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MEDIA
GUIDE

Quarry

THE OFFICIAL JOURNAL OF THE INSTITUTE
OF QUARRYING AUSTRALIA

2012 PREVIEW

GET AHEAD IN 2012



Suppliers to the quarrying and extractive industries have good reasons to be optimistic over the next 12 months. Although the global economy is in a fragile state, Australia continues to defy global trends, thanks to its resources boom, which is being generated by the hunger of China, India and other developing Asian economies for commodities. Indeed, there are over \$170 billion of mining and energy projects pending in the next year alone.

While Australia's economic growth in 2010-11 was sluggish, it remained constant at around 1.4 per cent (compared to 1.2 per cent in 2009-10). The continuing strong performance of the resources sector is a good sign for the quarrying industry. It means that with increased confidence, the mining industry and other sectors will demand more aggregate for infrastructure. And with a rising demand for aggregate, then quarries will inevitably have to review their processes and their inventory.

Indeed, there are strong signs of this already, with the lift in infrastructure activity in the wake of the natural disasters that struck various parts of eastern Australia in early 2011. The reconstruction phase, particularly in Queensland, means that there is a greater hunger for aggregate than before. Quarries are becoming busier and as the New Year beckons, they may have to commit to either leasing capital equipment or making capital equipment purchases to keep up with demand.

This should put suppliers in an ideal position to sell their products and services, whether that be belt cleaners, dredging plant and equipment, drill rigs, dump trucks, dust control systems, excavators, mobile crushers and screens, hoses and fittings, loaders, personal protective equipment and

safety clothing, sludge dewatering or weighing plant and equipment (to name but a few of the products available).

In short, the quarry industry is in a position to piggyback off the opportunities offered by the resources boom and the reconstruction phase — and its suppliers are ideally placed to piggyback off quarry and aggregate producers.

Quarry continues to be the pre-eminent monthly publication for the Australian quarrying and extractive industries and their suppliers. It provides suppliers with a vital avenue to reach quarry operators and owners. In 2011, *Quarry* also went digital for the first time, with the launch of an ongoing website (www.quarrymagazine.com) and the distribution of a weekly e-newsletter to all members of the Institute of Quarrying Australia and other quarrying and extractive industries businesses. Both the website and the e-newsletter will provide a value add for suppliers to also promote their goods and services to IQA members and *Quarry* readers online.

It would be nonsensical if suppliers did not utilise *Quarry*, both in its printed and digital incarnations, to promote their wares and expertise to the quarrying market. *Quarry* is read by quarry managers, supervisors and other personnel across the nation—and it is the personnel who increasingly have the most say about quality plant and equipment. Don't miss out on your chance to build existing relationships or a new rapport with your quarry customers in 2012.

On that note, I look forward to seeing you in *Quarry's* hallowed pages in 2012 and beyond.

Damian Christie
Editor
Quarry Magazine

IMPORTANT DATES

Release Date	Booking Deadline	
January	18 November	2012 <i>Quarry</i> Suppliers Directory
January	1 December	Guide to Mobile Crushing & Screening
September	25 July	Bumper Institute of Quarrying Conference Issue

EDITORIAL SCHEDULE

Month	Special Report	Booking Deadline	Showcase	Booking Deadline
January	2012 Guide to Mobile Crushing & Screening	1 December 2011		
February	Drill and Blast	16 December 2011	Weighing Systems/ Stackers	16 November 2011
March	Load and Haul	1 February 2012	Education/ Surface Miners	2 January 2012
April	Crushing	2 March 2012	Tyres & Tyre Maintenance	1 February 2012
May	Maintenance/Wear parts/Lubricants/Oils	2 April 2012	Conveying, Belts, Bearings and Drives	2 March 2012
June	Feeders & Screens	1 May 2012	Work tools, Breakers, GET	2 April 2012
July	Recycling	1 June 2012	Road Transport/Safety	1 May 2012
August	Drill and Blast	27 June 2012	Plant & Equipment Hire	28 May 2012
September	Bumper Conference Issue	25 July 2012		
October	Load and Haul	20 August 2012	Surveying, Positioning and Mapping	23 July 2012
November	Mobile and Track Mounted Equipment	1 October 2012	Dust/Environment/ Sustainability	3 September 2012
December	Sand Processing	31 October 2012	Pumps, Generators & Compressors	1 September 2012

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.

