



MINE AUSTRALIA

Media Pack

2022

Powered by VERDICT

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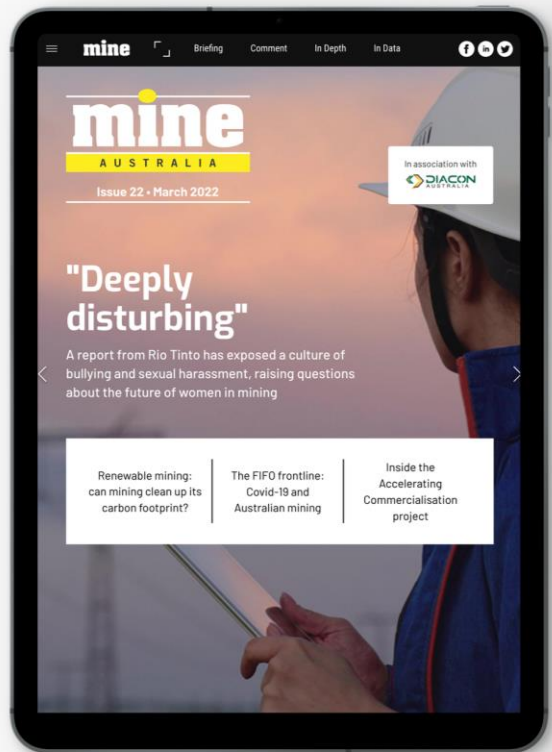
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The magazine

01



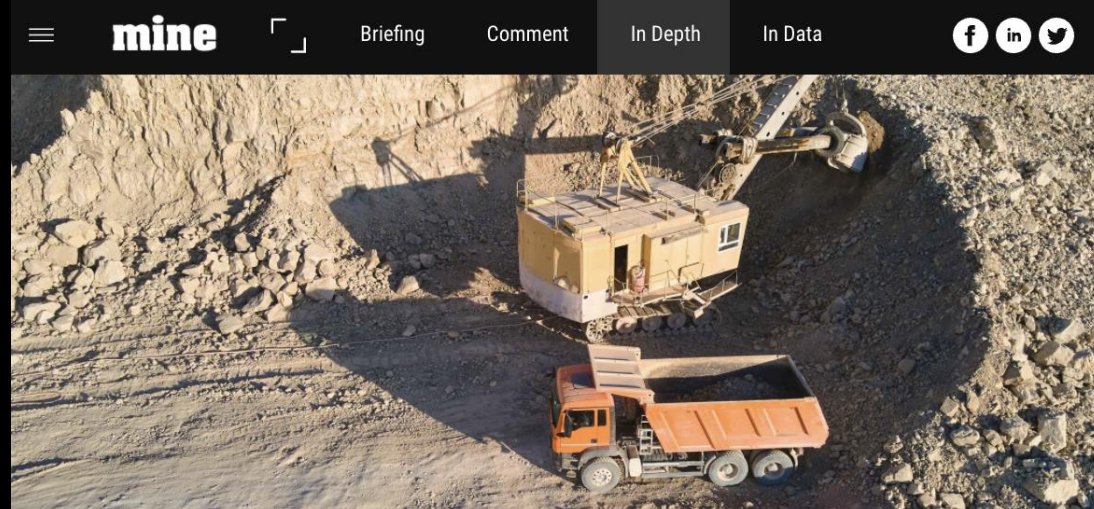


The magazine

At Mine Australia we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the mining industry.

At Mine Australia we supply our readers from the mining industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



TECHNOLOGY

Inside Australia's Accelerating Commercialisation project

Could government grants help the Australian mining industry remain productive and profitable in the long-term? **JP Casey** speaks to the Department of Industry, Science, Energy and Resources about the Accelerating Commercialisation project.

Mining remains a cornerstone of the Australian economy. According to the government's Department of Industry, Science, Energy and Resources (DISER), the resources sector posted record high exports worth \$225bn (A\$310bn) between 2020 and 2021, and estimates this value to grow to \$275bn (A\$379bn) by the end of the 2022 financial year.

It is also no secret that despite its importance, the sector faces a range of challenges. From its environmental footprint - Australian exported coal alone is responsible for around 2.9% of global carbon dioxide emissions - to declining ore grades - with the average copper grade in Australia falling from around 15% in the late 19th Century to around 2% today - the sector is under constant pressure to improve operations. This is to say nothing of the quarter-million people employed directly by Australian mines, accounting for around 2.1% of the country's total workforce.



Our results with MINE has seen several interesting business contacts for us.

