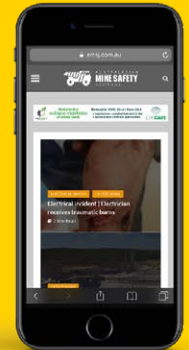
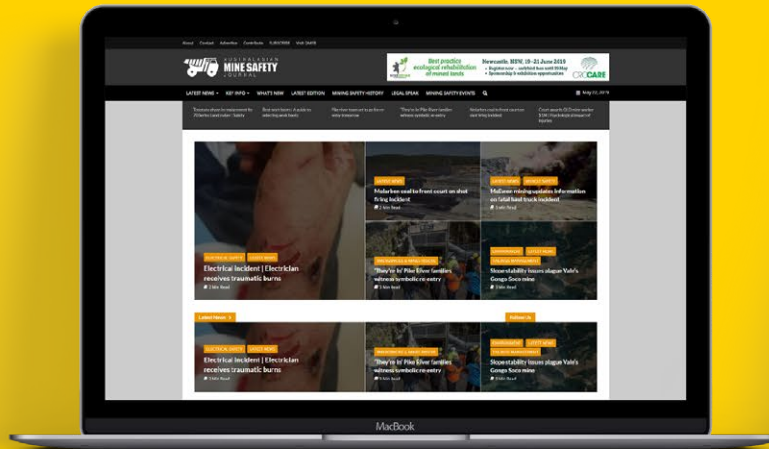


PRINT / DIGITAL / SOCIAL  
WWW.AMSJ.COM.AU



# AUSTRALASIAN MINE SAFETY JOURNAL

## MEDIA KIT 2020

**WE'RE REINVENTING MINING ADVERTISING.**

GARTH WRIGHT / MANAGING DIRECTOR / PHONE 0411 706 426 / EMAIL [GARTH@AMSJ.COM.AU](mailto:GARTH@AMSJ.COM.AU)

