

QUEENSLAND MINING & ENERGY BULLETIN

OUTLINE 2017

CONTACT / MINING COMMUNICATIONS STRATEGIST

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INTRODUCTION / ABOUT

QUEENSLAND MINING & ENERGY BULLETIN

Queensland Mining & Energy Bulletin (QMEB) communicates through digital, print and social media to a combined readership of >82,500 mining and energy industry personnel and suppliers on a daily, weekly and quarterly basis. With an exciting range of media platforms, we engage mining and energy audiences through quality content delivered on the right platform to the right personnel at the right time. Our audience distribution goal is simple, to ensure effective distribution to 96% of mining and energy operations throughout the sunshine state & NSW. Something that our competitors would only dream about.

Our content aims to provide key resources, knowledge and information to assist readers to adapt to a rapidly changing mining and energy industry. We create opportunities for industry engagement from professionals and suppliers and aim to add-value to Queensland mining operations. Coal mining, metalliferous mining, coal seam gas as well as the ever growing renewables sector are key components of our content plans.

We are Queensland's own independent leading voice for the mining and energy industry providing coverage of key projects, industry developments, innovations in technology and methodologies from around the world. Produced in Queensland by Queenslanders it is unashamedly focused around adding value to the state's most important sector.

We distribute to mining and energy professionals on the ground at sites throughout Queensland and Australia. We also extend our reach to key personnel associated with Queensland mining operations in Head Offices throughout Australia. Directors, Site Senior Executives, Mining Managers, Project Managers, Drilling Superintendents, Operations Managers, HSE Managers, Procurement Officers and On-Site Personnel are the key readership of the platforms that we have created.

Our print and e-magazines are also distributed at key industry events and conferences throughout Queensland ensuring that our audience is growing as the industry evolves.

We are the Queensland Mining & Energy Bulletin.

SNAPSHOT / FACTS

FREQUENCY	QUARTERLY AUTUMN – MARCH WINTER – JUNE SPRING – SEPTEMBER SUMMER – DECEMBER
READERSHIP	28,000 per edition
AUDIENCE	2,000 direct individual print subscribers per edition Digital distribution via eNews subscribers (3,700), the Bowen Basin Mining Club (2,450) & Energy Skills (6,500) 24,500 website visitors per quarter 20,079 Facebook followers 2,000* magazines distributed @ expos & conferences 1000 magazines distributed via Greyhound Buses 100 magazines distributed via Newsagents in QLD
ESTABLISHED	2006
INDUSTRIES	MINING / ENERGY / RENEWABLES
WEBSITE	qmeb.com.au

VISIT US @ EXPOS / CONFERENCES / AWARDS

AIMEX 2017 - Aug 29th - 31st - Sydney Olympic Park, NSW

QME 2018 (QLD MINING & ENGINEERING EXHIBITION) - Jul 24-26 - Mackay, QLD

QLD MINING CONTRACTOR AWARDS - Jul 27 - Mackay, QLD

QLD MINING INDUSTRY HEALTH & SAFETY CONFERENCE - Aug 14-16 - Gold Coast, QLD

NSW MINE SAFETY CONFERENCE - TBA - NSW

QMEB IS IN GOOD COMPANY / ASSOCIATIONS



AWARDS / DISTINCTIONS

Publish Awards **DESIGNER OF THE YEAR: B2B**
RUNNER-UP / 2015

AUDIENCE

READERSHIP /

PRINT / **28,000** / PER EDITION

QMEB.COM.AU / **24,500** / VISITORS PER QTR

EMAG / **12,950** / DISTRIBUTION

ENEWS / **3,700** / SUBSCRIBERS

LOCATION / %

QUEENSLAND **50.5%**
NEW SOUTH WALES **33.8%**
VICTORIA **15.7%**



RECIPIENTS / %

General Managers
Mine Managers
Business Development Managers
Project Managers
Area Manager
Executive General Manager
Specialist Manager
Operations Manager
Asset Manager