ADVERTISING RATES

Size	Casual	3X	6X	9X	12X
Full Page	\$2,950	\$2,850	\$2,700	\$2,500	\$2,400
1/2 Page	\$1,990	\$1,900	\$1,800	\$1,700	\$1,600
1/3 Page	\$1,700	\$1,650	\$1,550	\$1,450	\$1350
1/4 Page	\$1,000	\$950	\$900	\$850	\$800
DPS	\$5,750	\$5,450	\$5,175	\$4,950	\$4,700

TERMS AND CONDITIONS

Guaranteed & Premium Positions

- Inside Front Cover: 25% loading
- Inside Back Cover: 20% loading
- Outside Back Cover: 30% loading
- 10% loading for guaranteed position other than all cover positions.

Inserts, GateFolds & Specials

All inserts are based on a single A4 sheet (double sided acceptable). Please consult the Advertising Manager for pricing.

Placements

Unless booked into a guaranteed or premium position, all advertisements will be located in the best possible position at the discretion of the editor. Gunnamatta Media reserves the right to refuse the placement of, or request amendments to, any advertising material it considers is actually or potentially:

- offensive;
- in breach of the Advertising Code of Ethics;
- in breach of copyright;
- defamatory;
- in conflict with its brand, products or strategies.

Proofs

All material must be accompanied by a suitable high quality colour proof (Chemical, IRIS, High-resolution Digital) of each file and all fonts used in these files.

Note

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.

SUPPLIERS DIRECTORY RATES

There is nothing more frustrating than trying to find a product - especially if you have to spend endless hours trying to locate something to help run your business.

Quarry magazine has fixed that!

The 2012 Suppliers Directory is the smart and simple way for the quarry manager to find and contact a specific supplier and get the job done.

All qualified Australian quarry suppliers are entitled to receive a free listing in the Suppliers Directory.

Will you be listed? Worse, will your competitors be listed and not you?

If you're in the quarry industry, you must ensure you are listed in the Suppliers Directory, but to stand out from your competitors, you should consider the option

of Display Advertising or a Framed Listing.

More importantly, the Directory is online.

Framed Listings allow you to showcase your business and detail your products and services in colour, complete with detailed company contact information including web address, **for as little as \$285.**

What's more, Framed Listings can be repeated in additional categories for only \$60 each!

All Suppliers who book Display advertising can save up to 28% with a bonus 8 free Framed Listings valued at \$705.

Size	Cost	Free Listings	Total	You Pay	Discount
Full Page	\$2,400	8 = \$705	\$3,105	\$2,400	23%
1/2 Page	\$1,560	6 = \$585	\$2,145	\$1,560	28%
1/3 Page	\$1,340	4 = \$465	\$1,805	\$1,340	26%
DPS	\$4,200	16 = \$1,185	\$5,385	\$4,200	22%

For all your advertising needs call Sam Veal on +61 (3) 9696 7200 or email sam.veal@quarrymagazine.com

READER DEMOGRAPHICS

The *Quarry* Reader Survey was designed to allow us to gain an understanding of our readers and how useful and informative they find the magazine. The data gained from the survey was intended to ensure *Quarry* remains relevant and topical.

Our aims for the survey were simple. We wanted to know who our readers are, what they enjoy reading, how the magazine helps them in their industry and how it could become a better reference for the quarry industry.

WHO ARE OUR READERS?

Our first step was to understand our readers and their roles in the industry. This enables us to gauge an appreciation of our readership and what material will suit them.

What we found is that 96 per cent of respondents are male and two per cent female

(two per cent did not specify their gender).

Also, 60 per cent are aged 41 to 60, while 29 per cent are between 26 and 40.

Most of the respondents are involved in quarrying as owners, operators, employees or consultants (69 per cent).