## READERSHIP

## FAST FACTS

### PRINT EDITION

ESTABLISHED 2006

PRINT CIRCULATION 8,200

PRINT READERSHIP  
OF 25,000

PRINT EDITION MAILED  
INDIVIDUALLY TO SUBSCRIBERS

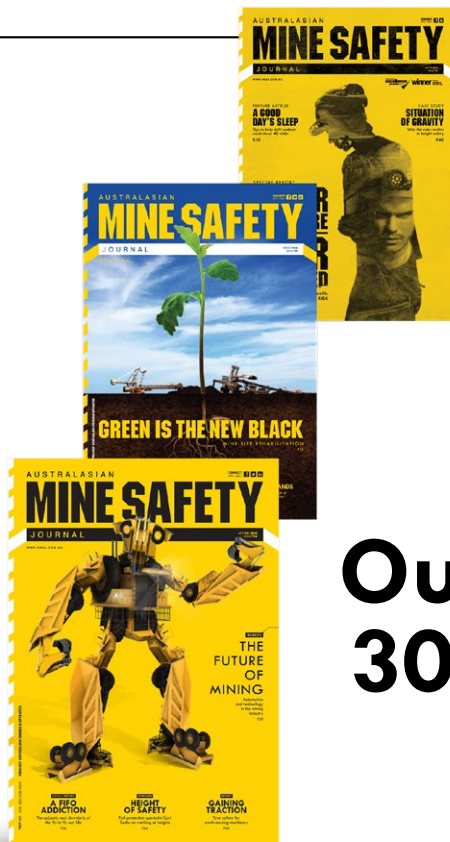
DISTRIBUTION PARTNERSHIPS  
WITH KEY MINING ASSOCIATIONS

2 TIME AWARD WINNER -  
2014 & 2015

DISTRIBUTION - 1,300 MINES,  
MINERAL PROCESSING FACILITIES  
& MEDIUM TO LARGE INDUSTRY  
CONTRACTORS

### SOCIAL MEDIA

**f** 40K FOLLOWERS  
WITH >200K ENGAGEMENTS EACH MONTH  
FAST GROWING LINKEDIN, TWITTER &  
INSTAGRAM



**Our Reach**  
**300,000+**  
PER MONTH

AUSTRALASIAN  
**MINE SAFETY**



### WEBSITE TRAFFIC

>160K\* USERS  
PER MONTH

### DIGITAL EDITION

DISTRIBUTED ACROSS  
A DATABASE OF  
20K MINING  
SUBSCRIBERS

### NEWSLETTER & EDM

20K SUBSCRIBERS

### EXPOS & CONFERENCES

SAFETY IN ACTION 2020  
AIMEX 2020  
MINE REHAB 2020  
SOUTH EAST QLD ENERGY & RESOURCES 2020

**WE'RE REINVENTING MINING ADVERTISING.**

\*Google analytics results – June 2019

GARTH WRIGHT / MANAGING DIRECTOR / PHONE 0411 706 426 / EMAIL GARTH@AMSJ.COM.AU

# AUSTRALIA'S LEADING MINING MEDIA BRANDS.

Over the last twenty years maintaining and improving mine safety has become a non-negotiable characteristic of responsible and ethical mining companies throughout Australia and the broader Asia Pacific region.

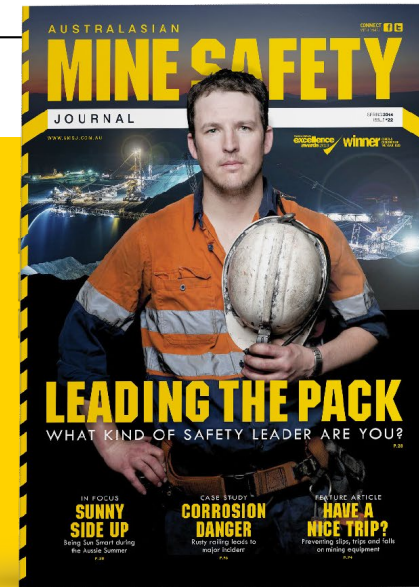
Finding current mining safety information in a timely manner is critical for mines and miners to reduce the severity of mining risks and control mining hazards.

Mining decision makers and mine personnel need relevant information from case studies, technical reports and news to implement good safety practice from a corporate and site-based perspective. Additionally, they need to quickly find credible mining equipment product and services to assist them to implement their hazard control plans.

The Australasian Mine Safety Journal specifically targets mine safety decision-makers, mine safety personnel and provides comprehensive editorial content on the current trends, case studies and activities associated with mine safety across the Asia Pacific region.

The Australasian Mine Safety Journal online has become the regions key mine safety information provider reaching more than 100K mine management, mine safety and environment professionals, academics and regulators throughout the region every month through daily online articles and news. Our quarterly print magazine provides 'evergreen' relevant mine safety content that is read by more than 25,000 key industry personnel.

If you are a leader, key decision maker or are a stakeholder in the mining industry across Australia and the Asia Pacific, the Australasian Mine Safety Journal will keep you informed and become an essential reference tool for assisting you to develop and improve mining safety programs and mine safety performance.



## CONNECTING YOUR BRAND WITH MINING PURCHASERS AND INFLUENCERS.

For thirteen years **Australasian Mine Safety Journal** has been declared the most trusted voice for SAFETY in the Mining Industry. WHY? Because we engage and connect to diverse audiences across a rapidly changing industry. We understand mining and we understand safety...let us help you join the dots.

## WE'RE REINVENTING MINING ADVERTISING.



# WHAT WE DELIVER.

Australasian Mine Safety delivers a range of advertising and communication products and service options to the mining and resources industries including:



## PRINT MAGAZINES

Australasian Mine Safety Journal (AMSJ) prints over 8000 copies. With a readership of over 25,000 AMSJ is Individually mailed to Subscribers, distributed via key Mining Industry organisations and key industry Conferences & Expos.

## DIGITAL ENGAGEMENT

We engage our audience daily with highly relevant content, news and video on the latest in mining and mine safety. Our audience connects through:

- Our website - **[www.amsj.com.au](http://www.amsj.com.au)**
- Our electronic mail newsletters;
- Our Social Media Platforms - **Facebook, Instagram, Twitter** and **LinkedIn, Youtube**
- A range of sponsored content opportunities

## CONTENT WRITING

Our team of professional writers and journalists can craft your content for maximum impact online or off line. Our team specialises in:

- SEO Writing Services that maximise your online visibility
- Feature interviews
- Case studies
- Specialist reports

## EVENT PROMOTION & SUPPORT

We support conference and event programs for event organisers and exhibitors through development and delivery of a range of written and visual communications to support event organisers and exhibitors from conception through to delivery.