45.7%

Superintendents
Supervisors
Production
Chief Operating Officers
Engineers

30.3%

CEO
CFO
COO
Chairman

11.6%

Executive Directors
Non-Executive Directors
Owners
Vice Presidents
Presidents

8.4%

Purchasing Officers
Purchasing Managers
Purchasing Superintendents

4.0%

FACEBOOK /

LIKES / **20,079**

CONTENT

EDITORIAL / FEATURES

SUMMER / DEC 2017 / ISSUE 33

Gas Monitoring
Flame Detection
Equipment
Drilling
Solar – Cover Feature

AUTUMN / MARCH 18 / ISSUE 34

Conveyors
Automation
Telehandling
Haulage
Vehicle Monitoring
Drill Technology
Geothermal
Wind
Productivity & Costs – Cover Feature
Products & Services Showcase

WINTER / JUNE 18 / ISSUE 35

Minesite Construction
Mapping & Surveying
Minesite Vehicles
Product Focus: Motors & Drives
Drill, Blast & Geomechanics
Software & IT
Automation & Remote Control – Cover Feature
Products & Services Showcase

REGULARS /

Feature Interview
QRC – State of the Sector
WA Mining – around & about
NSW Mining – around & about
SA Mining – around & about
Safety First
Environment
Health

Disclaimer / FEATURES ARE SUBJECT TO CHANGE

WANT TO CONTRIBUTE?

Queensland Mining & Energy Bulletin welcomes articles and research reports from mining professionals across Australia for review. We look forward to your submission for our upcoming editions. Drop the editor a line at miningeditor@aprs.com.au

PRINT AND E-MAGAZINE

BUSINESS FOCUS

Breathing Apparatus

BREATHING EASY WITH QBS

Queensland Breathing Systems is an engineering business, who are recognised leaders, specialising in the servicing and repairs of breathing apparatus, high pressure compressors, fill panels, gas detection testing, and air purity testing.

Our company was established in 1981 and we have specialised since 1986 in Equipment Sales & Servicing of Human Respiration and associated equipment. We are dedicated to supporting our customers through high quality servicing, repairs & technical advice that conforms with Australian Standards, Original manufacturer's (OEM's) specifications and client requirements and to work with suppliers who enable our service to be of a higher quality and deliver quality projects on time within deadline requests.

Our onsite technical and support equipment provides fast and professional support to our clients and customers in the areas of:

- Service & testing capabilities of flow and air quality testing;
- High Pressure servicing
- Breathing Apparatus servicing and certification;
- Air Quality Testing
- Cylinder inspection and hydrostatic testing in accordance with AS/NZS 2337.1, 2337.2, 2337.3
- Compressor servicing and spare parts: Bauer, Nard, Compac, Coll & Nuvair
- Training on compressor use and maintenance;
- Diver communication system repairs;
- Gas system pressure testing to 1400 BAR (20,000psi)
- CO2, N2 & O2 Gas Refill Station
- Paintball Refill stations
- Life Raft Cylinder Refills;
- Life Support Systems: Fire Suppression Systems-Pyrogen HI Fog & CO2
- Diving Equipment Servicing and Repairs
- RAN Hyperbaric Repair (Certified A20J3533)

- Haskel & Maximator Booster Pumps
- HABB, SEA LV2, SEA MK, MR3111 & CQU/10

Products that we currently supply include:- Air hoses, Oxygen hoses & fittings, Extensive selection of gas fittings and adaptors for various gas applications; Industrial and Luxfer SCUBA/SCBA cylinders; High Pressure Compressors - new, second hand and refurbished; Compressors including Nard, Bauer, Compac & Nuvair compressors; High Pressure compressors available as portable or stationary systems; Compressor spare parts; Compressor oils for Air & Nitrox applications; Gas analysers: Oxygen / CO2 / CO / O2 / Moisture content and other specialised gases.