**ABB Automation
Systems AB**



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 within 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

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

Owned network

Targeted database

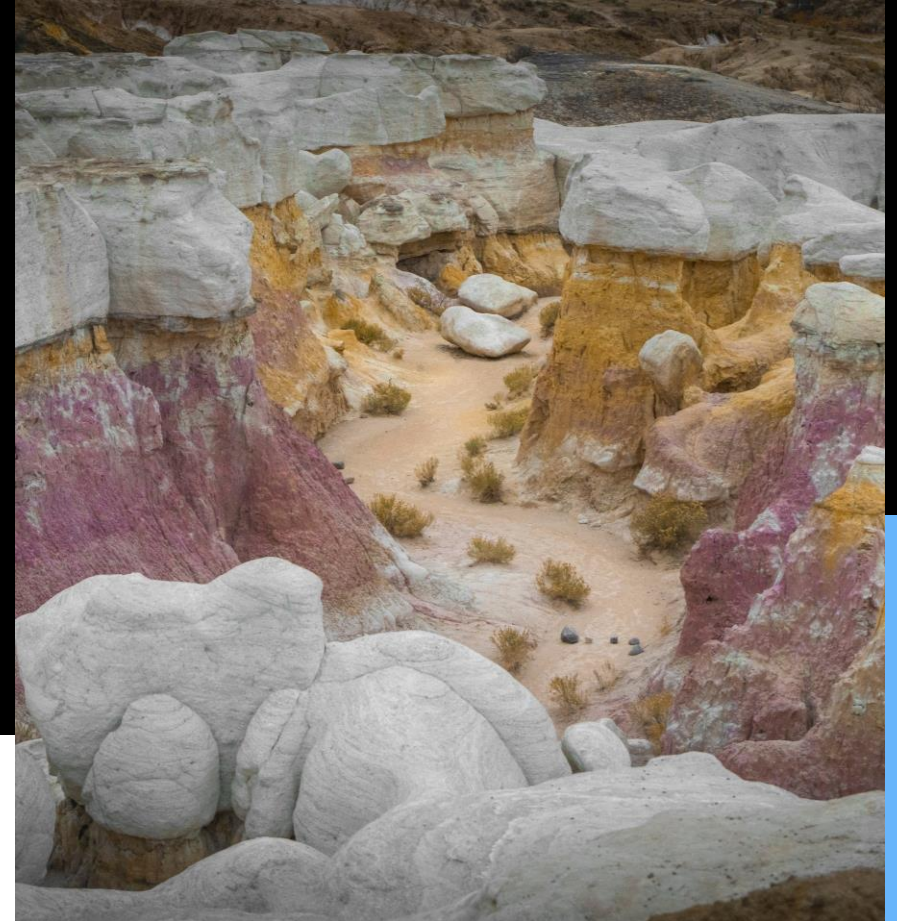
Sent directly to the inboxes of over 23,000 mining professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 15,000 contacts
- Promoted throughout our sister site mining-technology.com - a leading website in the industry with a global audience of over 213,000 unique users a month.

Social media

Sent directly to the inboxes of over 23,000 mining professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.



