



Need access to the  
Queensland mining  
Industry? Start here.



## Themes

- Base Metals
- Precious Metals
- Coal
- Energy
- Critical Minerals
- Renewables
- Civil
- Infrastructure



# ABOUT

## 18 years of excellence

We are a publishing company promoting the development of regional Queensland.

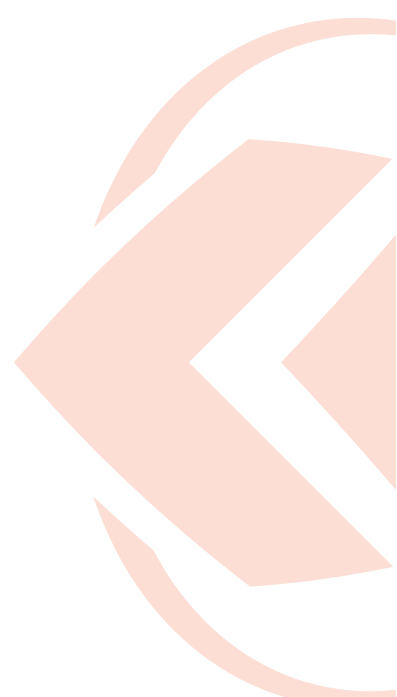
Our 20-year focus on mining, energy, infrastructure and civil industries comes from established relationships with peak industry and representative bodies, corporates and government as well as community and social groups.

All our products are published and marketed to the same standards with a commitment to reach a motivated and interested audience.

Our **aim** is to be the go-to source of information for owners, operators and supply chain business.

Our **goal** is to align editorial content with high-value projects and developments.

Our **mission** is to create value for readers.



# ABOUT QUALITY

## Aligning editorial themes to client interests

Align you offer to the industry interests

### Specialist areas include:

- Hard-rock mining
- Coal mining
- Energy systems
- Resource development
- Processing
- Geoscience people
- Civil industries
- FiFo
- Utilities

### Trending:

- Extractive industry
- Health and Safety
- Engineering the future
- Professional development
- Building mining communities
- Managing FIFO
- Software improvements
- RuOK?
- Mining heritage
- Automation



# ABOUT VALUE

## Points of difference

### **The value we present to advertisers:**

- **Aligning research and editorial with high-value markets**
- **Accurate and consistently high-standard content generation**
- **Cutting-edge social media platforms and processes**
- **Better than industry-best social media KPIs**
- **Relationships forged with industry and representative bodies, corporate and government, community and social groups**
- **Ability to reach decision-makers**



# ABOUT



**iQ Industry Queensland:** This is our flagship publication presented twice daily. It combines the best of all our coverage and offers value to readers who need to be across all sectors.

We're on top of the trends, advocate for local involvement, support workplace excellence and identify opportunities for the supply chain.

Contact us **NOW** to see how to be part of this and other dynamic opportunities.



## Coal remains key economic contributor

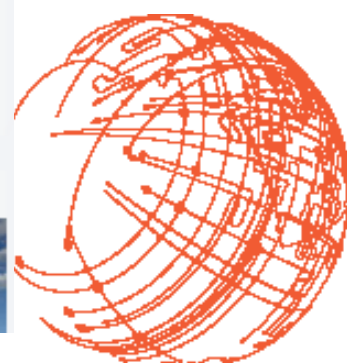
Low carbon and net zero may be trending catchphrases globally, but latest export figures show **coal and gas are still bringing home the bacon for Australia.**



## Carnaby high after signalling major discovery

Carnaby Resources shares have soared after the explorer today announced confirmation of a **major copper-gold discovery at Nil Desperandum.**

