

AUSTRALIAN

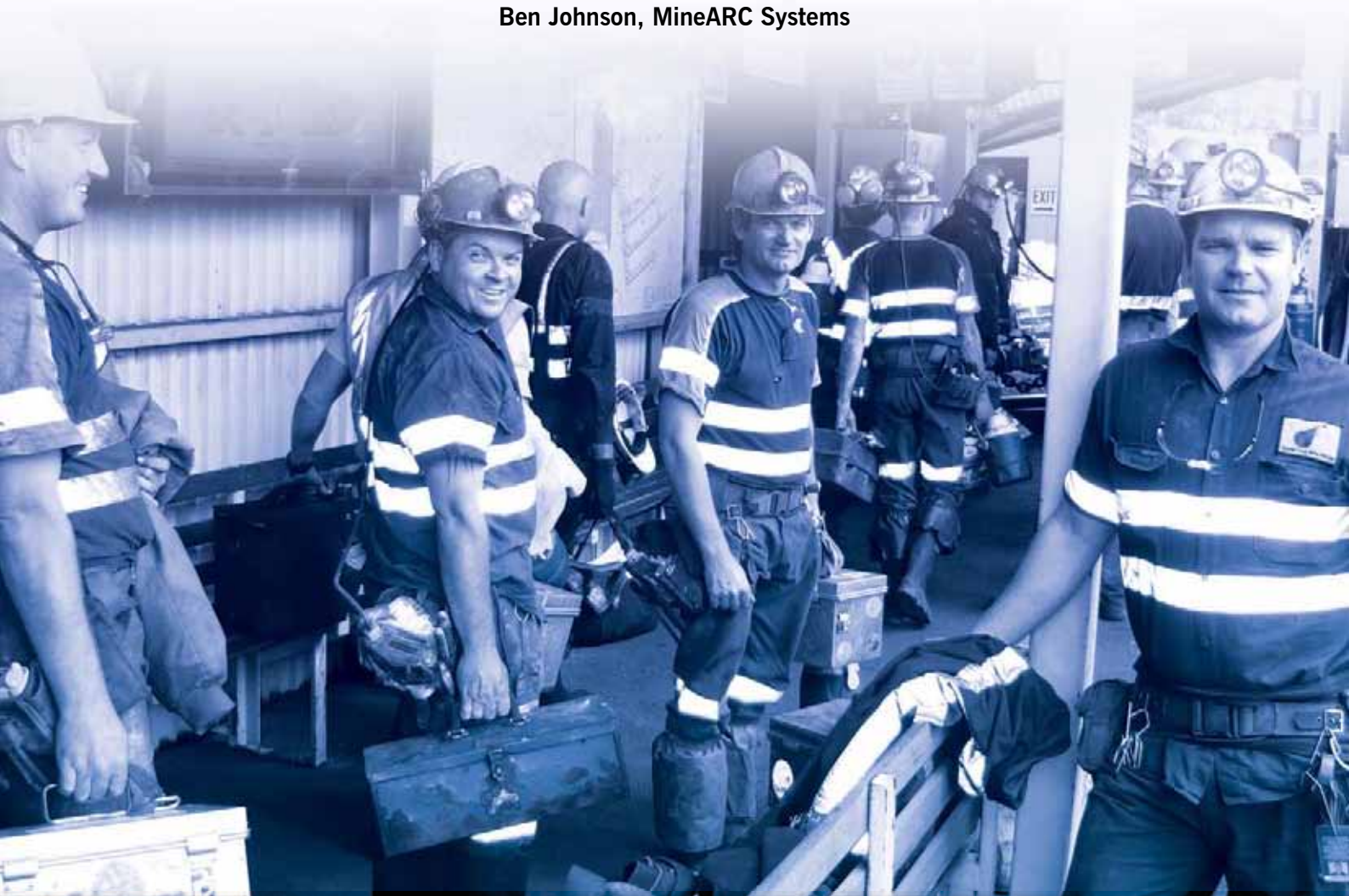
LONGWALL

MAGAZINE

2012 Media Kit

"Advertising in industry publications remains an important branding exercise for MineARC Systems as we seek to consolidate our leading position in the Australian refuge market, and gain awareness in markets such as China and the US. It's therefore important that we continue to align ourselves with the leading, most credible publications in the Australian mining industry. This is why MineARC chooses to advertise in Australian Longwall Magazine."

Ben Johnson, MineARC Systems



Aspermont
Information for Industry

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E: advertising@longwallmagazine.net
www.longwallmagazine.net

AUSTRALIAN

LONGWALL

MAGAZINE



Australian Longwall Magazine

Australian Longwall Magazine is Australia's only magazine dedicated to longwall mining. It is widely acknowledged to be the leading source of news and information on the longwall sector and is well respected by mine employees and management, suppliers, government bodies, and research and safety organisations.