23,000

mining
executives

213,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



BARRICK

CATERPILLAR®

F.M. FREEPORT-McMoRAN

BHP

NEW 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 or theme



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

Sponsorship

02



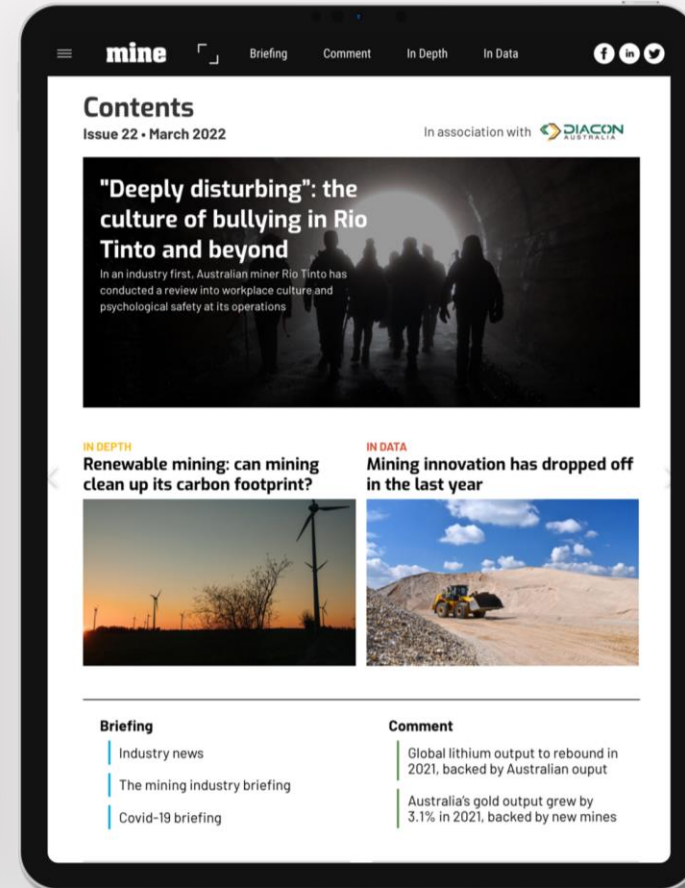
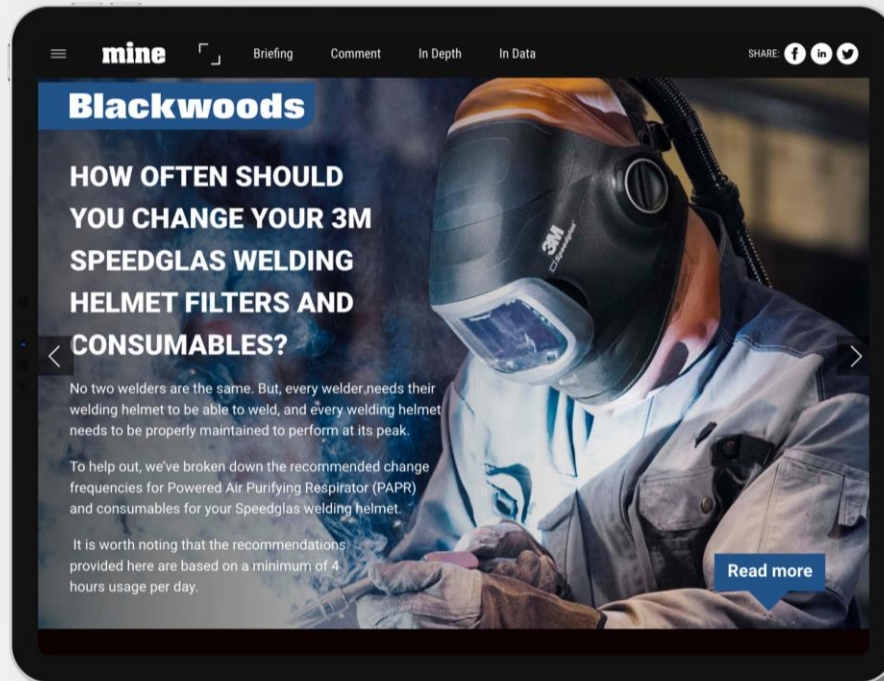


Sponsorship

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

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent topic
Jan	Governance	Commodities Whether it's gold in times of uncertainty or rare earths as transition minerals come into greater demand, Australia is a hub for commodities. We explore the commodities markets currently making the most noise.	FDI inflows to Australia by country	Control and Automation Systems
Mar	Social	Fly-in, fly-out Already a taxing occupation, fly-in, fly-out miners have faced a particularly tough year or two. We examine how they are likely to fit into the future of mining and if the sector is changing to better look after them.	Which companies are capitalising on the energy transition by mining key minerals?	Environment and Emissions and Dust Control
May	Governance	Exploration With mining's importance to the Australian economy, new projects play a vital part in keeping the machine ticking. Yet with increasing climate criticism, can exploration continue at pace?	Hiring trends in Australian mining	Health, Safety and Protective Equipment

