

# 2017 EDITORIAL SCHEDULE

MONTH	SPECIAL REPORT	BOOKING DEADLINE	SHOWCASE	BOOKING DEADLINE
JANUARY	2017 GUIDE TO MOBILE CRUSHING & SCREENING	2 DECEMBER 2016	-	-
FEBRUARY	DRILL AND BLAST	20 DECEMBER 2016	WEIGHING SYSTEMS/ STACKERS	1 DECEMBER 2016
MARCH	LOAD AND HAUL	5 FEBRUARY 2017	EDUCATION/SCREEN MEDIA/PUGMILLS	2 JANUARY 2017
APRIL	CRUSHING	5 MARCH 2017	TYRES & TYRE MAINTENANCE	1 FEBRUARY 2017
MAY	MAINTENANCE/WEAR PARTS/LUBRICANTS/OILS	8 APRIL 2017	CONVEYING, BELTS, BEARINGS AND DRIVES	2 MARCH 2017
JUNE	FEEDERS & SCREENS	2 MAY 2017	WORK TOOLS, BREAKERS, GET	2 APRIL 2017
JULY	RECYCLING	2 JUNE 2017	ROAD TRANSPORT/SAFETY	1 MAY 2017
AUGUST	PLANT & EQUIPMENT HIRE	27 JUNE 2017	DRILL & BLAST/PLANT DESIGN	28 MAY 2017
SEPTEMBER	LOAD & HAUL	01 AUGUST 2017	SURVEYING, POSITIONING AND MAPPING	23 JULY 2017
OCTOBER	BUMPER CONFERENCE ISSUE	10 SEPTEMBER 2017		
NOVEMBER	MOBILE AND TRACK MOUNTED EQUIPMENT	7 OCTOBER 2017	DUST/ENVIRONMENT/ SUSTAINABILITY	3 SEPTEMBER 2017
DECEMBER	SAND PROCESSING	29 OCTOBER 2017	PUMPS/COMPRESSORS/ GENERATORS & CEMENT	1 SEPTEMBER 2017

## EVERY MONTH

**NEWS** – Key industry events and news.

**NEW STUFF** – The latest useful gear.

**SAFETY** – A close look at recent hot topics.

**DRILL AND BLAST, LOAD AND HAUL, PROCESSING,**

**GOING MOBILE, MARKETPLACE** – The latest equipment and services available and how different products and services are applied in quarry situations.

**IQA NEWS** – Institute of Quarrying Australia news and information.

**CALENDAR EVENTS** – Updated list of industry events.

**SMART BUSINESS** – Pointers for quarry managers.

**THEN AND NOW** – A look back in time at a quarry business.

**GEOLOGY TALK** – A series about communicating science and geology.

**SHOW US YOUR TIPS** – Useful tips and systems.

**SOAPBOX** – Opinion piece.

**SNAPSHOT** – Interview with a prominent quarry identity.

## DEFINITIONS

### SPECIAL REPORT:

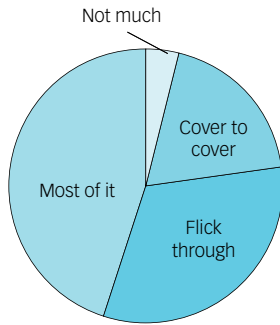
An in-depth analysis of a particular issue faced at quarry operations. It can include new technologies, services, theory, comparisons, or techniques to cut cost, improve product and improve productivity.

### SHOWCASE:

A look at a range of issues important in quarry operations. This can include new technology or processes to improve productivity, etc.

# READER DEMOGRAPHICS

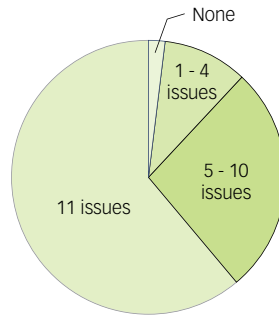
Which of the following best describes the way you read *Quarry*?



Most of it	45%
Cover to cover	19%
Flick through	32%
Not much	4%

When asked, "How do you read *Quarry*?", 19 per cent of respondents said they read each issue cover to cover while 45 per cent read most of it.

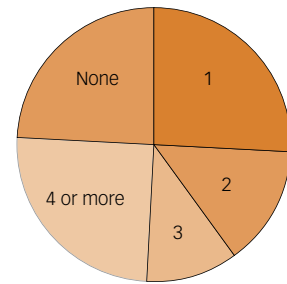
How many issues of *Quarry* would you have read in the past 12 months?



All 11 issues	61%
5-10 issues	27%
1-4 issues	10%
None	2%

Each issue has a high monthly readership with 61 per cent of respondents reading all 11 issues and a further 27 per cent reading 5 to 10 issues.

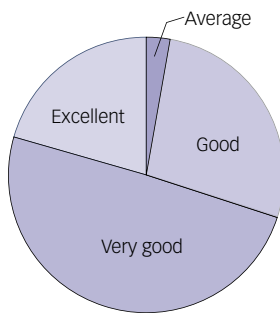
How many people other than yourself are likely to read this copy of *Quarry*?



1 person	26%
2 people	14%
3 people	11%
4 or more people	25%
None	24%

In terms of how many people read an issue it is important to look at the "pass-on" rate of the magazine. Our survey showed that 25 per cent of respondents believe four or more people would read their copy.

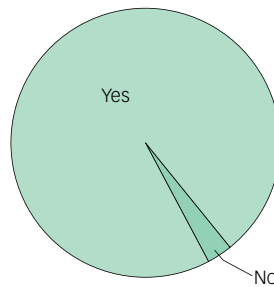
What is your overall impression of *Quarry* magazine?



