MEDIA KIT 2026/27

Queensland's resources sector. One trusted source.

Put your business in front of the owners, operators and supply chain behind more than 220 Queensland resource projects.







360,000+
website visits a year, across 13,000+ pages

36,000+
connections and followers across two LinkedIn handles

11,500+
subscribers to the weekly LinkedIn newsletter

5,000
email audience, reached twice daily by the iQ news bulletin

20+
years reporting on Queensland resources

COVERING Base metals · Precious metals · Coal · Energy · Critical minerals · Renewables · Civil · Infrastructure

All of Queensland's resources news. Culled, curated and in one place.

For more than 20 years, iQ Industry Queensland has reported on the mining, energy, civil and infrastructure projects that drive regional Queensland. Our readers rely on us to find what matters, so they do not have to.

CURATED

The filter, not the flood

We track more than 220 emerging, operating and future resource developments. Readers get the news that moves projects, without the noise.

INDEPENDENT

Trusted by every side

Editorial and commercial content are kept separate. Sponsored material is always labelled, so readers trust the masthead — and your message benefits.

CONNECTED

More than 20 years in the regions

Our relationships span peak bodies, operators, government agencies, unions and community groups across regional Queensland.

WHO READS IQ

- Junior to mid-tier mining executives
- Owners, operators and site managers
- Supply chain and service businesses
- Geoscientists and technical specialists
- Regulators and government agencies, including Treasury
- Investors following Queensland projects

A senior, technically literate audience. We write for peers, never down to them.

WHAT WE COVER

Hard-rock mining · Coal mining · Energy systems · Resource development · Processing · Geoscience · Civil industries · Utilities · FIFO workforce

TRENDING TOPICS

Mergers and acquisitions · Complex ore bodies · Waste processing · Automation · Remote sensing · Mining communities · Mental health · Professional development · Mining the future

Our aim

To be the first source of information for owners, operators and supply chain businesses.

Five channels.
One motivated audience.

Every iQ product is published and marketed to the same standard. Choose one channel, or combine them for reach and frequency.

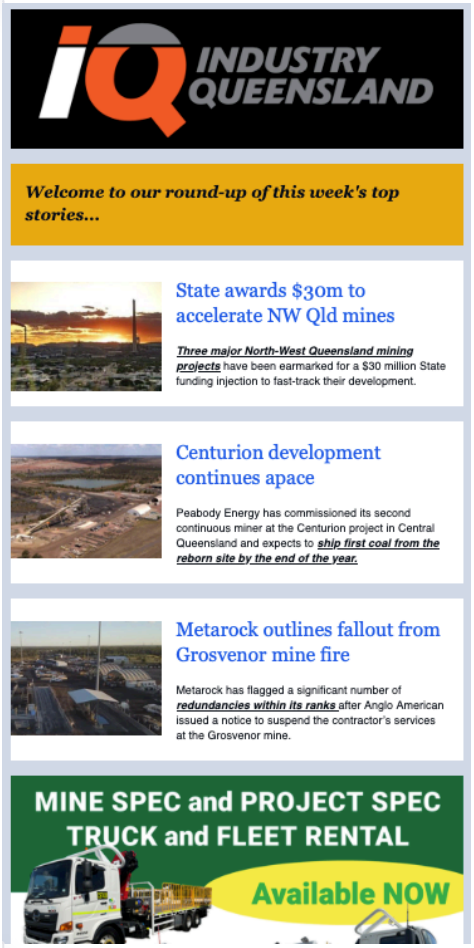
CHANNEL	AUDIENCE	REACH
iQ news bulletin Our flagship. Delivered twice daily by email.	Email audience	**5,000**
Website The full iQ library of 13,000+ pages.	Visits a year	**360,000+**
LinkedIn newsletter Weekly Mining Review, every Saturday.	Subscribers	**11,500+**
LinkedIn Two iQ LinkedIn handles.	Connections and followers	**36,000+**
Direct database Rental for capability statements.	Qualified contacts	**5,000**

WHY IT WORKS

Our readers choose iQ for their industry news, which makes them a receptive audience for relevant offers.

OUR STANDARDS

We promote safe work practices, local involvement and workplace excellence, and identify opportunities for the supply chain.