# WE'RE REINVENTING MINING ADVERTISING.

# GET YOURSELF IN PRINT.

Our print edition is released four times per year and features highly engaging 'evergreen' content which means that each edition has longevity in the market. Our print and online edition aims to provide evocative topical content that can be used as a reference for mining sites within Australia and internationally. AMSJ Print Subscriptions are up 11% in 2019.

## EACH EDITION FEATURES KEY SUBJECT AREAS INCLUDING:

- Safety Technology
- Safety Equipment
- PPE
- Workforce Management and Training
- Environment
- Emerging issues in mining safety
- Mining hazard control strategies
- Case studies and best practices in mining safety

## KEY PRINT EDITION FACTS

- Established 2006
- Print Circulation 8.2K
- Readership of 25K
- Distribution - 1.3K mines, mineral processing facilities and medium to large industry contractors
- Print edition mailed individually to subscribers
- Distribution Partnerships with key mining associations
- 2 Time Award winner - 2014 and 2015
- AMSJ Print Subscriptions are up 11% in 2019



## ADVERTS & SPONSORED CONTENT

DISPLAY ADVERTS PER ISSUE / +GST

DOUBLE PAGE SPREAD	\$5,930
FULL PAGE	\$3,920
HALF PAGE	\$2,495

### SPONSORED CONTENT

COMPLIMENT YOUR DISPLAY AD WITH GREAT STORYTELLING

1200 WORDS & 2 IMAGES = 2 PAGES	\$2,900
600 WORDS & IMAGE = 1 PAGE	\$2,010

FOR MULTIPLE EDITION PACKAGES ENQUIRE WITH OUR TEAM

\*ABOVE RATES ONLY APPLICABLE IF BOOKING DISPLAY AD

\*SPONSORED CONTENT IS ALSO FEATURED ON WWW.AMSJ.COM.AU & INCLUDES EXTENSIVE INHOUSE SEO & DIGITAL MARKETING VIA SOCIAL MEDIA

## BOOK YOUR SPACE TODAY



# WE'RE REINVENTING MINING ADVERTISING.

GARTH WRIGHT / MANAGING DIRECTOR / PHONE 0411 706 426 / EMAIL GARTH@AMSJ.COM.AU

# GET YOUR BRAND ENGAGING WITH ELECTRONIC DIRECT MAIL.

Connect your business directly to >20K newsletter subscribers.

## GENERATE EXCLUSIVE EXPOSURE FOR YOUR PRODUCT ONLY

- You have 100% control and ownership over design and content
- Distributed 7am Mondays or the day and time of your choice
- Drive traffic to your landing page whether that be your website, video or to a designated download section for brochures and resources

## KEY EDM FACTS

- Subscribers - 20,285
- EDM Open rate – 25%
- Click through – 5%

\*Mailchimp Subscribers – January 2019, Open rates can vary according to content of EDM – AMSJ does not guarantee open rates or click through rates on EDM Newsletters.



## SOLUS EDM

EDM	PER SEND OUT / +GST
EDM	\$2,500
EDM X2	\$2,200 EACH
EDM X4	\$1,950 EACH
EDM X6	\$1,700 EACH
EDM X12	\$1,495 EACH

\*FOR DIGITAL COMBINATION CAMPAIGN PACKAGES ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS

**BOOK AN EDM TODAY**



# WE'RE REINVENTING MINING ADVERTISING.

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# GET YOUR BRAND ENGAGING ON OUR WEBSITE.

Our website engages users more than 100K times per month. Connect to our audience through a range of highly effective digital advertising options.

## KEY WEBSITE FACTS

- Users - 160K
- Sessions - 210K
- Time on Site - 1min 42 sec
- Pages viewed - 1.4

## DEMOGRAPHICS

- Male - 73%
- Female - 25%
- Unspec - 2%

## AMSJ INDUSTRY SECTIONS:

- AMSJ Industry Sections Include
- Whats New
- Emergencies & Mines Rescue
- Mining Events & Awards
- Incident Prevention / Mitigation
- Managing Mining Risks
- Training & Education
- Emerging Issues in Mining Safety
- Mining Hazards
- Environment
- Personal Protective Equipment (PPE)

