

APRS MINING MEDIA

AUSTRALASIAN

MINE SAFETY

www.amsj.com.au

QUEENSLAND

MINING & ENERGY

QMEB.COM.AU

amr

miningreview.com.au

ABOUT APRS MINING

APRS Mining is an established, trusted, and leading voice on all things mining – engaging with a highly targeted audience of global executives.

APRS Media is Mining! 50% of our staff come from a mining industry background. We understand intimately what a normal day looks like both in the office & deep underground.

We intimately understand the procurement processes & the people who make & influence the decision.

We connect suppliers to buyers but much more than your standard advertising methods.

With the support from Mining Companies with detailed intel on upcoming tenders & a general overview of what's on the buying agenda the next 24 months enables us to position you 'front and centre' at the right time and with the right people.

The procurement community connect daily via Video, Digital, Print, social media & at over 40 Events locally, nationally & internationally.

From exclusive interviews with the industry's leading executives to in-depth analysis and best-in-class case studies, our community stays well informed and ahead of the game.

Our Mining Brands are industry respected & play a pivotal role in connecting buyers to suppliers.

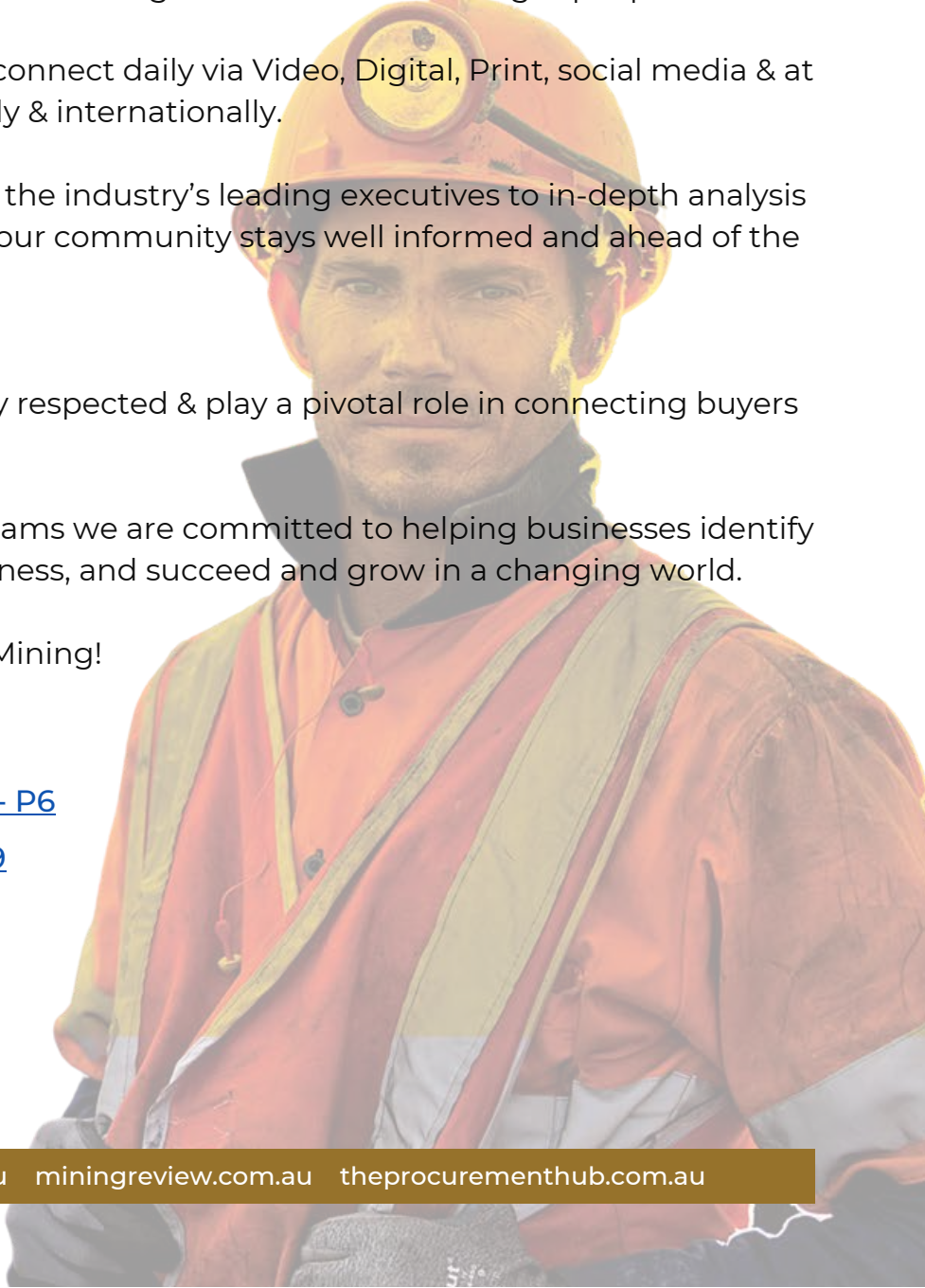
Through our Partnership Programs we are committed to helping businesses identify opportunities, secure new business, and succeed and grow in a changing world.