Over half (53 per cent) consider themselves 'decision makers', responsible for ordering new equipment and appointing new suppliers.

Next, we wanted to gauge how useful our readers find the magazine. The findings were pleasing: 85 per cent of respondents read six to 11 issues per year and 61 per cent read most articles in the magazine, while 19 per cent read the magazine cover to cover.

This indicates that they consider the magazine a constant source of useful information - so much so that 49 per cent keep the magazine for future reference

and 46 per cent pass it on to others when finished, highlighting that *Quarry* contains information relevant to employees at all levels of the industry.

STAYING INFORMED

Respondents were asked to give feedback on how well *Quarry* helped them keep abreast of industry issues, products and events. Around 95 per cent think *Quarry* is good or better at providing information on new technology, new equipment, industry news and industry issues.

More than 85 per cent think *Quarry* is good or better at providing information on technical issues and 75 per cent think *Quarry* is good or better at providing information on management strategies. Around 49 per cent believe the magazine is very good or better at covering conferences.

To gain more specific responses, we asked about detailed sections of the magazine, eg what do respondents enjoy reading and which features of the magazine are the most useful?

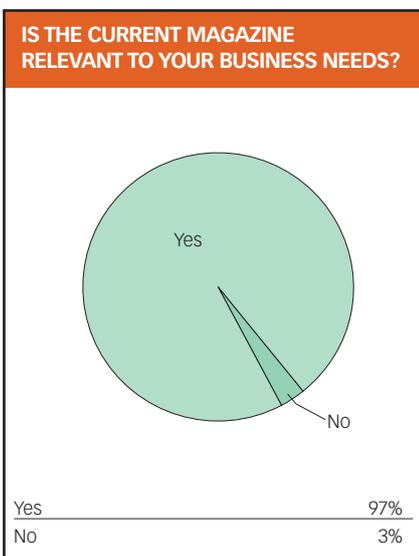
While 94 per cent say the magazine is of some value, 59 per cent cite it as indispensable, giving it an overall rating between eight and 10 (with 10 the maximum). Based on the answers given, not one respondent thinks *Quarry* is of zero value.

Focusing on our regular columns, the survey revealed that 79 per cent of respondents read the New Stuff pages each month. The second most popular section was News (76 per cent), followed by Safety with 62 per cent.

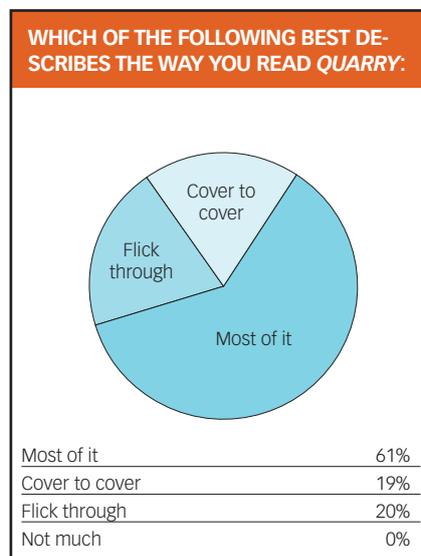
The News and New Products columns are so helpful that 56 per cent want more New Stuff and 46 per cent want more News.

INDICATE WHICH SECTIONS YOU READ REGULARLY, OCCASSIONALLY OR DO NOT READ					
	Regularly	Occasionally	Do Not Read	Unanswered	TOTAL
New Stuff	79%	19%	0%	2%	100%
News	76%	20%	0%	4%	100%
Safety	62%	34%	0%	4%	100%
Processing	60%	30%	0%	10%	100%
Load & Haul	55%	33%	0%	12%	100%
Editor's Comment	51%	35%	10%	4%	100%
Smart Business	45%	45%	0%	10%	100%
Marketplace	43%	47%	0%	10%	100%
Drill & Blast	42%	39%	0%	19%	100%
Going Mobile	40%	42%	0%	18%	100%