The iQ news bulletin. View an example →

Combine channels
Pair the bulletin with LinkedIn or the website for reach and frequency.

See rates, page 4

Opportunities at a glance.

All prices are in Australian dollars and exclude GST. Detail for each product follows.

PRODUCT	WHAT YOU GET	FROM	PAGE
Subscriptions	12 months' access to the bulletins and the full iQ library	**$333.99**	5
News bulletin advertising	Display ads in the iQ bulletin, booked by the quarter	**$1,434**	6
Editorial insert	Your offer beside the lead story, booked by the week	**$151/wk**	7
Website header banner	One of four positions across 13,000+ pages	**$875**	7
LinkedIn newsletter	A placement in the Saturday Weekly Mining Review	**$349**	8
LinkedIn pages	A placement across our 36,000+ LinkedIn connections and followers	**$599.20**	8
Capability statements	Email rental to our qualified database	**$779/1,000**	9
Specialist writing	Blogs and thought-leadership pieces written for your audience	**On request**	9

20+
years publishing on Queensland resources

220+
projects tracked across the state

13,000+
pages in the iQ online library

Build a package
Combine channels for reach and frequency. We will tailor a campaign to your budget.

admin@i-q.net.au

Stay informed.
Equip your whole team.

A subscription delivers the iQ news bulletin twice daily, plus full access to more than 13,000 pages of Queensland resources reporting.

12-MONTH SUBSCRIPTION

$333.99

ex GST, per subscriber

- ✓ AM Resources Briefing
- ✓ Full midday news bulletin
- ✓ 13,000+ page library
- ✓ Extended log-in

Subscribe online →



Bulk subscriptions

The more people you sign up, the less each subscription costs.

SUBSCRIPTIONS	LEVEL	DISCOUNT	EACH (EX GST)
1–5	—	—	$333.99
6–10	—	10%	$300.59
11–20	—	15%	$283.89
21–30	**Bronze**	20%	$267.19
31–50	**Silver**	25%	$250.49
51+	**Gold**	**30%**	**$233.79**

ORGANISATION-WIDE ACCESS

Need access for a whole department or company? Ask us about an organisation licence.

Subscribe today

Individual and bulk subscriptions are available online or by request.

industryqld.com.au

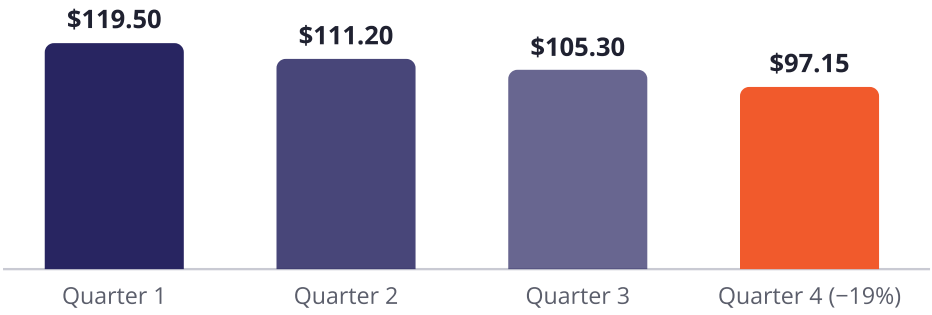
News bulletin advertising.

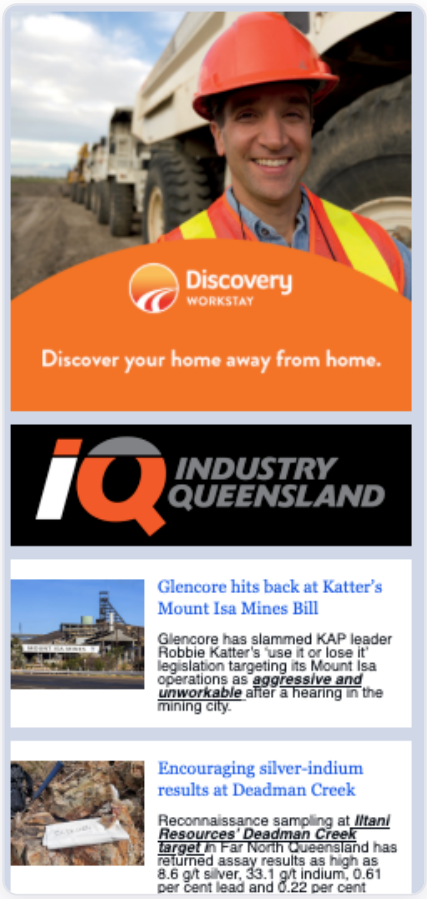
Place your display ad inside the iQ news bulletin, delivered twice daily to an email audience of 5,000. Book longer and pay less for every placement.