We are APRS Mining.... we are Mining!

[Aust Mine Safety \(AMSJ\) - P3](#)

[QLD Mining & Energy \(QMEB\) - P6](#)

[Aust Mining Review \(AMR\) - P9](#)



ABOUT AUST MINE SAFETY (AMSJ)

"Lack of Industry events thru the Covid period many decision makers have found it difficult in keeping abreast of the many new product & services that have been created using world class innovation and technology"

Australasian Mine Safety (Est 2004) is the regions key mine safety information provider to procurement teams, mine management, mine safety & environment professionals, academics & regulators throughout the region.

The Mining procurement community connects daily to AMSJ via Video, Digital, Print, social media & at over 40 Events locally, nationally & internationally.

AMSJ has won multiple awards for it being an essential reference tool for many, & it's contribution in the development and improvements to mining safety programs and mine safety performance.

Mining Company executives of today are unified in prioritising safety above all else.

No expense is spared to ensure mine sites are equipped with the very latest equipment / services if that will contribute to a safer and more productive workplace.

With the increase in mining activity, limited numbers of personnel throughout the region, lack of Industry events thru the Covid period many decision makers have found it difficult in keeping abreast of the many new product & services that have been created using world class innovation and technology.

Australasian Mine Safety, a team which includes ex Mining Industry employees understand only too well, the importance of safety.

AMSJ is passionate in connecting suppliers who share the same view, to those Procurement decision makers & key influencers of purchasing.

We are AMSJ we are Mine Safety!

Published Quarterly - Jan, Apr, Jul & Oct

FAST FACTS - AMSJ

PRINT

Circulation 9,700 (Quarterly)
Subscribers 6,900
Member Groups 800
Events 2000

**Print subs up 13% Fin YTD*

E MAG

Subscribers & Industry Partners
48k

WEBSITE

90k Users

SOCIAL MEDIA

110k engagements monthly via
Facebook, LinkedIn & Twitter

E NEWSLETTER & EDM

48k Subscribers & Industry Partners

EXPOS & CONFERENCES

QLD Mine Safety Conf (GC)
World Mining Congress (BNE 23)
AIMEX, QME, IMARC

**Google analytics results - Nov.2022*

With the co-operation from
Procurement Dept's we receive data on
upcoming primary categories of spend,
new tenders and much more.

From having a very strong overview of
the buying agenda the next 12 - 18
months & in what regions enables us to
position you 'front and centre' at the
right time, with the right message &
with the right people.



READERSHIP PROFILE - AMSJ

Senior Management
CEO, COO, CFO, MD

Mid Management
General, Plant, Project, Operations,
OH&S, Technical etc

Procurement
Operations, Purchasing & Supply
Chain Managers, Category &
Contract specialists