**BOOK DIGITAL ADVERTISING ONLINE NOW** **SAVE 10%**

\*Digital performance derived from Google analytics results – June 2019

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FULL WEBSITE	FULL CALENDAR MONTH + GST
LEADERBOARD TOP	\$8,000
LEADERBOARD BOTTOM	\$6,000
BACKGROUND WINGS - LEFT & RIGHT	\$10,000
FLOATING AD	\$8,000

\*EXPOSURE TO OVER 160K USERS PER MONTH

\*ABOVE POSITIONS AVAILABLE AS BOTH 100% ENTIRE WEBSITE (ROS) OR 50% (ROS)

\*POA FOR MULTIPLE MONTHS & PAY PER CLICK PRICING

\*FOR MULTIPLE MONTHS OR THE COMBINATION OF WEBSITE DISPLAY ADS WITH OTHER PRODUCTS PLEASE ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS.

INDUSTRY SECTIONS	FULL CALENDAR MONTH + GST
LEADERBOARD MIDDLE	\$800
LEADERBOARD BETWEEN POSTS	\$800
SIDEBBOARD MREC	\$800
SIDEBBOARD TOWER	\$1,600

\*ABOVE POSITIONS AVAILABLE AS FULL 100% ENTIRE WEBSITE SECTION THAT IS MOST RELEVANT TO YOUR BUSINESS

\*POA FOR MULTIPLE SECTIONS, MONTHS & PAY PER CLICK PRICING

\*FOR MULTIPLE MONTHS OR THE COMBINATION OF WEBSITE DISPLAY ADS WITH OTHER PRODUCTS PLEASE ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS

SPONSORED CONTENT	\$2,200
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\*SPONSORED CONTENT INCLUDES EXTENSIVE INHOUSE SEO & DIGITAL MARKETING VIA SOCIAL MEDIA

**BOOK YOUR SPACE TODAY!**



# GET YOUR BRAND ENGAGING WITH OUR NEWSLETTER.

Released weekly, AMSJ e-News is all over the latest news and developments. Covering the week in review, the week ahead and “What’s New” in our weekly coverage of new products and services.

Our newsletter reaches a unique audience of more than 28,000 users each month. With one of the highest open rates for email newsletters nationally, AMSJ can help you connect to our audience through a range of highly effective digital advertising options.

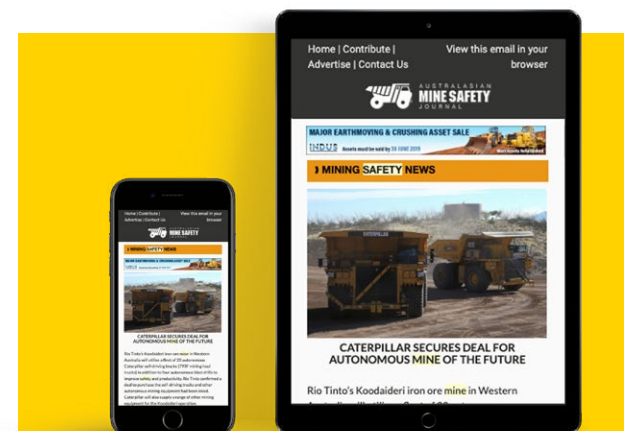
## KEY NEWSLETTERS FACTS

- Specialist subscribers - 5600
- General mining subscribers - 20,285
- Open rate - 25 %
- Click through - 9.5%

Mailchimp Subscribers – January 2019, Open rates can vary according to content of EDM – AMSJ does not guarantee open rates or click through rates on EDM Newsletters.

## DEMOGRAPHICS

- Male - 73%
- Female - 25%
- Unspec - 2%



## ADVERTS & SPONSORED CONTENT

DISPLAY ADVERTS	PER MONTH / +GST
BANNER TOP	\$1,500
BANNER MIDDLE	\$1,200
BANNER BOTTOM	\$980
SPONSORED CONTENT	\$2,200

\*SPONSORED CONTENT INCLUDES EXTENSIVE INHOUSE SEO & DIGITAL MARKETING VIA SOCIAL MEDIA

\*FOR MULTIPLE MONTHS OR THE COMBINATION OF ENEWS ADVERTISING WITH OTHER PRODUCTS PLEASE ENQUIRE WITH OUR TEAM ABOUT OUR SPECIAL OFFERS

## BOOK A CAMPAIGN TODAY!



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# GET YOUR BRAND ENGAGING WITH SPONSORED CONTENT.