Registered Hydrostatic Test Station (206) - Queensland Breathing Systems is a Registered Hydrostatic Test Station that has been assessed by JAS-ANZ registered certification body. Our test station conducts the testing, recertification and filling of cylinders including scuba cylinders, LPG, CO2 and fire extinguishers, as well as completes the valve servicing and hose testing.

Our Hydrostatic Test Station was first certified in October 1982. We have successfully maintained certification for our Test Station for over 30 years.

Approved RAN & Army Hyperbaric Repairer & preferred RAAF supplier - Queensland's only certified hyperbaric repairer, we are certified to the highest standard by the Department of Defence. We are certified to carry our repairs / service Cylinder, General SCUBA, SSBA and Breathing air Compressors.



For more information contact **Queensland Breathing Systems** on (07) 4721 3522 email info@qbs.com.au and visit www.qbs.com.au



Design and Manufacture - We also design and Manufacture Cascade Fill Systems, Quick Fill Systems, Aviation Nitrogen Systems, Hyperbaric and Hyperbaric Systems and individual & complex Gas Systems.

Training - in conjunction with our sister company "Professional and Technical Training Australia" we conduct accredited training for - Confined Space Entry, Breathing Apparatus & Gas Detection, Confined Space Entry, Confined Space Entry Supervisor, Confined Space entry Awareness and Safe Storage & Handle Dangerous goods.

Our Customers include - Australian Defense Forces RAN / RAAF / ARMY, Australian Institute of Marine Science, Local Councils TOWNSVILLE / HINCHINBROOK / CHARTERS TOWERS / MACKAY / CAIRNS / WHITSUNDAY, Queensland Fire & Rescue Service (QFRS), Townsville Port Authority, Mining Industry - Rio Tinto, QNI & Glenore

Queensland Breathing Systems is an Australian Owned and Operated Company with an ISO9001:2008 Accredited Quality Management (Global Mark Registered #101967), Approved Gas Cylinder Test Station (HCO2006 since 1982), Approved RAN Hyperbaric Repairer (F003533), A preferred ADF Military supplier and service provider for RAN, RAAF & Army (PABAAALY) and an ISO Class 7 Oxygen cleanroom (NATA Accredited) capable of measuring (parts clean) to < 1p.p.m. NVR

All work is completed by skilled & certified technicians with extensive experience and expertise.



Helping you 'Breathe Easy' for over 25 years

QUEENSLAND BREATHING SYSTEMS

QBS is a Townsville based company specialising in the Design, Sale & Service of all forms of Breathing Apparatus

Custom Design & Installation Of Compressors, Breathing Air Filter Sets, Breathing Air Systems & Fill Stations

- SCBA, CABA, EEBO, Compressors & Gas Systems
- Accredited Hydrostatic Test Station (206)
- Gas Detection - Fixed & Portable
- Pyrogen & 'HI FOG' Fire Suppression Systems
- Gauge Calibration to 0.03% FSH
- ISO Class 7 Oxygen Clean Room - Cleaning & Verification to less than 1ppm NVR
- CO₂, N₂, O₂ And Breathing Air Filling Station
- Certified Royal Australian Navy Hyperbaric Repairer

Service Agents For



Servicing options either at our workshop or ON-SITE at your premises



QUALITY ASSURANCE to ISO 9001:2008 (Global Mark Registered #101967) AND to RAN, RAAF & ARMY MILITARY REQUIREMENTS (PABAAALY & PABAAALY)

www.qbs.com.au
(07) 4721 3522
29-33 Morehead Street Townsville QLD 4810
info@qbs.com.au

As well as print edition we also publish as an e-Magazine. It is distributed to our **3,700+** Subscribers as well as our key digital distribution partners the Bowen Basin Mining Club (**2,450**) & Energy Skills (**6,500**).

