mining corporation, behind BHP, producing iron ore, copper, diamonds, gold and uranium.

Address: 6 St James's Square, St. James's, London SW1Y 4JU, UK

[riotinto.com](http://riotinto.com)
+44 20 7781 2000
[in](#)
[t](#)
[f](#)

- 45 000**  
Number of Employees
- Metals & Mining**  
Industry
- London, United Kingdom**  
Location
- RIONY**  
Ticker (Exchange)
- \$44 611 M**  
Annual Revenue
- \$44 611 M**  
Market Cap
- January**  
Fiscal Year-End
- \$20 M**  
Raised

Company details

Complement your digital advertising and reach out to industry decision makers directly with our **Lead Bundles**.

Generated leads								
LEAD	CONTACT INFORMATION	COMPANY	LOCATION	DOWNLOADED	ACTIONS			
1	<b>Vincent Hougee</b> Logistics procurement Manager EMEAP	vincent.hougee@ucraec.com 31610687162	<b>Abbott</b> Pharmaceutical	EMEA Europe	<b>Netherlands</b> Amsterdam		27-06-2021	
2	<b>Yannick Schwartz</b> HoQA	vincent.hougee@ucraec.com 321456780008	<b>MIOL</b> NA	EMEA Europe	<b>Luxemburg</b> Mersch		15-06-2021	
3	<b>Jonathan Tremlett</b> Logistics development and deployment	jonathan.tremlett@sciensus.com 321456780008	<b>Sciensus</b> Pharmaceutical	EMEA Europe	<b>United Kingdom</b> London		01-07-2021	

Lead details



# Pricing

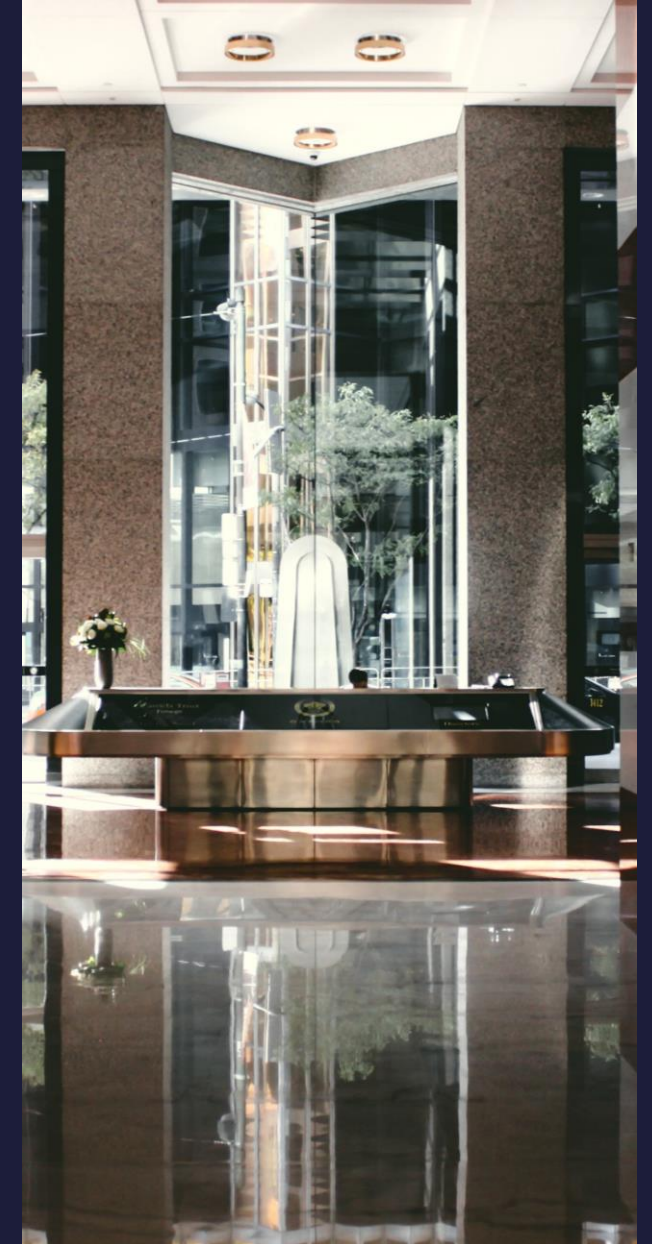
05



# Pricing

## MINE Australia Magazine

	Magazine Issues #	
	ONE	THREE
<b>ADVERTS</b>		
Full-page advert plus display banner advertising and lead bundle dashboard	£4,750	£11,985
<b>COMPANY INSIGHT</b>		
800 words of advertorial & display banner advertising and lead bundle dashboard	£3,000	£7,500
<b>ISSUE SPONSOR</b>		
Logo on front cover, contents page and mailers, full-page advert or company insight (with display banner advertising and lead bundle dashboard)	£8,000	£18,000