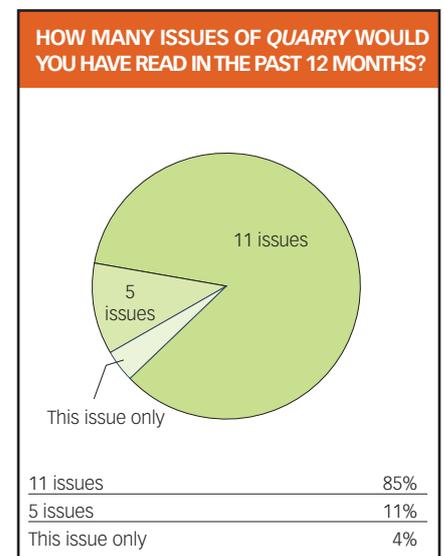
Gaining editorial coverage in *Quarry* is highly valuable – 79 per cent of respondents read the New Stuff pages each month. The second most popular section is News (76 per cent), followed by Safety with 62 per cent. The News and New Stuff columns are so helpful that 56 per cent want more New Stuff and 46 per cent want more News.



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.

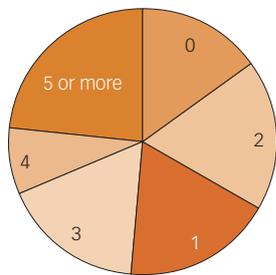


When asked, "How do you read *Quarry*?", 19 per cent of respondents read each issue cover to cover while 61 per cent read most of it.



Each issue has a high monthly readership with 85 per cent of respondents reading 6 - 11 issues over the previous 12 months and a further 11 per cent reading five issues.

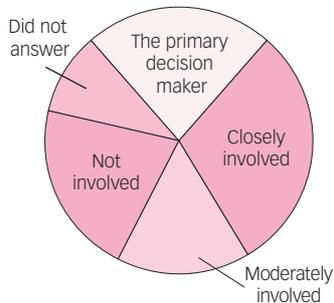
HOW MANY PEOPLE OTHER THAN YOURSELF ARE LIKELY TO READ THIS COPY OF QUARRY?



0	15%
1	18%
2	18%
3	17%
4	8%
5 or more	23%

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 23 per cent of respondents believe five or more people would read their copy of the magazine.

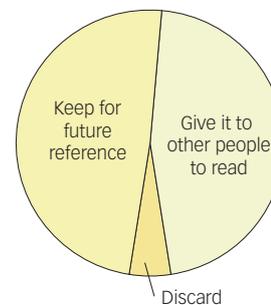
DURING MACHINERY UPGRADING ARE YOU:



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 and 16 per cent were moderately involved.

WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES WHAT YOU DO WITH QUARRY AFTER YOU'VE FINISHED READING IT?



Keep for future reference	49%
Give it to other people to read	46%
Discard	5%

Once they have read an issue of the magazine, 49 per cent keep it for future reference, 46 per cent will pass it on to someone else to read. This is important to advertisers because their ad will be seen by more than the single recipient of the magazine.

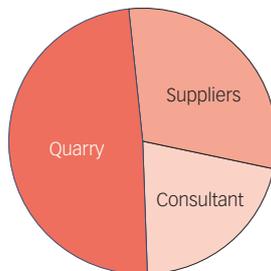
WHAT IS YOUR OVERALL IMPRESSION OF QUARRY?



Excellent	29%
Very good	54%
Good	17%
Not very good	0%
Poor	0%

For advertisers, a magazine's credibility is paramount. What's the use of advertising in a magazine if people do not respect it? Around 29 per cent of readers class *Quarry* as 'Excellent' while 54 per cent rated it 'Very good'.

MY PRIMARY BUSINESS IS:



Quarry – owner/operator or employee	49%
Supplier – of products to the quarrying industry	30%
Consultant	21%

Advertisers want to know that they are able to effectively target the right people. Around 70 per cent of the magazine's readers are either quarry operators, quarry owners, quarry employees or consultants.