Full Page Package
ex gst **\$3,920**

Half Page Package
ex gst **\$2,495**

WEEKLY ENEWSLETTER

Released on a Weekly basis, QMEB e-Newsletter has a Readership of over 10,000. The purpose of the e-Newsletter is to keep our readers up to date on all current news and events during the week. There are two options for the Advertiser to be involved:

Subscribers **20,600+**
distributed weekly

Average **25%**
open rate

TOP LEADERBOARD BANNER ADVERTISEMENT
MIDDLE LEADERBOARD BANNER ADVERTISEMENT
BOTTOM LEADERBOARD BANNER ADVERTISEMENT

The Advertiser can use this position to promote any product launch, event launch or new service. Including a URL Link, the Advertiser can direct the Reader to their website or a specific place on the website.

top banner value **\$1,200**
ex gst

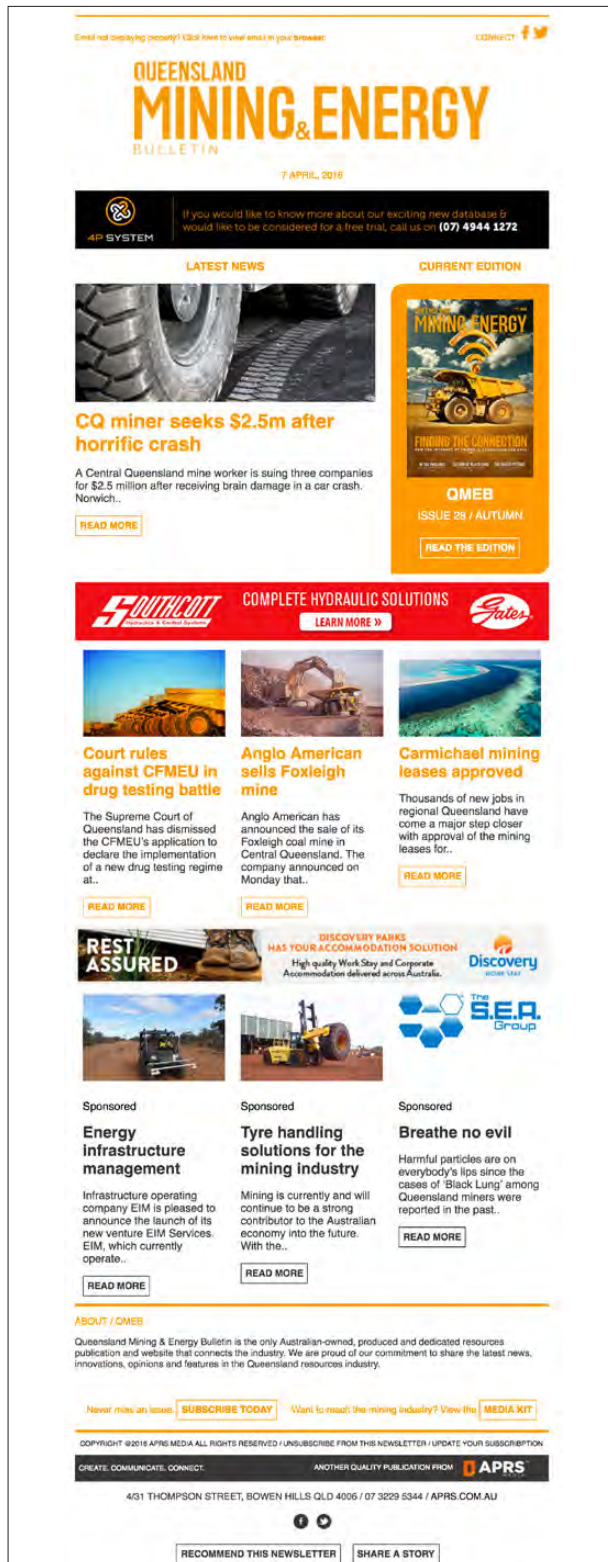
middle banner **\$800**
value ex gst

bottom banner **\$600**
value ex gst

e-Newsletter Advertorial

Each e-Newsletter release, there are 3 positions for Advertiser Advertorial. The Advertiser is to supply a High resolution image, headline and up to 700 words of content. Once the Reader clicks on the Advertorial, they are then taken to the full content which is placed on the QMEB website.