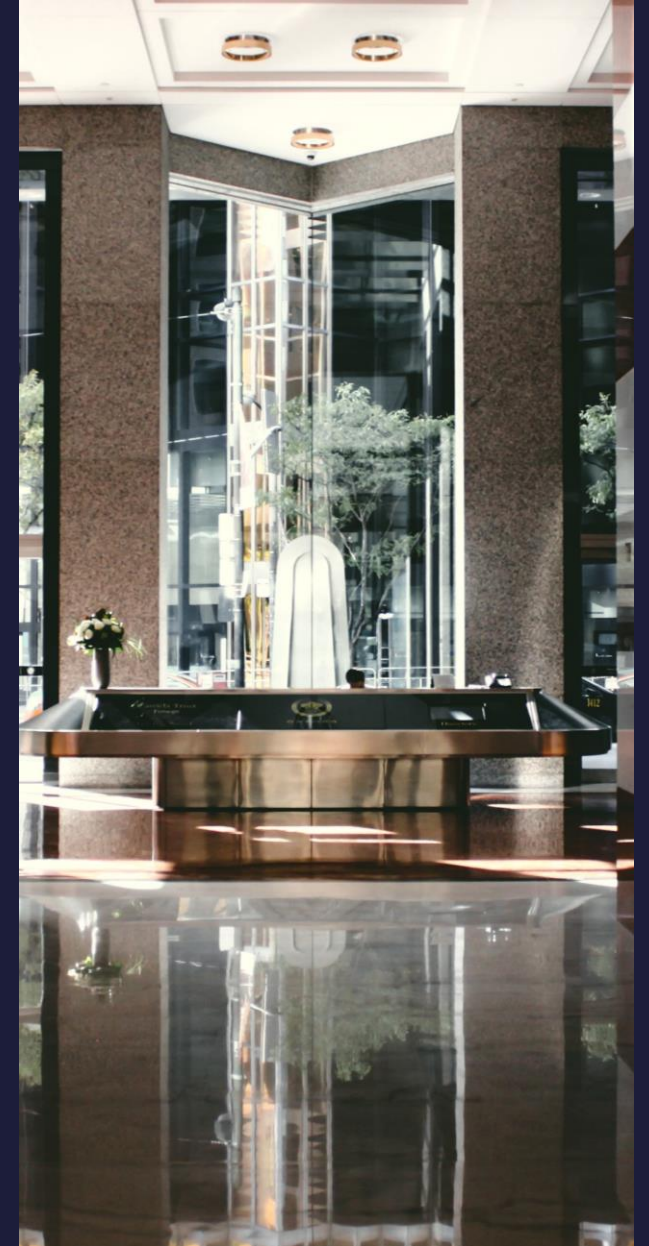


# Pricing

## Thematic Supplement | Thematic Magazine

	Magazine/Supplement Issues #	
	ONE	THREE
<b>ADVERTS</b> Full-page advert plus display banner advertising	£4,750	£11,985
<b>COMPANY INSIGHT</b> 800 words of advertorial & display banner advertising	£3,000	£7,500
<b>ISSUE SPONSOR</b> Logo on front cover, contents page and mailers, full-page advert or a company insight (with display banner advertising)	£8,000	£18,000

If you book an advert in one of our Thematic Supplements, your advert will automatically be included in that Thematic Magazine, which is distributed across the entire GlobalData network.





# Our advertisers



**Blackwoods**





# Let's talk

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[www.nridigital.com](http://www.nridigital.com)  
[lucas.friend@globaldata.com](mailto:lucas.friend@globaldata.com)

# Advertising specifications:

## Full page

### Option 1: We design and build your advert for you

Our design team will work with you to create your advert with your basic materials.

#### All you need to supply is the following:

Any images and logos you would like to include. Images have to be sent as individual image files (not embedded in an email or Word document). Images should be in RGB and as high resolution as possible. Logos ideally vectored .eps files.

Text (including contact details and links) as a Word document. Up to 250 words per page you have booked.

Company brand guidelines if available (colours, logo placement etc).

Design brief as a guide for our designers, covering what you would like to include in the advert, along with any ideas on how you would like the advert to look.

#### Submitting your advert or materials

Please email materials to: [copy@pmgoperations.com](mailto:copy@pmgoperations.com)

# Advertising specifications:

## Full page

### Advert creation process

- 1) Our design team will create the advert using the materials and design brief supplied by the client.
- 2) We will email the client a link to a preview of their advert, stating the deadline for approval and revision requests.
- 3) If requested, we will make changes to page design based on client feedback. Maximum 2 revisions.
- 4) Once approval is received, the advert will be placed in the magazine for publication.
- 5) If no feedback is received from client by the stated deadline, we will consider the advert approved for publication.

