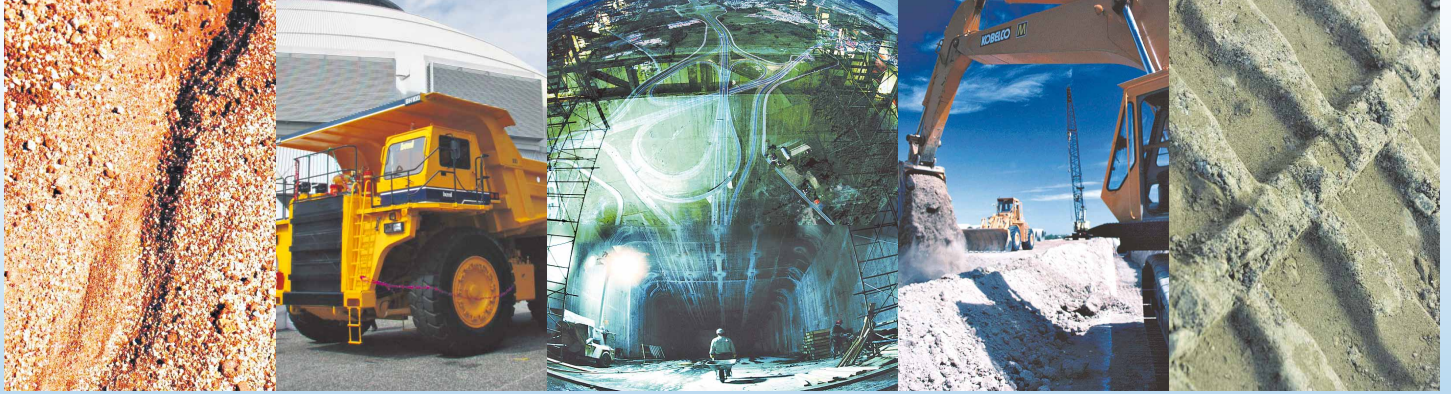


# the **MINING** CHRONICLE

hard rox ▪ national coal & longwall ▪ gold bulletin



## **CONTACT US**

To discuss your advertising requirements, contact us on:

Phone: (08) 9482 3900 Fax : (08) 9482 3943

Email: [miningchronicle@wapub.com.au](mailto:miningchronicle@wapub.com.au)

[www.myresources.com.au](http://www.myresources.com.au)

GPO Box G400, Perth WA 6841

## OVERVIEW

The Mining Chronicle is Australia's widely read and longest-established national monthly resource newspaper. Its origins as a specialist trade publication stretch back to 1995, from which time it has provided in-depth coverage on all sectors of our resource industry.

The Mining Chronicle has forged a reputation for considered and intelligent media coverage across all resource issues – from Coal & Longwall and Uranium to Gold, Energy and Industry issues. News and events are widely covered, along with numerous other topics in every issue – Women in Mining, Business & Finance, Innovating, Techno-Edge, HR Assets, Safety, Sustainability, Classifieds, Service & Supply, Companies in Brief, Motoring Review and Rostered Off.

Read the Mining Chronicle for free online at [www.myresources.com.au](http://www.myresources.com.au)

Advertise in the Mining Chronicle and reach the key decision-makers within the mining sector.

## CIRCULATION

More than 5,000 copies of the Mining Chronicle are distributed throughout Australia every month to over 300 active mine-sites.

## READERSHIP

The Mining Chronicle's distribution throughout Australia and Asia often soars through bulk distribution to key resource conferences and exhibitions such as AIMEX, Austmine, Goldfields Mining Expo (GME), Construction and Mining Equipment Expo (CME) and Australian Uranium Conference.

The readership varies between 50,000 - 60,000 per issue.

Recipients include maintenance, mine, underground and open cut managers, administration personnel, purchasing officers, engineers and subcontract groups located at site operations. On-site, and in the administration sections of head offices, it is common practice for the Mining Chronicle to be circulated amongst dozens of staff. Large mine operations such as the Dendrobium Coal Mine receives up to 80 copies to cover the on-site workforce.

## STATE DISTRIBUTION

The breakdown of state-by-state distribution figures closely reflects the level of resource operations (both mining and oil & gas) in each state.