Consultants
Engineers, Project, Safety &
Technical

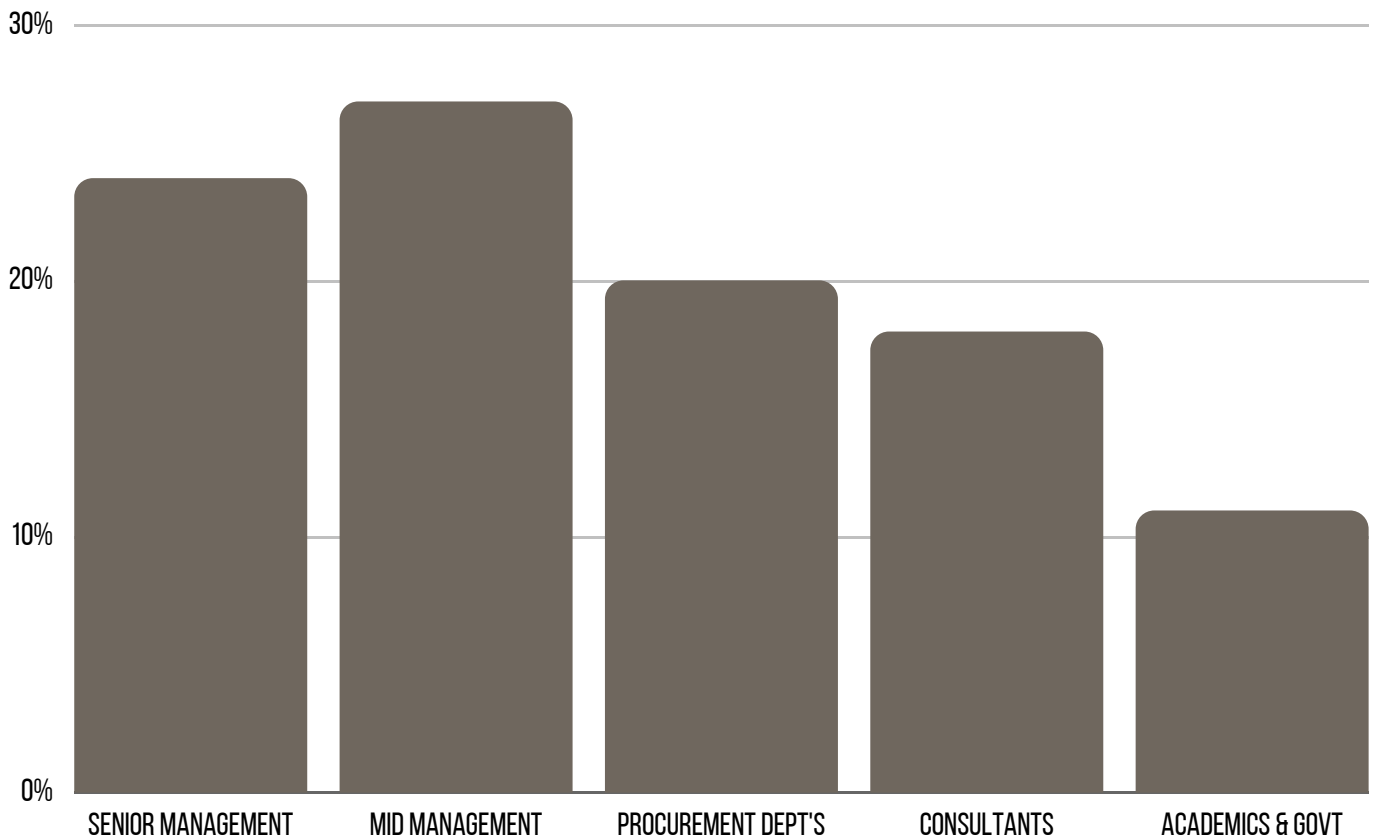
Academics & Govt

"We understand the procurement processes, participation plans, local procurement policy & we understand the people who make & influence the decisions"

Aust Mine Safety is proud to be supported by Australian Mining Companies.

A U S T R A L A S I A N
MINE SAFETY
amsj.com.au

**For a more detailed list of the AMSJ audience by job title please advise.*



"Bravus strives to create opportunities by purchasing local products and services" - Bravus Mining

ABOUT QUEENSLAND MINING & ENERGY (QMEB)



Queensland Mining & Energy (QMEB), established 2006, has become a 'go to source' for not only Procurement Managers but those who are responsible for putting in place what products / services are actually required. Engineers, Project Managers & Mine site Managers to name a few.