### Scope of design support

Design support will only commence if all required materials have been supplied by client according to specifications and by the stated deadline. We do not offer sourcing of additional material (text, images, links) for adverts.

Our design team will create the advert according to the client's design brief. If no design brief is supplied, we will choose the most appropriate page layout based on materials received. We do not offer design concepting services.

Design support includes the creation of page layout, placement of logos, images, text and links. Optionally, a video can be embedded in the page.

### Design support does not include:

- creation of custom illustrations, icons or other graphic elements
- creation of interactive elements, multiple page layers or pop-ups, page navigation elements or animations
- implementation of custom fonts

We offer a maximum of two revisions to an advert based on client feedback.

Once the advert is approved by the client, no further changes will be made.

If you have purchased the issue sponsorship option, please also provide your company logo as a high resolution .eps, .ai or .tif file.

# Advertising specifications:

## Full page

### Option 2: If you prefer your own team to design your advert

If you would like to supply your own design, please submit your advert according to the specifications outlined here. We will require the final design plus all elements as separate files (see list in Option 1) in order to build your advert. If you need further information, please contact your client services executive and we'll be happy to help.

Once our design team have built the advert from your design, they will provide you with a link to view the page. This will include restructured versions of your advert that have been optimised for tablet and mobile devices in portrait mode, which can be viewed either with a tablet or mobile device or by resizing your web.

### Submitting your advert or materials

Please email materials to: [copy@pmgoperations.com](mailto:copy@pmgoperations.com)

### Specifications for you to design your own advert

Document size (desktop version): 1280x700 pixels (Width x Height)

Visible content area: 960x655 pixels (Width x Height)

**If you would like to provide layouts for mobile and tablet devices in portrait view, use these screen sizes as a guide**

Mobile version: 480x710 pixels (Width x Height)

Tablet version: 768x1024 pixels (Width x Height)

### Minimum font size recommendation for text

Desktop 16pt, Tablet 19pt, Mobile 22pt

### We can accept the following files

Photoshop and Illustrator files and most image formats

Packaged InDesign files and PDFs

# Advertising specifications: Company Insight

The following specifications will help you determine the content, structure and tone of your article. If you need further information, do not hesitate to contact your copy coordinator.

## Content

The Company Insight is an opportunity to share information about your company's expertise and services with your peers. Aim to write a general introduction before moving on to more in-depth details about a particular product or service that you offer. Bear in mind that a highly technical piece is inappropriate for the readership and the publication as a whole.

The article will be signposted in the magazine as "Company Insight - in association with [client name]".

We will create the page with your materials in our Company Insight page design.

You can write the article in prose form, or in a questions & answers style.

**If you have purchased the issue sponsorship option, please also provide your company logo as a high resolution .eps, .ai or .tif file.**

## Submitting your advert or materials

Please email materials to: [copy@pmgoperations.com](mailto:copy@pmgoperations.com)

Please note: Our email gateway blocks emails over 8MB. If your files are too big to submit by email, please use a file sharing service such as Dropbox or WeTransfer.

# Advertising specifications: Company Insight

## Advert creation process

Our design team will lay out the client's materials in our Company Insight page template. Please note that this is a set template that cannot be modified.

We will email the client a link to a preview of their Company Insight page, stating the deadline for approval and revision requests.

If requested, we will make changes to page content (text and images) based on client feedback. Maximum 2 revisions.

Once approval is received, the advert will be placed in the magazine for publication.

If no feedback is received from client by the stated deadline, we will consider the advert approved for publication.

## Scope of design support:

Design support will only commence if all required materials have been supplied by client according to specifications and by the stated deadline. We do not offer sourcing of additional material (text, images, links) for adverts.

Design support includes laying out the client's materials in our Company Insight page template

## Design support does not include:

- Changes to pre-set Company Insight page layout
- Creation of custom illustrations, icons or other graphic elements,
- Creation of interactive elements, multiple page layers or pop-ups, page navigation elements or animations
- Implementation of custom fonts

We offer a maximum of two revisions to an advert based on client feedback.

Once the advert is approved by the client, no further changes will be made.



# Advertising specifications: Banner ads

If you need further information, do not hesitate to contact your copy coordinator.

## **Creative deadlines**

Please submit your banner creative files 3 business days prior to campaign start date.

At least one business day before rotating new creative into existing campaigns.

## **Submitting your advert or materials**

Please email materials to: [copy@pmgoperations.com](mailto:copy@pmgoperations.com)

## **Specifications for you to design your own advert**

Billboard banner: 970 x 250 pixels (Width x Height)

MPU: 300 x 250 pixels (Width x Height)

## **We can accept the following files**

GIF, JPEG, and PNG image files

## **Specifications**

Maximum file size is 300kb

A live click-through URL

Maximum of 3 loops

Maximum animation length 15 seconds