

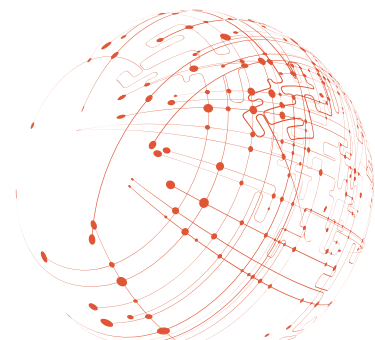


Industry-themed +  
sector specific +  
supply chain and  
community focused



### Mastheads

- *iQ* Industry Qld
- *iQ* Coal
- Mining North
- Geoscience
- *iQ* Civil
- Miner's Life



# ABOUT

## 16 years of excellence

We are a Queensland publishing company specialising in the development of regional Queensland.

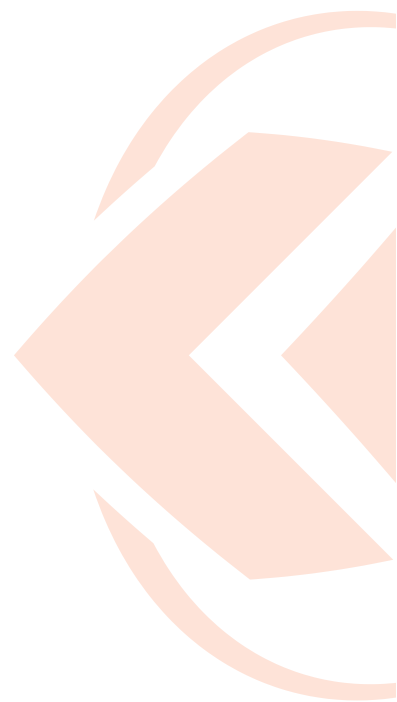
Our 16-year focus on mining, energy, infrastructure and civil industries comes from established relationships with peak industry and representative bodies, corporates and government as well as community and social groups.

All our products are published and marketed to the same standards with a commitment to reach a motivated and interested audience.

Our **aim** is to be the go-to source of information for owners, operators and supply chain business.

Our **goal** is to align editorial content with high-value projects and developments.

Our **mission** is to create value for readers.



# ABOUT QUALITY

## Tying editorial themes to client interests

Our editorial approach is to put suppliers closer to their client's interests.

Relationships, databases and processes are developed to facilitate access to decision-makers.

### Specialist areas include:

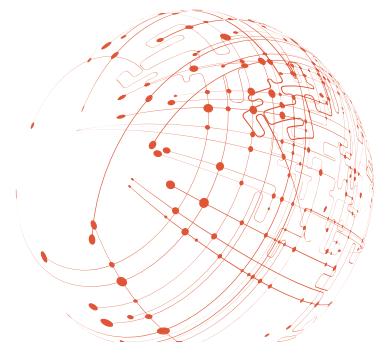
- Hard-rock mining
- Coal mining
- Resource development
- Processing
- Geoscience
- Civil industries
- Mining lifestyle
- Local government
- Utilities

### Trending:

- Nickel and other battery metals
- Gold and base metals exploration
- Critical and rare earth minerals
- Galilee Basin
- COVID-19
- Infrastructure development and maintenance
- Renewable energy

### Themes:

- Extractive industries
- Engineering the future
- Professional development
- Building mining communities
- Managing FIFO
- Geoscience
- RuOK?
- Mining heritage
- Supply chain



# ABOUT VALUE

## Points of difference

### The value we present to advertisers:

- **Aligning research and editorial with high-value markets**
- **Cutting-edge social media platforms and processes**
- **Relationships forged with industry and representative bodies, corporate and government, community and social groups**
- **Accurate and consistently high-standard content generation**
- **Ability to reach decision-makers**
- **Better than industry-best KPIs**



# ABOUT PRODUCTS

## iQ e-Bulletins

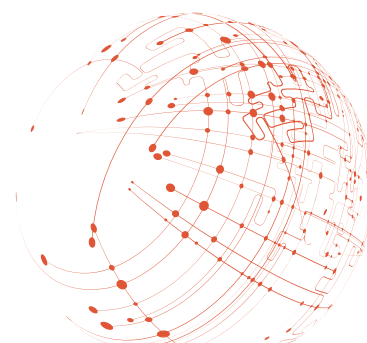
**iQ Coal:** BHP may lay claim to being the original 'quiet achiever' but the baton could easily be passed to the Queensland coal industry. It makes a \$70-billion plus export contribution to the Queensland economy, supports communities, drives logistics, technology development and job opportunities and is central to the state's personality. The *iQ* Media Group supports Queensland coal and advocates for continual improvement in safety, environment, efficiency, professional culture and the mining lifestyle.



**Mining North:** *iQ* Industry Queensland has spun off Mining North from its popular industry news to focus solely on the hard-rock sector. These base and precious metals and rare earths/critical minerals are found mostly in the north of the state. This service aligns industry with the supply chain and the community to create a relevant and dedicated news service. It's a first reference providing valuable access to all tiers of the industry.



**iQ Geoscience:** No profession has more mystique than geoscience. From concrete and copper to gold and critical minerals, exploration, mining and processing underwrite our built environment. Central to it all is discovery, engineering, processing and logistics. It is ever more sophisticated. Our aim is to support the industry by developing a reference which will inform, educate and entertain. This presents insight into a unique group of decision-makers.



# ABOUT

**iQ Civil** is a weekly news source for any business involved in developing infrastructure. It covers all levels of government as well as engineering, business, finance, governance and safety professionals, among others. We aim to develop recognition for the industry and its contribution to the economy and connect suppliers with contractors and contractors with contracts.