The Mining procurement community connects daily to QMEB via Video, Digital, Print, social media & at over 40 Events locally, nationally & internationally.

Our content is driven by the industry. A survey in November 2022 combined with direct conversations with those associated with Procurement provided details on those key content topics of interest. QMEB provides our audiences with those key resources, knowledge, and information to assist in adapting to a rapidly changing industry.

Procuring from local suppliers continues to surge year on year. 2023 it is expected that over 80% of total procurement budgets will be spent locally.

QMEB connects mining procurement teams to Local Suppliers & the many suppliers who are investing heavily in technology and innovation to provide a product / service that contributes to a safer & more productive industry.

QMEB provides the perfect platform for you to showcase your products and services, share your achievements, and enhance your reputation in the industry.

QMEB a subsidiary of the Local Procurement Hub.

Published Quarterly - Mar, Jun, Sept & Dec

"We prefer to use local suppliers where they can offer quality goods and services" - New Hope Group

FAST FACTS - QMEB

PRINT

Circulation 11,650 (Quarterly)
Subscribers 8,900
Member Groups 850
Events 1,900

**Print subs up 13% Fin YTD*

E MAG

Subscribers & Industry Partners
35k

WEBSITE

75k Users

SOCIAL MEDIA

110k engagements monthly via
Facebook, LinkedIn & Twitter

E NEWSLETTER & EDM

35k Subscribers & Industry Partners

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"We aim to build long-term relationships with suppliers located in the regions where we operate" - Glencore