Quality content should be a key element of your marketing strategy. It's a necessity for every business and, if executed correctly, it's an incredibly powerful way to make connections and build relationships with new and existing customers. Why not let our gifted 'content team' tell your story through highly engaging and evocative content targeted to our audience. We know and understand what resonates with our audience, what makes them engage and want to find out more.

## ENGAGING.

Our biggest challenge is taking highly technical content and recreating it into an engaging, powerful and enjoyable reading experience. Whatever it takes to reach your audience and engage them, we do it. We have partnered with some of the world's leading brands to help them connect with our audience.

## CONNECTING

We're experts in delivering content that connects. With creativity at our core, our team of journalists, content experts and SEO writers all have that incredible gift to deliver a compelling story that connects with the mining and resources industry.

## LONGEVITY

Recognising that great content published in print and online is a valuable 'asset', we optimise the content for SEO and engagement to deliver tangible long-term results.



## WHAT WE DO

SPONSORED CONTENT CREATION

WHITEPAPERS

SEO WRITING

INFOGRAPHICS

PRODUCT EXPLAINERS

PRICE ON APPLICATION (POA)

SPONSORED CONTENT INCLUDES EXTENSIVE INHOUSE  
SEO & DIGITAL MARKETING VIA SOCIAL MEDIA

**ENQUIRE TODAY!**



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# EVENT PROMOTION & SUPPORT

## FOR CONFERENCE ORGANISERS WE PROVIDE

- Development of event communication strategies
- Media partnerships
- Conference program design and production
- Special edition conference / exhibition print editions
- Press release distribution to leading news agencies
- Event photographic services
- In conference interviews and live uploads to our sites and partner sites
- Content writing pre, during and post event
- Event video production services

## FOR CONFERENCE EXHIBITORS WE PROVIDE

- Development of pre-event media releases
- Design and preparation of event materials such as flyers / advertising materials
- Media release distribution within Australia and internationally to leading news agencies
- Video interviews/ product introductions pre, during and post events
- Sponsored content (visual and text) across our media platforms
- 'Shout outs' to prospective visitors prior to and during the event through our media platforms
- Print Magazine advertising for linked events



**ENQUIRE TODAY!**



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**MAKE THE CALL!**

# TAKE THE NEXT STEPS

## SPECIAL DIGITAL OFFER

You can try digital advertising on our site for yourself by booking directly on our website using the code **'TRIAL'** to save \$\$\$ on an introductory digital advertising package. You'll be in charge of when and how often your advert will appear and you'll be able to track your own success.

**BOOK DIGITAL ONLINE NOW!**



## APRS MINING ISN'T JUST ABOUT DELIVERING TODAY'S NEWS

We have become to many, the go to resource for tomorrow's news and what the future holds. With a highly acclaimed research Department, we investigate, research and interview industry leaders to provide accuracy on the state of the market re where it's at and where it's heading.

Download your **FREE** copy of **The State of the Market Report**.

**DOWNLOAD NOW**



## TALK TO OUR TEAM

Our team of mining advertising experts can help you craft a campaign around your budget and your current business objectives.

For longterm cross platform campaigns, contact our team today.

**CONTACT US NOW!**



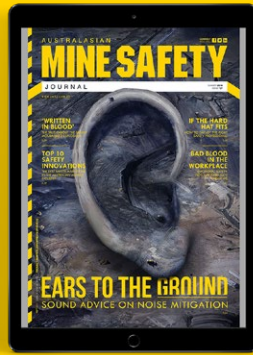
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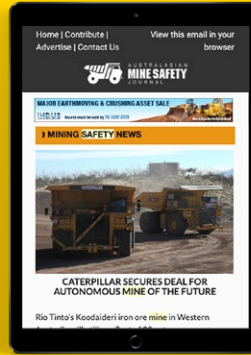
## OUR ENTIRE PRODUCT RANGE



PRINT EDITION



DIGITAL EDITION



NEWSLETTER



SOCIAL MEDIA



EDM



WHITEPAPERS



AUSTRALASIAN  
**MINE SAFETY**  
JOURNAL

**WWW.AMSJ.COM.AU**

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