Western Australia	59%	Victoria	1.5%
New South Wales	15%	Northern Territory	1.5%
Queensland	18%	Tasmania	1%
South Australia	3%	Overseas	1%

## SUBSCRIPTIONS

Subscribers include various levels of upper and middle management, consultants and other professionals including HR personnel, stockbrokers and finance operations. Subscriptions are available at a cost of \$80 per annum (excluding GST).

## NEWSAGENCIES

Approximately 1,300 copies of the Mining Chronicle are distributed to newsagencies at a cost of \$4.40 per copy (including GST). The balance are distributed free of charge.

## FLY-IN FLY-OUT

The Mining Chronicle, Minestyle and Oil & Gas Bulletin provide on-board reading on all mining, oil and gas charter flights for Skippers Aviation (WA), Skypac and Executive Airlines.

## MY RESOURCES NEWSLETTER

Published every fortnight, myresources newsletter highlights the upcoming features and editorial in the next edition of the Mining Chronicle to an approved recipient base of over 1,500 major mining, supply and consultancy companies throughout Australia.

## **WALL PLANNER 2010**

A very popular and versatile product which is used to plan and notate activities such as fly in/fly out, shutdowns and maintenance by staff in the mining, oil, gas and petroleum companies. The Mining Chronicle Wall Planner can only promote 20 companies and is published in full colour on top quality glossy paper approximately 60cm x 82cm. It will be distributed free with the January 2010 edition of the Mining Chronicle newspaper, which will be published on 16 December 2009.

This is a cost effective method of being right in front all day, all week and all year of your direct marketplace – the decisions makers of the mining, oil, gas and petroleum companies in Australia. The panels are limited, so early bookings will secure preferred prominent positions.

Request the Mining Chronicle Wall Planner media kit for further information.

## **ONLINE ADVERTISING**

First came the newspaper, then the online news version. Now the Mining Chronicle is your premium online advertising resource and reaches the key stakeholders you need for business success in the resource sector – the big names and the up-and-comers.

Visit [www.myresources.com.au](http://www.myresources.com.au) and read the latest digital edition of the newspaper online!

Request the myresources media kit for further information.

## **THE MINING CHRONICLE SUPPLIERS' GUIDE**

This annual publication is for companies who wish to do business with the mining and petroleum industry in Australia. It is distributed free of charge to all representatives of resource companies who are responsible for purchasing decisions.

Request the Mining Chronicle Suppliers Guide media kit for further information.

## **MINESTYLE**

A lifestyle publication designed especially for mining and resource sector personnel, who represent a high disposable income group and often work in remote locations and have special requirements in their recreational and personal preferences.

Minestyle will provide the forum for providers of products and services tailored to those personnel from Managing Director to Driller's Offsider and everyone in between, catering for everything from personal communications to preferred mode of transport. Recreation is a major focus for this workforce and we will be featuring some fantastic destinations and getaways in which we will highlight a broad range of holiday options.

Request the Minestyle media kit for further information.

## **OIL & GAS BULLETIN**

The Oil & Gas Bulletin is a specialised industry-based A3 colour newspaper supplement produced bimonthly by West Australian Publishers and distributed with the Mining Chronicle newspaper. Specially designed to meet the needs of the oil and gas sector in Australia, this exciting publication carries the latest news, exploration initiatives, projects and profiles of the companies and individuals who make up this dynamic sector.

The Mining Chronicle, the Mining Chronicle Suppliers' Guide, Oil & Gas Bulletin and Minestyle are published by West Australian Publishers, a subsidiary of West Australian Newspapers Ltd.

## **REDWAVE**

The Mining Chronicle and Redwave Media have joined forces to offer a unique opportunity for advertisers to reach an even greater target market. The broadcasting services of Red FM, WAFM and The Spirit Network make up what is geographically the largest radio network in Australia. With nine commercial licences, Redwave Media's coverage stretches from Kununurra in the far north through to Bremer Bay in the south of Western Australia. The potential audience figures of the combined network are in excess of 346,000 people in mine sites, townsites, oil and gas platforms. Redwave Media offers you the opportunity to maximise your business potential throughout the vast state of Western Australia.

West Australian Publishers and Redwave Media are subsidiaries of West Australian Newspapers Ltd.