total value **\$350**
ex gst / per week



The screenshot displays the layout of the Queensland Mining & Energy Bulletin e-newsletter. At the top, it features the title 'QUEENSLAND MINING & ENERGY BULLETIN' and the date '7 APRIL, 2018'. Below the header, there's a section for 'LATEST NEWS' with a featured article titled 'CQ miner seeks \$2.5m after horrific crash'. To the right, there's a 'CURRENT EDITION' section showing the 'QMEB ISSUE 28 / AUTUMN'. The main body of the newsletter is divided into three columns, each with a sponsored advertorial. The first column is titled 'REST ASSURED' and promotes 'DISCOVERY PARKS'. The second column is titled 'Energy infrastructure management' and promotes 'EIM Services'. The third column is titled 'Tyre handling solutions for the mining industry' and promotes 'Tyre handling solutions for the mining industry'. Below these, there's a section for 'Sponsored' content, including 'Energy infrastructure management', 'Tyre handling solutions for the mining industry', and 'Breathe no evil'. The footer contains contact information, a copyright notice, and a 'SUBSCRIBE TODAY' button.

SOLUS EDM

Outside of the QMEB weekly e-Newsletter, we offer one Advertiser per month, to use our healthcare database to connect with the subscribers of our e-Newsletter.

This is an exclusive offer, whereby the Advertiser can reach over 3,600 subscribers, on a Monday of their choice and place a Full Page Advertorial style layout, promoting anything from a Product Launch to a new Service Offering.



Subscribers
distributed weekly

20,600⁺


total value
ex gst

\$2,500

Email not displaying properly? Click here to view email in your browser.

CONNECT  

QUEENSLAND MINING & ENERGY



Energise Your Business with Leading-edge Medical Products

3-5 May 2016
Hong Kong Convention and Exhibition Centre

More than 250 exhibitors are expected to make the **HKTDC Hong Kong International Medical Devices and Suppliers Fair 2016** a fertile source of high quality products and services for the healthcare industry. Entering into the seventh edition, the fair recognises the needs of an ageing population as well as the trend to monitor health in the domestic environment. This awareness of industry needs attracted nearly 10,000 buyers to the last edition.

Zones Meet Contemporary Needs

Hospital Equipment Zone presents ultra-sound and imaging tools, electro-medical equipment, anesthetic equipment and surgical instruments, etc.

Household Medical Products Zone displays instruments for checking blood pressure, scanning temperature, keeping track of calories or coping with sleep apnea.

Medical Cosmetology Zone presents both service providers and equipment such as IPL (intense pulsed light) devices and laser devices for beauty and dermatology applications.

Physiotherapy Zone supports demand for products such as braces, rollers, exercise paraphernalia and suchlike.

Rehabilitation & Elderly Care Zone hosts exhibitors serving both the senior market and also the younger market prone to sports injuries, with mobility aids, orthopedic equipment, monitoring devices and more.

Tech Exchange is a space for buyers and investors looking for new concepts, products or prototypes to bring to market.

Uncover Latest Industry Trends
A series of value-added activities for grasping the latest information:

- Seminars** on technology and market updates
- Exhibitor Forums** for new products' demonstration
- Buyer Forums** for potential market development and opportunities
- Concurrent Hospital Authority Convention**, with 90 expert speakers and over 5,000 healthcare professionals as participants

Reserve your FREE Admission Buyer Badge now!