Advertising

04



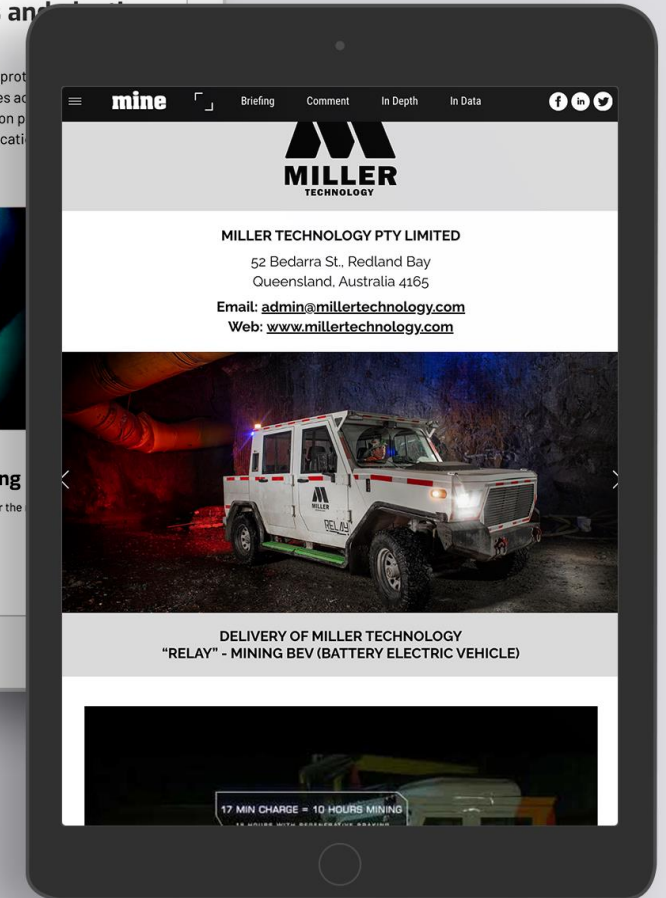
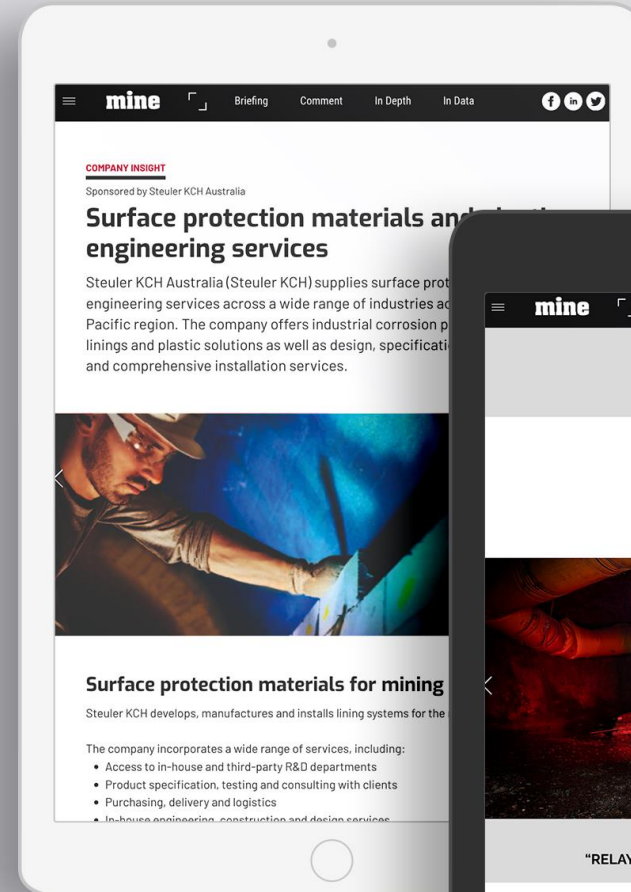
Adverts

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

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight
Right: Interactive lead page*

Display advertising

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

We can run online adverts linked to your sponsorship 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.