As well as industry news, *Australian Longwall Magazine* features many high-profile surveys and studies. It contains coverage of national and international mines, mining companies and mining people, and consistently breaks important stories about longwall technology and equipment. With an unashamedly technical slant, *Australian Longwall Magazine* provides information that no other source can.

Australian Longwall Magazine is widely recognised and respected for the quality of its editorial and advertising exposure.

Australian Longwall Magazine is a paid subscription service. For a complimentary copy or to enquire about a subscription:

T: +61 8 6263 9100 F: +61 8 6263 9148 E: subscriptions@longwallmagazine.net

Why advertise?

Australian Longwall Magazine is a niche product, which means advertisers benefit from its targeted approach. Its readers are the buyers of your products and services – the decision-makers. Over the years, *Australian Longwall Magazine* has positioned itself in the longwall market as a valued, accurate and respected source of information. What better way to communicate your message than through a much sought-after publication that is respected by Australia's longwall mines and management.

Other leading longwall sector publications:



Distribution

Australian Longwall Magazine's circulation is primarily subscriber-based. The circulation is 3500 copies per issue and additional copies are printed for distribution at numerous longwall mining-related conferences and exhibitions.

***Australian Longwall Magazine* % distribution by region**

64% NSW

21% Queensland

10% Other Australian States

2% USA

3% Other International

Contact

T: +61 8 6263 9100 E: advertising@longwallmagazine.net W: www.longwallmagazine.net



March 2012

Belts, conveyors & clearance systems

From belt scrapers to idler technology, *Australian Longwall Magazine* reviews new product releases for conveyors, including drive technology, couplings, chains, hydraulics, pumps and hosing.

Roof control, bolts & bolting

The latest in developments, research and new equipment applications for holding up coal mine roofs.

Diesel equipment & filter technologies

Minimising worker exposure to diesel particulates underground has become a major issue. *Australian Longwall Magazine* looks at where the industry is up to in its approach.

Power underground

Australian Longwall Magazine examines the latest technology offerings that bring power into a mine, including power supplies, cables and substations.

Software & hardware

Australian Longwall Magazine reviews mining-related software, from greenfield mine planning to production scheduling.

Environmental management

Sustainable development is no longer something underground coal mines can ignore. The impact of water management, subsidence and mine closures are some issues mines are facing now.

New releases

Just released a new product or service into the longwall market? Here is the place to get the word out about your latest offerings. *Australian Longwall Magazine* will review suppliers latest offerings, cutting edge technologies and innovations.



June 2012

Consultants

Drawing from *Australian Longwall Magazine's* exclusive and much-anticipated consultants survey, this feature explores a range of industry trends from the consultants' perspective and the growing role of this highly influential group.

Safety feature

You can't miss this all-important feature to highlight the role your product plays in the safety of underground coal miners.

Contractors

Australian Longwall Magazine looks at new contracts, equipment and processes implemented by contractors, as well as the major issues facing them today.

Drilling & gas drainage

Australian Longwall Magazine examines the latest projects, research and development, and techniques in drilling and in-seam gas drainage.

OEM activity

A special opportunity for Original Equipment Manufacturers to overview global activities, key technical advances, equipment releases, new product orders and success stories.

Recruitment, training & education

To help ease the skills shortage, coal companies need to take advantage of the best recruitment options available to them. *Australian Longwall Magazine* examines the status of the skills shortage, the latest in recruitment techniques and avenues for sourcing workers. We also look at what the education sector, government and industry bodies are doing to help the crisis.

New releases

Just released a new product or service into the longwall market? Here is the place to get the word out about your latest offerings. *Australian Longwall* will review suppliers latest offerings, cutting edge technologies and innovations.

QME feature

QME has become a must-attend biennial event for all buyers, specifiers and industry professionals to come together to catch up on the latest products and technologies, keep abreast of industry trends and network with industry colleagues in a vibrant business environment. QME 2012 will be held at the Mackay showgrounds in Queensland from 24 to 26 July.

September 2012

Communication systems

Just like the rest of the world, communication technology in the longwall sector is developing at break-neck speed.

Dust & noise control

From health issues to environmental problems, controlling dust and noise are two major challenges to expanding longwall faces. What new products are available to help miners overcome these challenges? This important feature also reviews technical advances, such as automation and innovative ventilation methods.

Roadway development trends & equipment

What are OEMs doing to deliver that incremental improvement in roadway development? This feature focuses on some of these key questions and looks at what some mines are doing to overcome the problem.

Lubrication, pumps, seals & fluid management

Australian Longwall Magazine reviews the latest offerings in longwall equipment lubrication.

Tyres

What's available and how can it increase production at your mine?

Maintenance regimes

How successfully are operators moving to predictive maintenance regimes? What new tools and systems are being used?

Equipment & labour hire

As mines strive to increase productivity, they turn to equipment hire companies and contractors to fill equipment and labour gaps, and provide expertise.