READERSHIP PROFILE - QMEB

Senior Management

CEO, COO, CFO, MD

Mid Management

General, Plant, Project, Operations, OH&S Technical

Procurement

Operations, Purchasing & Supply Chain Managers, Category & Contract specialists

Consultants

Engineers, Project, Safety & Technical

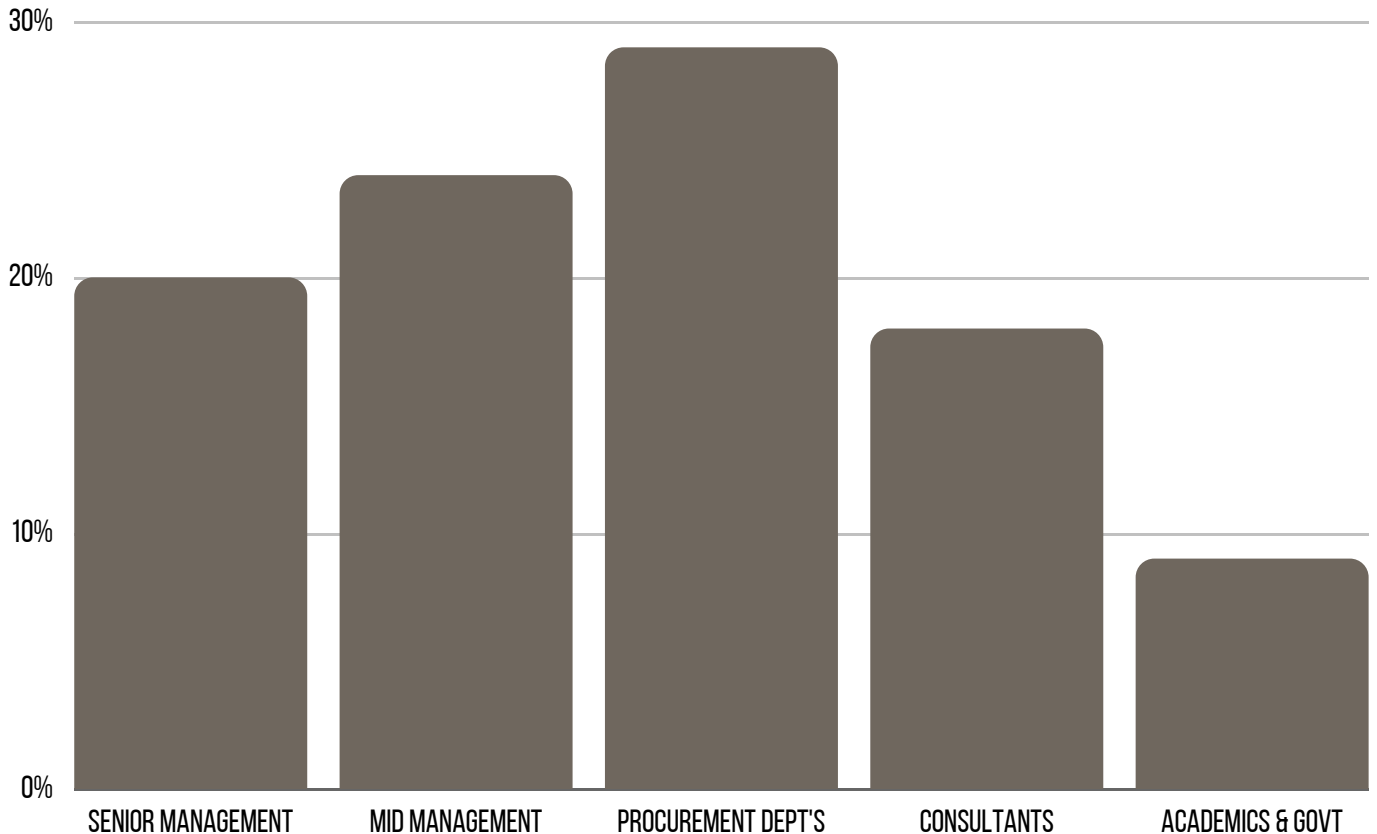
Academics & Govt

"We understand the procurement processes, participation plans, local procurement policy & we understand the people who make & influence the decisions"

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ABOUT AUSTRALIAN MINING REVIEW (AMR)

AMR Buyer's Guide is a brand-new supplier directory (print, online & app).

With the lack of Product related Exhibitions since Covid 19, many in the procurement community have been starved of information of the many new product launches & the many improvements of existing products.

With a lack of events, a change in habits often occur.

With a preference or unavailability for attending events in 2023 / 24, the procurement community will look for other avenues to source supplier intelligence.

These last few years, Innovation & the utilising of latest technology has Australian suppliers setting the standard on the world stage.

The AMR Buyer's Guide's role is to keep our procurement community connected to the very latest in product developments.

The Print edition of AMR Buyers Guide is produced as a professional hard covered guide printed on high quality fine art paper.

This easy to use reference guide deserves its place & will sit more than comfortably on desks & close by for those in positions of decision making.

Created in line with what supply categories are most required in 2023 / 24.

Procurement personnel have easy access to -

- supplier by category, new products & more.
- region by region, suppliers that are 100% Locally owned.
- Indigenously owned suppliers
- supplier QR Codes – links directly to Capability Statement / video product demonstration / designated URL. etc

AMR Buyers Guide as a online directory, forms an integral part of portals - The Procurement Hub & Local Mining Procurement.

We are AMR we are the conduit for buyer & supplier!

Published - May & Nov

FAST FACTS - AMR

PRINT

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Events 1,900

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"We aim to build long-term relationships with suppliers located in the regions where we operate" - Glencore