BOOKING	PLACEMENTS	RATE EACH	QUARTER COST	TOTAL
3 months	12	$119.50	$1,434.00	**$1,434.00**
6 months	+12	$111.20	$1,334.40	**$2,768.40**
9 months	+12	$105.30	$1,263.60	**$4,032.00**
12 months	**+12**	**$97.15**	**$1,165.80**	**$5,197.80**

Each quarter you commit to is charged at that quarter's rate.

RATE PER PLACEMENT FALLS EACH QUARTER





A display ad in the bulletin. View an example →

AD SIZE

800 × 800 px, RGB. Full artwork guidance is on page 10.

Ready to book?
Tell us your start date and we will confirm availability.

admin@i-q.net.au

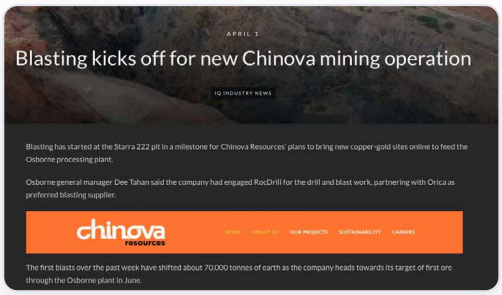
LIMITED AVAILABILITY

Editorial insert

The lead story in each bulletin draws the highest readership. Place your offer beside it to capture readers at the point of greatest attention.

BOOKING	PER WEEK	TOTAL
Quarterly (13 weeks)	$208	**$2,704**
Half-yearly (26 weeks)	$173	**$4,498**
Yearly (52 weeks)	$151	**$7,852**

Size: 1000 × 200 px.



An editorial insert beside the lead story.

FOUR POSITIONS ONLY

Website header banner

Your banner appears across the entire iQ library — more than 13,000 pages, with more than 360,000 visits a year.

DURATION	COST
4 weeks	**$875**
14 weeks	**$3,063**
26 weeks	**$5,388**
52 weeks	**$9,671**

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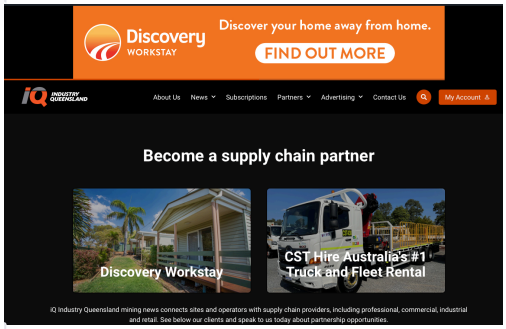


A header banner on industryqld.com.au. Visit the site →

Reach decision makers where they network.