**Miner's Life:** FIFO is here to stay and Miner's Life captures the challenges and rewards and advocates for miners and their families. This service presents news, lifestyle hacks and entertainment to promote the staff and contractors who support the industry.

It covers a large, mature and localised sector. Miner's Life is published weekly.



**iQ Industry Queensland:** This is our flagship publication presented daily. It combines the best of all our coverage and offers value to readers who need to be across all sectors daily.

We're on top of the trends, advocate for local involvement, support workplace excellence and identify opportunities for the supply chain.

Contact us now to see how to be part of this and other dynamic opportunities.

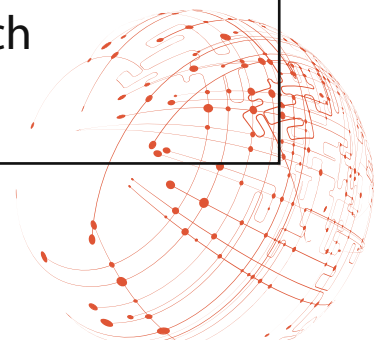


# Subscriptions

**12 Months \$216.70 - Each subscription comes with a seven day trial**

## **Bulk Orders**

- Five subscriptions 15% discount \$184.19 each +
- 6-10 subscriptions, 20% discount \$173.35 each +
- 11-20 subscriptions, 25% discount \$162.50 each +
- 21+ Subscriptions, 30% discount \$151.60 each




# ABOUT

## Sponsored partner mailouts

We rent access to our database to clients with appropriate offers and can reach 11,000 qualified contacts across mining, civil and the supply chain. You can book by sector or as a package. The rate is \$749.00 /1000 ex-GST.

The default links are to the website. Editorial and graphics are provided by the client. *iQ* can otherwise quote on editorial, photographic and graphics services.

Click the graphic below for an example.



**Pump**  
PRESTIGE UNIVERSAL MINING PUMPS  
LET US SERVICE YOUR WET END  
SALES • SERVICE • PARTS • MANUFACTURE

1300 4 78677  
www.prestigepumps.com.au

f



**About: P.U.M.P. - MD Andy Grigg**

At P.U.M.P., we have the experience and knowledge available to provide effective solutions to all your mining pump supply needs.

With local knowledge, we have an ***in-depth understanding*** of geographical conditions to deal with any situation.





# ABOUT

## Jobs, machinery, industry, commercial and retail promotions

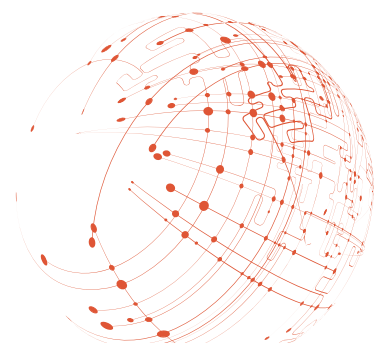
iQ Industry Queensland has expanded its service to include catalogue offers. This includes jobs, machinery, industry, commercial and retail.

We deliver an interested and motivated audience which is attracted to the website by our editorial and social media promotions. This greatly increases your chances of finding alignment with buyers.

Ask us how we can expand and simplify your sales process.



Rates per month	Cost per each listing	Cost per page	Cost
Per listing	\$200		\$200
One page (~nine listings)	\$60	\$600	\$600
2 to 5 pages (~10-45 listings)	\$55	\$550	\$1,100 - \$2,750
6 pages plus (46 listings +)	\$50	\$500	\$3000 +



# RATES

All prices are exclusive of GST

## EDM and website

Bookings are made quarterly and advertising appears each fortnight.

### E-BULLETINS

Package	Cost	Cumulative
1st quarter - 14 x \$89.68	\$1255.50	\$1,255.50
2nd quarter - 14 x \$89.68 + 14 x \$83.20	\$1165.80	\$2,421.30
3rd quarter - 14 x \$89.68 + 14 x \$83.20 + 12 x \$75.00	\$900.00	\$3,321.30
4th qtr - 14 x \$89.68 + 14 x \$83.20 + 12 x \$75.00 + 12 x \$69.25	\$831.00	\$4152.30

### WEBSITE

Rate \$170 per week	Duration	Cost
Banner	four weeks	\$680.00
Banner	14 weeks	\$2,380.00
Banner	26 weeks	\$4,420.00
Banner	52 weeks	\$8,840.00

### GRAPHIC ART SERVICES

Advertisers are responsible for supplying finished artwork to specifications.  
We can recommend graphic art services provided at discounted rates.

## Specifications

**e-Bulletin:** 800 pixels x 800 pixels

**Website:** Banner Ad - (Desktop) 930 x 180 pixels (deep) + (Mobile) 400 x 400 pixels

**Display adverts - on machinery, jobs, commercial and industrial pages:** 240 x 400pxls (deep)

**Artwork:** Compression needs to be low for PNGs and about 7 or Medium for JPEGs. Try not to use a thin or light typeface for small or body type. Work in RGB colour space preferably sRGB. Converting from CMYK to RGB this may cause colour shifts.

## Deadlines

Five (5) days before publication



# CONTACT

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## Effectiveness

\*\* Mailchimp email marketing benchmarks from 9 million users.

Name	Database	Openings	Click-throughs (to opens)	Industry Best Openings**	Industry Best Click-throughs**
<i>iQ</i> Industry Qld - Fri 14 January 2022	<b>7,200</b>	<b>28.2%</b>	<b>28%</b>	22.16%	2.94%