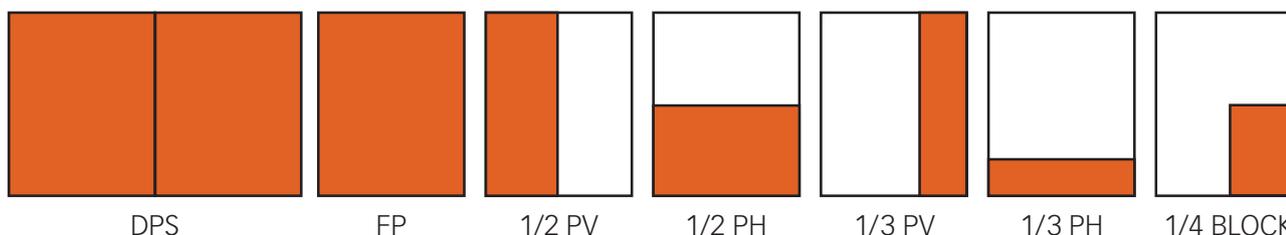
Readership

Quarry is the official publication of the Institute of Quarrying Australia (IQA). Originally established in 1953, the IQA works on behalf of its members – comprising quarry owners, operators and employees, and suppliers to the quarrying industry - in an educational and advocacy capacity. The IQA has developed a certification process and professional development programme for quarry practitioners and through its State branches and sub-branches makes representations on behalf of the industry to local government, and State and Federal Government departments and statutory bodies. *Quarry* is read monthly by the IQA's 1500 members, with the magazine also being circulated to the broader Australian and international quarrying industry. In conjunction with the IQA, *Quarry* maintains the only comprehensive, up to date database of quarries, small mines and related aggregate processing operations in Australia. The advanced database allows the magazine and its advertisers to target specific areas of industry operations.

SPECIFICATIONS

Pages	Trim Size (mm) W x H	Type Size (mm) W x H
Double Page Spread	420 x 297	390 x 270
Full Page	210 x 297	180 x 270
1/2 vertical	102 x 297	87 x 270
1/2 horizontal	210 x 143.5	180 x 130
1/3 vertical	71 x 297	56 x 270
1/3 horizontal	210 x 105	180 x 90
1/4 horizontal		180 x 60
1/4 block		87 x 130

NOTE: Please add 3mm bleed to the trim size



TECHNICAL REQUIREMENTS

Gunnamatta Media accepts only digital material. All material must be formatted for the Macintosh platform. All images should be of the highest resolution (eg no lower than 300dpi) to ensure the quality of the final product. We accept files saved in the following formats:

- Adobe Photoshop CS3: 300dpi or larger. Saved as PSD, TIFF or JPG files up to version 10.0.1.
- Adobe Illustrator CS3: Saved as AI or EPS files up to version 13.0.2. All fonts outlined.
- Adobe Indesign CS3 documents. Embed all pics and fonts in files up to version 5.0.4. All fonts outlined.
- Adobe Acrobat 8 Professional PDF files at 300dpi or better with all fonts embedded.

UNACCEPTABLE FORMATS / PDF CREATED FORMS

- Corel Draw
- Publisher

- Microsoft Excel
- Microsoft Word
- Power Point
- PDFs by PDF Maker

All artwork MUST be four colour ONLY. No Pantone, INDEX, RGB, LAB colours. Trim size advertisements MUST have an additional 3mm bleed added to the size of the document and registration marks.

ELECTRONIC FILE SUBMISSION

- Digital video disks (DVDs)
- Compact disks (CDs)
- Quickcut
- Email

QUICKCUT

Utilisation of these software tools will ensure that your PDF files are made to *Quarry's* exact specifications. Log on to <http://www.quicksend.net.au> and proceed to the listing for *Quarry*, or contact our Production Manager.

PROOFS

All material must be accompanied by a

suitable high quality colour proof.

Note

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 all material with the magazine title and the month of publication, eg: *Quarry* [Month, year]
C/- Gunnamatta Media Pty Ltd
Reply Paid 84101
Locked Bag 26 South Melbourne
Victoria 3205 Australia

VIA EMAIL

Please advise that the email is for *Quarry* and the month it is intended for. Email: art@gunnamattamedia.com

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:

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