## **WHAT WE'RE ABOUT...**

The Mining Chronicle's array of sections are loaded with newsworthy and industry relevant information covering all resource sectors.

### **News**

Issues, exploration activities, discoveries, company announcements, political commentary, business opportunities and industry views.

### **Business & Finance**

Current national and global market economic conditions and business activity.

### **Women in Mining**

Profiles of professional women working and networking within the mining and resources industries. You are welcome to profile your successful women employees and their contribution to your company, community and industry.

### **HR Assets**

Our employment section delves into industry employment trends and needs, from industry leaders and key recruitment companies, to tertiary institutes and industry training groups – on the mainland, offshore and abroad.

### **HR Assets Classifieds**

Here is your chance to place specific employment advertisements for specialised corporate, mining, oil, and gas and resource applications - be they full-time, part-time or contract roles. Directly address a captured market-skilled workers already employed and experienced in these sectors.

By advertising with the Mining Chronicle you will benefit from a full month of exposure compared to a single day in broadly targeted daily newspapers.

This service is provided at the highly competitive cost of **\$495 +GST per 80mm x 67mm colour block**. Extended deadlines are available for bookings relating only to HR Assets Classifieds when supplied in finished format.

### **Innovating**

Enhance your edge by discovering just what is at the forefront of innovation in the resource sector.

### **Techno-Edge**

Find the latest technology assisting companies in a highly competitive and cash-rich market.

### **Sustainability**

The latest developments in matters ecological and sustainable.

### **Gold Bulletin**

The latest on exploration, plus updates on active gold mines and upcoming projects.

### **National Coal & Longwall**

Future plans and developments for existing and new coal mine projects - clean coal technology and long-term advancements.

### **Safety**

Industry issues, best-practice, specialised products and services from manufacturers and suppliers across Australasia – a “must-read” for all HR, procurement and site managers.

## Hard Rox

Incorporating all other minerals mined in Australia from zinc, copper and iron ore, to nickel, silver, ilmenite, bentonite and more.

## Classifieds

A well read section for companies with specific products and services, one-off items (such as mining equipment), tender documents and virtually any other type of service or product can advertise.

There are 3 available sizes and the standard prices for advertising in the "Classifieds" section are:

- Standard Classified Advertisement (81mm x 34 mm) \$440 + GST
- Double Classified Advertisement (81 mm x 70 mm) \$825 + GST
- Triple Classified Advertisement (81 mm x 106 mm) \$1,210 + GST

Any extra graphics to go into the classified advertisements are an extra \$50 + GST per item. e.g. colour logo, colour image etc.

## Service & Supply

The perfect platform for manufacturers and suppliers across Australia - and beyond - to promote the hard-core products and services critical to the mining industry. From heavy machinery and mining rental and hire equipment, to accommodation options, FIFO cargo and charter services, pumps and corrosion.

## Uranium Report

Perhaps the most controversial of all mining activity. Exploration updates and active uranium mine projects.

## Companies in Brief

An overview of dozens of companies featured in the Mining Chronicle, outlining their products and services in a concise, yet informative manner. Contact details are included.

## Motoring Review

Keep up to speed with test-drives of the latest model 4WDs, utes, luxury and fleet vehicle. A great outlet for promoting accessories, parts, rentals and new release vehicles.

## Rostered Off

Our lifestyle section is designed specifically for mining and resource personnel with highly disposable incomes who work in remote locations and want to treat themselves with their hard-earned income. Rostered Off has fast become a forum for providers of products, services and getaways. Ideal for anyone from the corporate board to the driller's off-sider - and everyone in between. We not only show off some of the latest gadgets and toys, we talk wine, microbreweries, destinations and more.

## ADVERTISING RATES

### MINING CHRONICLE AND OIL & GAS BULLETIN (A3 newspapers)

ADVERTISEMENT	Size	Mono	Colour
2 col x 7.5cm	69mm x 75mm	\$545	\$732
2 col x 15cm	69mm x 150mm	\$1,089	\$1,392
4 col x 10cm	141mm x 100mm	\$1,271	\$1,573
1/4 page	122mm x 184mm	\$1,755	\$2,057
1/2 page	250mm x 184mm	\$1,997	\$2,371
Full page	250mm x 384mm	\$2,965	\$4,235
Double page spread	540mm x 384mm	\$5,445	\$7,865
7 col x 6cm strip		\$1,335	\$1,652

Inserts - \$605 per 1,000 inserts to a maximum of 3,500 nationwide.