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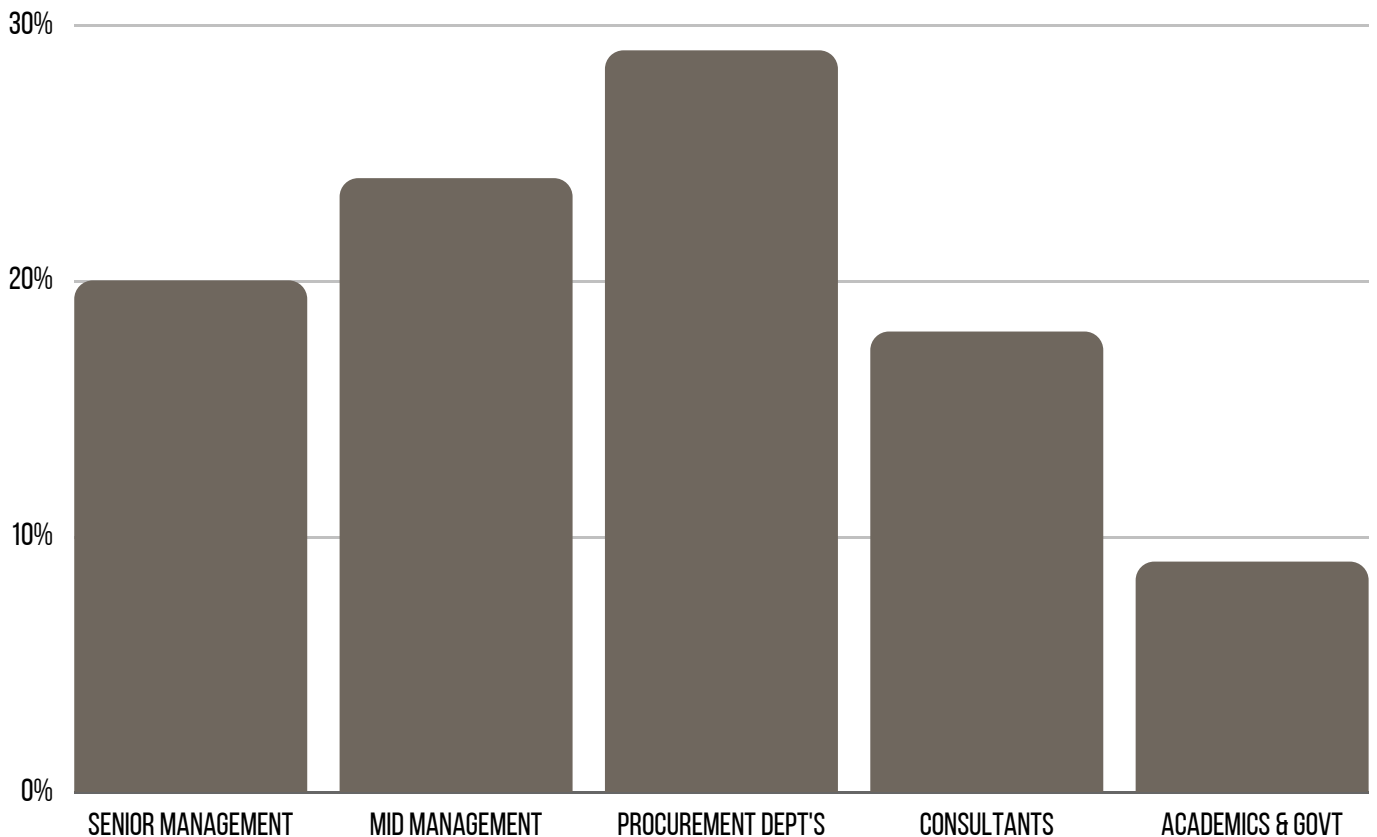
Academics & Govt

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miningreview.com.au

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WHY PARTNER WITH US

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We understand intimately what a normal day looks like both in the office & deep underground.

We understand the procurement processes, participation plans, local procurement policy & we understand the people who make & influence the decisions.

With the co-operation from Procurement Dept's we have data on primary categories of spend, new tenders & the components to be sourced locally and much more.

From having a very strong overview of the buying agenda the next 12 - 18 months & in what regions enables us to position you 'front and centre' at the right time, with the right message & with the right people.

Video Marketing - NEW

Consuming content via Video is experiencing record growth.

APRS now offers onsite & offsite video production - ideal for product reviews & demonstrations. Or have your capability statement in video format. Or *'talking tech'* interviews opposed to a white paper.....and much more!

PACKAGES & PARTNERSHIPS

Access our brands unique communication channels and promotional activities easily with an annual package. We will work with you to customise a promotional package to meet your business needs.

CUSTOM SOLUTIONS

Our specialty is working one on one with clients in creating fully customised programs that work best for you.

Internally, our opinion, the procurement cycle starts with education. We educate on the latest in technology with white papers, case studies etc. Key recipients for engagement include Engineers, Technical Officers etc who are highly influential in when it comes to buying time.

As we get closer to procurement time is when we deliver content that's more specific on the actual product (traditional advertising).

Naturally, the strategy & direction taken is entirely your decision and we are flexible create a package to meet your marketing needs.