Fair website:
[READ MORE](#)


Mobile App: HKTDC Mobile App
Mobile Info Site:
[READ MORE](#)

HKTDC Hong Kong International Medical Devices and Suppliers Fair
香港國際醫療器材及用品展
3-5/5/2016



Hong Kong Trade Development Council
Jennet Ho
Tel: 61 2 9291 8911
Email: arrestm.hk@hktdc.org
www.hktdc.com/au/hkmedicafair16

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CREATE. COMMUNICATE. CONNECT.  **APRS** MEDIA

4/31 THOMPSON STREET, BOWEN HILLS QLD 4006 / 07 3229 5344 / APRS.COM.AU

[RECOMMEND THIS NEWSLETTER](#)

RATES

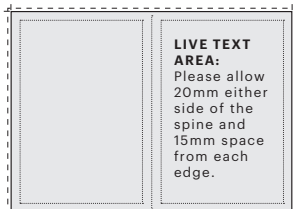
PRINT / \$ / EX GST		PER EDITION	
REGULARS /	CASUAL	2 EDITIONS	4 EDITIONS
DOUBLE PAGE SPREAD	\$5,920	\$5,620	\$5,030
FULL PAGE	\$3,920	\$3,725	\$3,325
HALF PAGE	\$2,495	\$2,370	\$2,120
QUARTER PAGE	\$1,425	\$1,355	\$1,210
PRIME POSITIONS /	CASUAL	2 EDITIONS	4 EDITIONS
DOUBLE PAGE SPREAD INSIDE FRONT COVER	\$6,795	\$6,455	\$5,775
FULL PAGE INSIDE BACK COVER	\$4,500	\$4,275	\$3,825
FULL PAGE OUTSIDE BACK COVER	\$6,795	\$6,455	\$5,775
FULL PAGE OPPOSITE CONTENTS	\$4,310	\$4,095	\$3,665
FULL PAGE OPPOSITE EDITOR'S LETTER	\$4,310	\$4,095	\$3,665
DIGITAL / \$ / EX GST		PER EDITION	
WEBSITE /	1 MONTH	2 MONTHS	3 MONTHS
SKIN 100% SHARE OF VOICE	\$5,000	\$10,000	\$15,000
NEWSLETTER /	FIRST BANNER	SECOND BANNER	THIRD BANNER
BANNER ADS 33% SHARE OF VOICE	\$1,200	\$800	\$600
ADVERTORIAL 33% SHARE OF VOICE	\$350		
SOLUS EDM SPONSORED NEWSLETTER	\$3,000		
MISC / \$ / EX GST		PER EDITION	
PRINT /	CASUAL	2 MONTHS	3 MONTHS
FLY SHEET SUBSCRIBER POST OUT	\$1,800	\$1,500	\$1,200
FLYER DISTRIBUTION AT EXPOS & CONFERENCES	TBC	TBC	TBC
MAG INSERTS \$ SUBJECT TO WEIGHT	TBC	TBC	TBC

ASK US TODAY ABOUT A **CUSTOM PACKAGE** COMBINING PRINT, DIGITAL AND EVENT PRESENCE

Disclaimer / PACKAGES TAILORED TO YOUR NEEDS (PRIME POSITIONS INCLUDE AN EXTRA LOADING)

MATERIAL

PRINT / SPECIFICATIONS



DOUBLE PAGE SPREAD

SIZE / 297mm (H) x 420mm (W)
TYPE / 277mm (H) x 400mm (W)

PLEASE NOTE

Requires 3mm of Bleed

OVERALL DIMENSION

303mm (H) x 426mm (W)



FULL PAGE

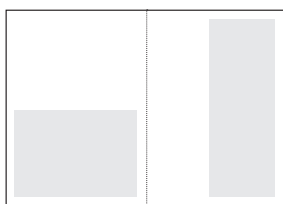
SIZE / 297mm (H) x 210mm (W)
TYPE / 277mm (H) x 190mm (W)

PLEASE NOTE

Requires 3mm of Bleed

OVERALL DIMENSION

303mm (H) x 216mm (W)