HR ASSETS CLASSIFIEDS	Size	Colour
Per panel	80mm x 67mm	\$495

CLASSIFIEDS	Size	Mono
Standard	81mm x 34mm	\$440
Double	81mm x 70mm	\$825
Triple	81mm x 106mm	\$1,210

\* any extra graphics are an extra \$55 per item such as a colour logo or image.

### SUBSCRIPTION

Subscribe for 12 issues at a price of \$80 per annum (excluding GST).

ONLINE ADVERTISING	Size (pixels)	Price per month	SHARE OF VOICE
Mrec or Island	300 (w) x 250 (h)	\$550	50:50 basis
Over the Page (OTP)	500 (w) x 500 (h)	\$550	100% basis
Standard Banner	468 (w) x 60 (h)	\$300	50:50 basis

\* creative/graphic design rates are \$120 per hour for design, management, communication and research.

\* to download a pdf version of the Technical Ad Specification document go to: <http://www.thewest.com.au/default.aspx?ContentID=1429>

### MYRESOURCES NEWSLETTER

Two Newsletters or one month's exposure	\$400
Four Newsletters or two month's exposure	\$800
Six Newsletters or three month's exposure	\$1200

WALL PLANNER	Size	Colour
Single panel	70mm x 80mm	\$1,584
Double vertical panel	70mm x 165mm	\$2,995
Double horizontal panel	140mm x 70mm	\$2,995
Right hand sponsor panel	250mm x 50mm	\$2,750

MINING CHRONICLE SUPPLIERS' GUIDE	Size	Mono	Colour
Bold listing	87mm x 30mm	\$290	\$395
1/8 page	87mm x 53mm	\$625	\$800
1/4 page	87mm x 108mm	\$875	\$1,150
1/2 page portrait	87mm x 224mm	\$1,460	\$1,720
1/2 page landscape	176mm x 108mm	\$1,460	\$1,720
Full page	176mm x 224mm	\$2,190	\$2,500

MINESTYLE	Size	Colour
1/4 page	92.5mm x 134mm	\$780
1/2 page portrait	102.5mm x 297mm	\$1,280
1/2 page landscape	210mm x 148mm	\$1,280
Full page	210mm x 297mm	\$1,980
Inside front cover	210mm x 297mm	\$2,200
Outside back cover	210mm x 297mm	\$2,380
Inside back cover	210mm x 297mm	\$2,200

All prices are subject to 10% GST.  
You will be invoiced upon publication.

## HR - Classifieds



<p>width: 80mm</p> <p>\$495 + GST      depth: 67mm</p> <p><b>A1</b></p>	<p><b>A2</b></p>	<p><b>A3</b></p>
<p><b>A4</b></p>	<p><b>A5</b></p>	<p><b>A6</b></p>
<p><b>A7</b></p>	<p><b>A8</b></p>	<p><b>A9</b></p>
<p><b>A10</b></p>	<p><b>A11</b></p>	<p><b>A12</b></p>
<p><b>A13</b></p>	<p><b>A14</b></p>	<p><b>A15</b></p>