Our talented team specialise in journalism, print, web, digital, content creation, white papers, webinars, social media marketing and video

RELATIONSHIP MANAGEMENT

Our Partners are provided a dedicated Relationship Manager who is 'on alert' for any hot / breaking news that the industry should know about.

We will have your news shared with our audience instantly!

CASUAL - 3 / 6 MTHS

\$5,500 - 3 Months

PRINT (Qtr) - 1 EDITION

Full Page Ad

Full Page Sponsored Content

e MAG

Australian edition

WEBSITE - 3 MONTHS

*Leaderboard or MREC

Sponsored Content

**changeable Monthly*

\$9,500 - 6 Months

PRINT (Qtr) - 2 EDITIONS

Full Page Ad

Full Page Sponsored Content

e MAG

Australian edition

WEBSITE - 6 MONTHS

*Leaderboard or MREC

Sponsored Content

**changeable Monthly*

*Segmented Distribution.

Provide us a list of your ideal 'recipients by job title & we do the rest!

Different content resonates with different people.

During your campaign if / when publishing technical content opposed to an Ad & Advertorial, we can work together to ensure your own personalised copies get into the hands of the very most suitable recipients.

Example: White Papers / Case Study / Technical Reports = Engineers, Technical Officers & Project Managers etc.

FOUNDATION - 12 MTHS

\$30,000 - 1 Brand

\$48,000 - 2 Brands

\$60,000 - 3 Brands

PRINT (Qtr) - 4 EDITIONS

Full Page Ad

Full Page Sponsored Content

*Content creation

**Use of our in house Journalist & content creators*

e MAG

Australian edition

WEBSITE

*Leaderboard or MREC

Sponsored Content - Monthly

**changeable Monthly*

SOCIAL MEDIA

Marketing Posts

PERSONALISED COPIES

Front Cover Branding

Capability Statement

*Segmented Distribution

EDM x 4

CORPORATE PARTNER - 12 MTHS

\$50,000 - 1 Brand

\$68,000 - 2 Brands

\$80,000 - 3 Brands

PRINT - 4 EDITIONS

Double Page Ad

4 Pages Sponsored Content

*Content creation

**Use of our in house Journalist & content creators*

e MAG

Australian & Global editions

WEBSITE

*Sideboard Tower (100% run of site)

*MREC (100% run of site)

Sponsored Content - unlimited

**changeable Monthly*

SOCIAL MEDIA

Marketing Posts

Company Announcements

PERSONALISED COPIES

Front Cover Branding

Capability Statement

*Segmented Distribution

EDM x 8

"APRS Mining Brands are a integral part of Blundstone's strategy in connecting with industry decision makers"

Greg Findlay - Marketing Manager, Blundstone

VIDEO ADVERTISING x 2

Filmed on location.

Product Demonstrations

Interviews - technical team

CASE STUDY x 2

WHITE PAPER x 2

*Segmented Distribution.

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Example: White Papers / Case Study / Technical Reports = Engineers, Technical Officers & Project Managers etc.

PRINCIPAL PARTNER - 3 BRANDS 100K

PRINT - 4 EDITIONS

Double Page Ad - (1st 8 Pages)

4 Pages Sponsored Content

*Content creation

**Use of our in house Journalist & content creators*

e MAG

Australian & Global editions

WEBSITE - 12 MONTHS

*Wings (100% run of site)

*MREC (100% run of site)

Sponsored Content - unlimited

**Changeable Monthly*

SOCIAL MEDIA

Marketing Posts

Company Announcements

PERSONALISED COPIES

Front Cover Branding

Capability Statement

*Segmented Distribution

EDM x 12

VIDEO ADVERTISING x 6

Filmed on location.

Product Demonstrations

New Product Releases

Video Capability Statements

Interviews - technical team

CASE STUDY x 4

WHITE PAPER x 4

*Segmented Distribution.

Provide us a list of your ideal 'recipients by job title & we do the rest!

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"Aust Mine Safety & QLD Mining Journals ability to connect our brand's strengths to procurement managers has been a success"

Ben Suda - Director of Marketing, Advanced Braking Technology (ABT)