Ventilation

Australian Longwall Magazine reviews the latest product, research and mine practice developments in mine ventilation.

MinExpo

One of the largest mining expos in the world, MinExpo is held every 4 years in Las Vegas USA. MinExpo 2012 will run from 24 to 26 September.

Many companies that supply the Australian longwall industry attend this event, making it a useful forum for Australian companies that want keep abreast of global technological developments.



Rates 2012

Size	Casual Rate AU\$		Corporate Rate AU\$	
	\$ pre GST	\$ incl GST	\$ pre GST	\$ incl GST
DP	6,485.00	7,133.50	5,660.00	6,226.00
FP	3,395.00	3,734.50	2,935.00	3,228.50
2/3 Page	2,880.00	3,168.00	2,465.00	2,711.50
1/2 Page	2,365.00	2,601.50	2,060.00	2,266.00
1/3 Page	2,035.00	2,238.50	1,745.00	1,919.50
1/4 Page	1,645.00	1,809.50	1,415.00	1,556.50
1/6 Page	1,385.00	1,523.50	1,185.00	1,303.50

Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other specified locations

Corporate Rates

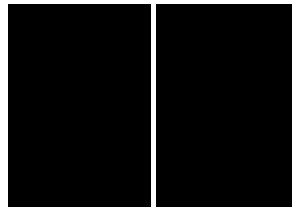
Corporate rates are available to clients who book two or more ads in the calendar year 2012.

BASIC TYPESETTING RATES

Size	Casual Rate AU\$	
	\$ pre GST	\$ incl GST
DP	560.00	616.00
FP	465.00	511.50
2/3 Page	265.00	291.50
1/2 Page	240.00	264.00
1/3 Page	220.00	242.00
1/4 Page	205.00	225.50
1/6 Page	185.00	203.50

PLEASE NOTE: Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.

Artwork Size Specifications



Double Page (DP)

Trim Size: 297mm(d) x 420mm(w)
Bleed: 307mm(d) x 430mm(w)
Image Area: 270mm(d) x 384mm(w)
Safe Area: 285mm(d) x 408mm(w)



Full Page (FP)

Trim Size: 297mm(d) x 210mm(w)
Bleed: 307mm(d) x 220mm(w)
Image Area: 270mm(d) x 182mm(w)
Safe Area: 285mm(d) x 198mm(w)



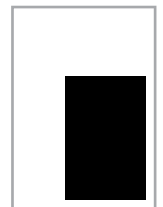
2/3 Page - Vertical
255mm(d) x 119mm(w)



1/2 Page - Horizontal
124mm(d) x 182mm(w)



1/2 Page - Vertical
255mm(d) x 86mm(w)



1/2 Page - Double Column
182mm(d) x 119mm(w)



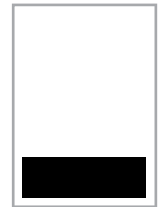
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80mm(d) x 182mm(w)



1/3 Page - Vertical
255mm(d) x 55mm(w)



1/3 Page - Double Column
124mm(d) x 119mm(w)



1/4 Page - Horizontal
60mm(d) x 182mm(w)



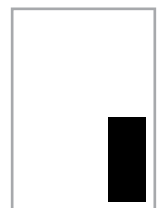
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124mm(d) x 86mm(w)



1/4 Page - Double Column
92mm(d) x 119mm(w)



1/6 Page - Horizontal
40mm(d) x 182mm(w)



1/6 Page - Vertical
124mm(d) x 55mm(w)

Cancellation Fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Aspermont Sales Executive.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.



Artwork Specifications

Artwork Specifications

Preferred file type:

PDF - press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.

Material Requirements:

Advertisers are to supply completed artwork in digital form. Advertisers will not incur any production charges for digital artwork supplied complete to our specifications. Costs may apply to any material supplied outside our specifications.

All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth WA 6000, Australia) by the material deadline. The material deadline is supplied on your booking confirmation sheet when a space reservation is made.

Supplying digital artwork:

Utilise CD, DVD or via email to adproduction@aspermont.com (10MB size limit). FTP details are available on request. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

Accepted Programs:

Photoshop, Illustrator CS2, Pagemaker 6.0 and InDesign CS2. We cannot use as final artwork: Powerpoint, Word, Excel, Corel Draw, Publisher or any other software not on the accepted list above.

Colours:

PMS colours must be supplied out of 4-colour process to avoid the extra \$300 charge per PMS colour. The ink profile should be set to US Web Coated (SWOP) V2.

Providing artwork for make-up

Text:

To be provided by the client in "text only" format, either on disk or via email.

Images:

To be provided as: Slides or chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

Logos:

To be provided as: EPS file format (preferably vector) or large size jpeg.

Proofing:

A proof of your advertisement will be emailed for your approval before publication.

**For more information contact:
adproduction@aspermont.com
or + 61 8 6263 9100**