## Classifieds



ACCOMMODATION	EXPLORATION	PLASTICS
<p>STANDARD CLASSIFIED AD 81mm X 34mm \$440 + GST</p>	<p>DOUBLE CLASSIFIED AD 81mm X 70mm \$825 + GST</p>	<p>TRIPLE CLASSIFIED AD 81mm X 106mm \$1210 + GST</p>
	<p><b>MOBILE CONCRETE BATCHING</b></p>	
<p><b>AIR CHARTER</b></p>	<p>T.E.K. Industry Australia is introducing a Mobile Concrete Batching Plant called the "TEKMIX6000." It offers a high economic benefit potential through reduction of transportation costs. It has adequate installed power so there is no need to worry about overloading. Its innovative design and increased productivity speed can produce up to 150 tones of concrete per hour, 24 hours a day. With its own inbuilt generator and automatic computer, it can be operated both electronically as well as manually. The machine can be fully erected, and in use, within 3 hours with the use of a small crane and a detailed manual which is delivered to the customer. The same time is also required to disassemble the machine and have it ready for transportation.  <b>Website</b> <a href="http://www.tekindustryaust.com.au">www.tekindustryaust.com.au</a>,  <b>Ph/Fax</b> 813 9850 1837, <b>Mobile</b> 0405 741 710,  <b>Email</b> <a href="mailto:tekindustryaust@optusnet.com.au">tekindustryaust@optusnet.com.au</a></p>	<p><b>SCALES &amp; WEIGHING</b></p>
	<p><b>OUTDOOR FURNITURE</b></p>	<p><b>TRANSPORT</b></p>
<p><b>Thrifty WA:</b> A family-owned business, celebrating 30 years of local experience within the vehicle rental industry. With comprehensive infrastructure within the Pilbara mining and resources sector, Thrifty offers specialised mine-compliant vehicles, extensively equipped for use in regional and remote areas. These safety focused vehicles can be further customised to meet specific site requirements.  <b>For further information, please visit</b>  <a href="http://www.thrifty.com.au/wa">www.thrifty.com.au/wa</a> or call 136 139.</p>	<p><b>Red Dog Jarrah</b>  Red Dog Jarrah build heavy duty Jarrah outdoor picnic tables ideal for wet mess areas, bbq areas and public areas using recycled jarrah timbers to keep the cost down and pass the savings to you and the community by offering low cost to you and redirection of valuable resources away from landfill. To view many of our quality products visit <a href="http://www.reddogjarrah.com">www.reddogjarrah.com</a>.  <b>Ph 0431 559 135.</b></p>	

## Publication Dates 2010

	Issue name	Publication date	Booking deadline	Material deadline for finished artwork
1	February	2 February	20 November	18 December
2	March	2 March	15 January	29 January
3	April	30 March	12 February	26 February
4	May	4 May	12 March	26 March
5	June	1 June	13 April	23 April
6	July	29 June	13 May	28 May
7	August	27 July	11 June	25 June
8	September	24 August	9 July	23 July
9	October	21 September	6 August	20 August
10	November	19 October	3 September	17 September
11	December	16 November	10 October	15 October
12	January 2011	14 December	29 October	12 November

## Artwork Supplied Digitally/By Email

High-resolution CMYK PDF files are preferred. Please note, PDFs created using PDF Library from InDesign are not acceptable. PDFs must be Version 1.3 created using distiller settings.

Macintosh versions of InDesign CS4 (if you are supplying an InDesign file, all fonts and links need to be included, Quark Xpress 4.0, Adobe Illustrator CS4 (all text converted to outlines) or Adobe Photoshop CS4. Freehand & Illustrator eps files (text must be converted to outlines).

Pictures which have been digitised can be supplied as high resolution (300 dpi) EPS, TIF, or JPEG formats in Macintosh or IBM compatible versions.

Please note that:

- Due to 30% dot gain on the press, photos must be lightened off to compensate (black ink limit 80%).
- The total ink density must be no greater than 240%.
- All text must be a minimum of 12-point, unless it is 100% black (to ensure legibility after print) and then the minimum can be 9-point.
- Any black elements should be created out of black ONLY, not four colour, ie. Make black (K) equal to 100 (or a tint of black) and the other three colours used in the printing process (C, M, Y) equal to zero.
- Images which contain a tint or photo should be scanned in at 175lpi/300dpi and images which are lineart (solid) should be scanned in at 600dpi.

If your supplied artwork does not adhere to these specifications, you may be asked to re-supply the material. If errors do occur when the advertisement is printed, please be aware that the final onus is upon you to follow our artwork requirements.

ALL ARTWORK SENT BY EMAIL THAT NEEDS TO BE RE FORMATTED FROM A DIFFERENT PROGRAM SHOULD BE ACCOMPANIED BY A FAX OF THE AD OR PDF FOR LAYOUT PURPOSES.

PLEASE DO NOT SUPPLY ANY EMAIL FILES THAT ARE LARGER THAN 20MB.

*For further information, please contact our production department on 08 9482 3900.*