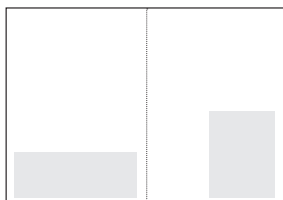
HALF PAGE

HORIZONTAL

SIZE / 135mm (H) x 194mm (W)

VERTICAL

SIZE / 270mm (H) x 90mm (W)



QUARTER PAGE

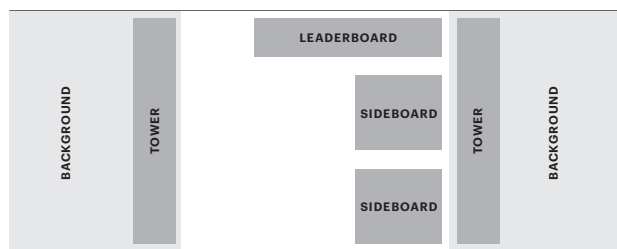
HORIZONTAL

SIZE / 68mm (H) x 194mm (W)

BLOCK

SIZE / 135mm (H) x 90mm (W)

DIGITAL / SPECIFICATIONS



LEADERBOARD

SIZE / 90px (H) x 728px (W)

TOWER

SIZE / 800px (H) x 150px (W)

NEWSLETTER BANNER

SIZE / 90px (H) x 728px (W)

SIDEBOARD

SIZE / 250px (H) x 300px (W)

BACKGROUND

SIZE / 1080px (H) x 2100px (W)

FILE FORMATS

.JPG / .PNG / .GIF / .SWF

PRINT / MATERIAL SUBMISSION

Final artwork and advertising material can be sent via email to prepress@aprs.com.au or via file transfer services (wettransfer.com).

ARTWORK FILE REQUIREMENTS

Artwork can be supplied as high resolution press optimised PDF files, Illustrator, Photoshop (**TIFF, EPS, JPEG**) and InDesign files supplied with all supporting images and fonts where applicable. All files to be supplied as composite **CMYK** and embedded images at 100% scaling, **300dpi**. All fonts must be converted to outlines or embedded into the PDF file.

ADVERTORIAL GUIDELINES

Advertorial content should be supplied as a **Word Doc** and to the correct word count (**700 words** for a full page advertorial and **350 words** for a half page) with hi res images supplied separately. All images (including those scanned) and logos should be saved as **JPEG, TIFF, PSD** or composite **EPS** files and supplied at 100% scaling, 300dpi and saved as RGB.

ARTWORK CREATION

If you require artwork creation, our in-house prepress department offers a range of design services that will ensure your company stands out from the rest. Please contact Prepress on **07 3012 7400** or email prepress@aprs.com.au for more details.

Disclaimer / MODIFICATIONS TO SUPPLIED ADVERTISING MATERIAL IS NOT POSSIBLE. TO MEET OUR SPECIFICATIONS, ADVERTISING MATERIAL MUST BE DELIVERED ON TIME SO THAT QUALITY CHECKING PROCEDURES CAN TAKE PLACE. APRS MEDIA RESERVES THE RIGHT TO REFUSE ANY ADVERTISING MATERIAL THAT DOES NOT MEET OUR SPECIFICATIONS.

DIGITAL / MATERIAL SUBMISSION

APRS Media publications follow the **IAB standards**. APRS Media uses Revive to manage all advertising campaigns. It provides us with statistics relevant to your campaign such as impressions and clicks to help monitor the effectiveness of your advertising. All flash (**.swf**) banners must include a backup format (eg. Animated **.gif** or **static image**) for web browsers with flash disabled and iPhone/iPad users. Please supply completed banners two weeks before commencement date. APRS does not accept responsibility for viewing problems associated with banners. For newsletter banners we can only accept animated **.gif** or a static image (**.png** or **.jpg**).

To view a live example of the skin, visit amsj.com.au or contact Prepress on **0401 055 776** for more information.