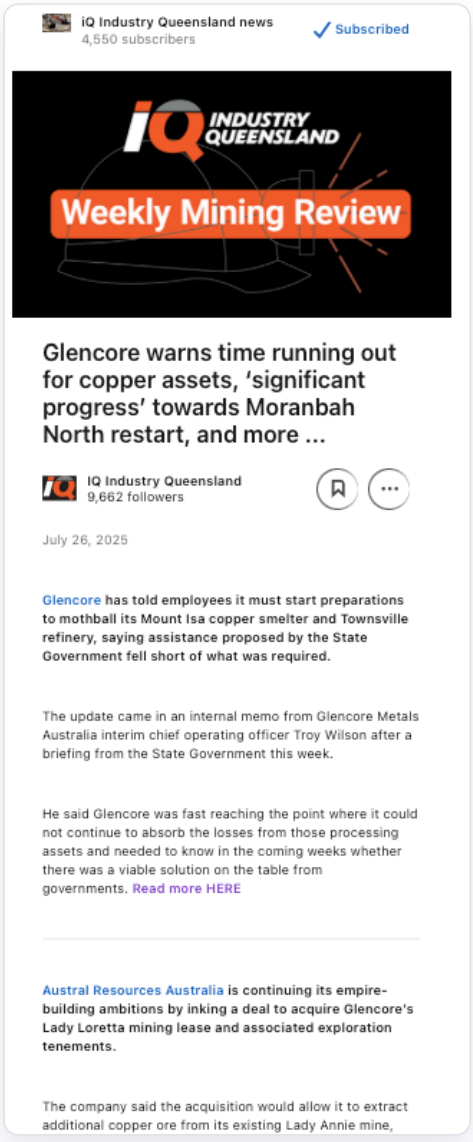
Extend your campaign beyond the inbox to our LinkedIn newsletter and pages.

LinkedIn newsletter

$349

per placement, ex GST

The iQ Weekly Mining Review is published every Saturday to more than 11,500 subscribers, including industry professionals, decision makers and supply chain members.



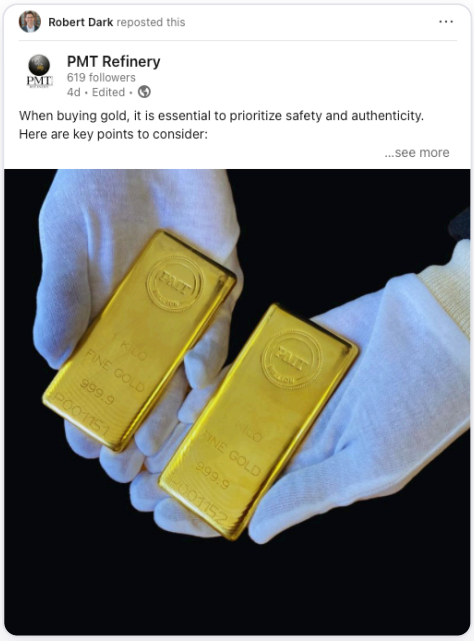
View an example →

LinkedIn pages

$599.20

per placement, ex GST

Tap into an established network of more than 36,000 connections and followers across our two LinkedIn handles. Increase brand visibility, promote your services and engage directly with a targeted audience.



A LinkedIn page placement.

Size for LinkedIn artwork: 800 × 800 px.

Capability statements

Send your capability statement direct to our database of 5,000 qualified contacts. Every element links through to your website.

DATABASE RENTAL
Suitable offers only

$779
per 1,000 contacts, ex GST



A capability statement. View an example →

Specialist writing — blogs

Blogs are high-value commentary and thought-leadership pieces. They engage a targeted audience with specific interests and intent.

Our readers have defined technical and commercial priorities. You win their attention by giving genuine value on those priorities. The best blogs go further and show prospects how to use your services.

HOW WE WORK WITH YOU

- Built around your technical and commercial priorities
- Pieces written for a senior, technical audience
- Clearly labelled as from a commercial partner

Ask us about a process designed to maximise impact and minimise demands on your time.

Have an idea for your audience?
Talk to us about a capability statement or a blog series.

admin@i-q.net.au

Ad sizes

PLACEMENT	SIZE (PX)
News bulletin display ad	800 × 800
LinkedIn newsletter and pages	800 × 800
Editorial insert	1000 × 200
Website header banner	1000 × 200

Artwork

- Supply PNG files with low compression, or JPEG at medium compression (about level 7).
- Work in RGB, preferably sRGB. Converting from CMYK may shift colours.
- Avoid thin or light typefaces for small text.

Terms

- **Payment:** 7 days from campaign start.
- **Prices:** Australian dollars, excluding GST.
- **Agency commission:** agencies invoice their clients for commission.

OUR EDITORIAL POLICY

Commercial content runs clearly labelled “From a commercial partner”, separate from editorial. We do not offer favourable editorial treatment in exchange for advertising. That independence is why readers trust iQ — and why your message is read.

CONTACT

Let’s talk about your campaign.

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