Poor	0%
Average	3%
Good	27%
Very Good	49%
Excellent	21%

For advertisers, a magazine's credibility is paramount; 21 per cent of readers class *Quarry* as "Excellent" while around 50 per cent rate it as "Very Good".

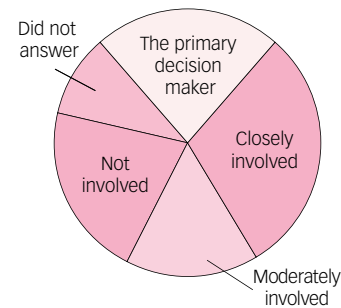
Is the current magazine relevant to your business needs?



Yes	97%
No	3%

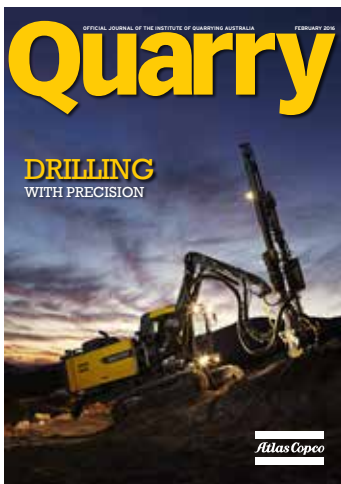
The survey found that *Quarry* is extremely relevant to the business needs of its readers. Most respondents – 97 per cent – believed the magazine was relevant. (2008 survey)

During machinery upgrading are you the primary decision maker?



The primary decision maker	23%
Closely involved	30%
Moderately involved	16%
Not involved	21%
Did not answer	10%

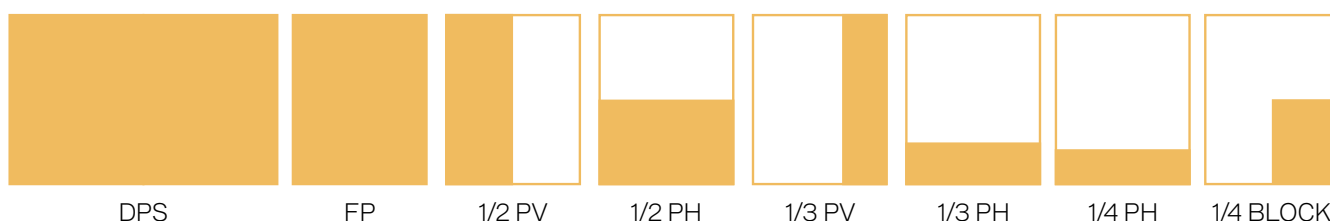
In terms of ordering new equipment, 23 per cent said they were the primary decision maker, while 30 per cent said they were closely involved in the decision making process. (2008 survey)



# 2017 SPECIFICATIONS

PAGES	TRIM SIZE (MM) W X H	TYPE SIZE (MM) W X H	BLEED SIZE (MM) W X H
Double Page Spread	420 x 297	390 x 270	426 x 303
Full Page	210 x 297	180 x 270	216 x 303
1/2 vertical	102 x 297	87 x 270	108 x 303
1/2 horizontal	210 x 143.5	180 x 130	216 x 149.5
1/3 vertical	71 x 297	56 x 270	77 x 303
1/3 horizontal	210 x 105	180 x 90	216 x 111
1/4 horizontal	N/A	180 x 60	N/A
1/4 block	N/A	87 x 130	N/A

**NOTE: For full bleed advertisements add 3mm bleed when producing the final PDF file.  
All material must be supplied with trim marks.**



## TECHNICAL REQUIREMENTS

### GUNNAMATTA MEDIA ACCEPTS ONLY HIGH RESOLUTION PDF FILES.

Trim marks must appear on all ads with a minimum of 3mm bleed on each edge.

### ELECTRONIC FILE SUBMISSION

VIA EMAIL [art@gunnamattamedia.com](mailto:art@gunnamattamedia.com)

Please advise which publication and issue the supplied artwork is for.

If files are too large to email we suggest you use Dropbox or Hightail.

## UNACCEPTABLE FORMATS / PDFS CREATED FORMS

- Corel Draw
  - Microsoft Excel
  - Microsoft Word
  - No Pantone, INDEX, RGB, LAB colours.
  - Publisher
  - Power Point
  - PDF's by PDF Maker
- All artwork MUST be four colour ONLY.  
Trim Size advertisements MUST have 3mm bleed added to the size of the document and registration marks.

## PROOFS

Gunnamatta Media, will not be held responsible for colour matching, material integrity or finished print quality without having been provided with suitable accompanying proofs of that same advertising material.

## MATERIAL TRANSPORT/DELIVERY

Clearly mark which publication and issue the supplied artwork is for.

Gunnamatta Media Pty Ltd  
Locked Bag 26 South Melbourne  
Victoria 3205 Australia

## IMPORTANT INFORMATION

1. Gunnamatta Media will accept no responsibility for material that is received after deadline.
2. All advertisements must be completed in accordance with Gunnamatta Production Specifications.
3. Changes to complete material will not be made at Gunnamatta Media due to policy restrictions.
4. All corrections, literals and authors are the responsibility of the advertiser/agency prior to submission.
5. Film will not be accepted.
6. The publisher reserves the right to refuse any advertisement.

Quarry is published by;

**GUNNAMATTA MEDIA PTY LTD,  
558 CITY ROAD, SOUTH MELBOURNE VIC 3205 AUSTRALIA**

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