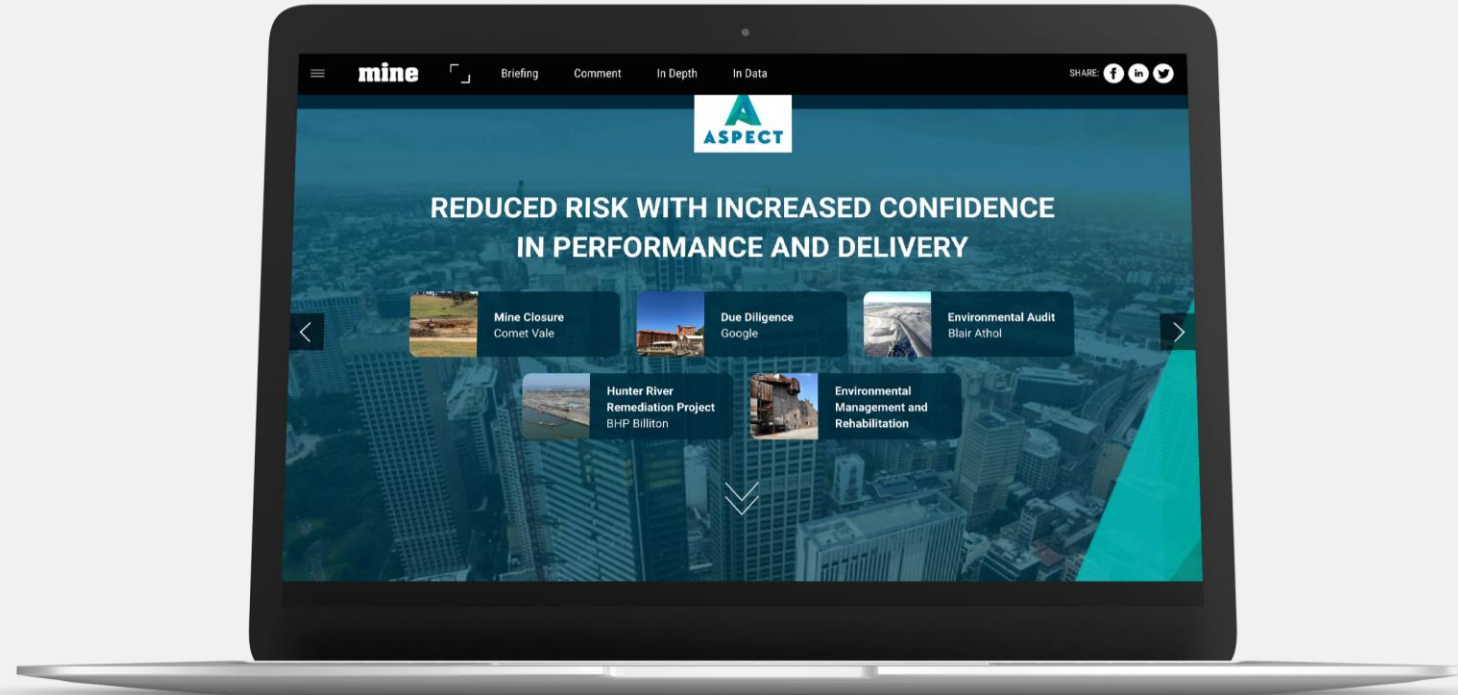


MINE AUSTRALIA
ATTRACTS OVER 213,000
UNIQUE USERS A MONTH

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers



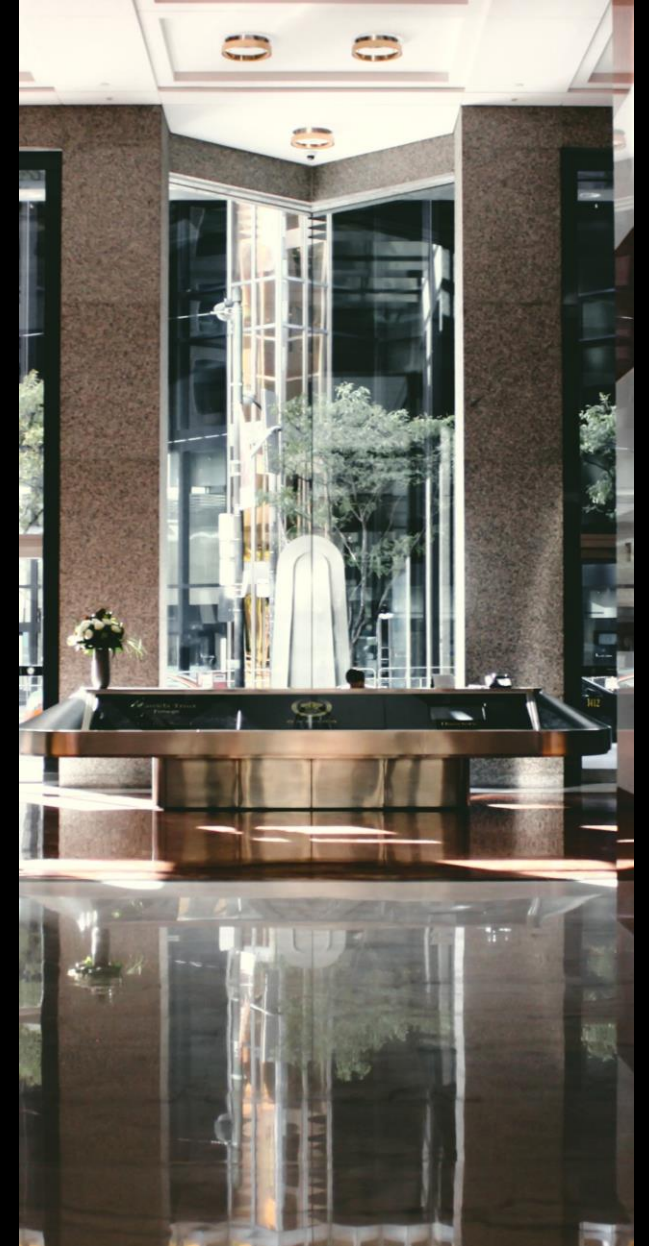
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

www.nridigital.com
tom.mccormick@nridigital.com