## Big Cat milestone in autonomous trucks

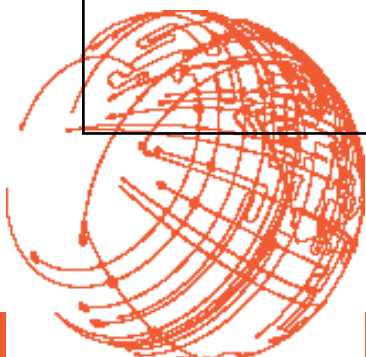


# Subscriptions

**One subscription for 12 Months - \$215.15**

### **Bulk Orders ex-gst**

- 6-10 subscriptions, 10% discount \$195.59 each +
- 11-20 subscriptions, 15% discount \$182.87 each
- **Bronze Level:** 21-30 Subs, 20% discount \$172.12 each
- **Silver Level:** 31-50 + Subs, 25% discount \$161.36 each
- **Gold Level:** 51+ Subs, 30% discount \$150.60 each





# ABOUT-Advertising

## Electronic Direct Mail - News Bulletins



**DSM POLY WELDING**  
WATER WILL ALWAYS FIND A WAY, AND SO WILL WE

- ✓ Experts in Poly Welding and Poly Fabrication
- ✓ Servicing the Civil, Domestic and Mining Industry throughout Australia and PNG
- ✓ Poly welding in accordance with Australian Standard 4130
- ✓ Quality Safety Systems with Zero Harm Focus

**SERVICES:**

- Butt Fusion Pipe Welding - from 32mm - 1200mm diameter
- Any form Electro-fusion
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- Socket Fusion Welding
- Pipeline Construction
- Filter plate refurbishment

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Sam Livingston  
0437 245 830  
sam.dsmpolywelding@gmail.com  
23 Civil Road,  
Townsville Qld 4814

dsmpoly.com.au



### Ground broken for Qld's \$2b wind mega-project



Construction has officially started on the \$2 billion **Macintyre wind farm project**, expected to spark more than 600 jobs.

### New Century poised to tap buoyant copper market



Century mine operator New Century Resources says its Tasmanian interest - Mount Lyell - is shaping up as **one of the largest near-term copper production assets** on the ASX.

## Specifications

**News bulletins & Social Media:** 800 x 800 pxls

**Website: Banner:** 1000 x 200pxls (deep)

**Display ads: on machinery, jobs, commercial and industrial pages:** 240 x 400 pxls

**Editorial:** 1000 x 200pxls

### Artwork:

Compression needs to be low for PNGs and about 7 or Medium for JPEGs.

Try not to use a thin or light typeface for small or body type.

Work in RGB colour space preferably sRGB. Converting from CMYK to RGB this may cause colour shifts.

Package	Cost	Culmulative
1st quarter - 14 x \$102.80	\$1,439.20	\$1,439.20
2nd quarter - 14 x \$102.80 +14 x \$95.31	\$1,334.34	\$2773.54
3rd quarter - 14 x \$102.80 +14 x \$95.31 + 12 x 85.98	\$1031.76	\$3805.30
4th quarter - 14 x \$102.80 +14 x \$95.31 + 12 x 85.80 + 12 x \$78.99	\$947.88	\$4753.18



# ABOUT Advertising

## Capability Statements

We rent access to our database to clients with appropriate offers and can reach more than 4,500 qualified contacts. The rate is \$749.00 /1000 ex-GST.

All elements link to your website. Click the graphic below for an example.



**Pump**  
**PRESTIGE UNIVERSAL MINING PUMPS**  
**LET US SERVICE YOUR WET END**  
SALES • SERVICE • PARTS • MANUFACTURE

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www.prestigepumps.com.au





**About: P.U.M.P. - MD Andy Grigg**

At P.U.M.P., we have the experience and knowledge available to provide effective solutions to all your mining pump supply needs.

With local knowledge, we have an ***in-depth understanding*** of geographical conditions to deal with any situation.





# ABOUT - Advertising

## Advertising - website header

Limited opportunities are available to advertise on the *iQ* Industry Queensland website.

Take the lead position on every one of more than 10,000 pages.

Four positions only on continuous roatation.



Rate \$194.89 per week	Campaign	Cost
Banner	four weeks	\$779.60
Banner	14 weeks	\$2,728.46
Banner	26 weeks	\$5,067.14
Banner	52 weeks	\$10,134.28



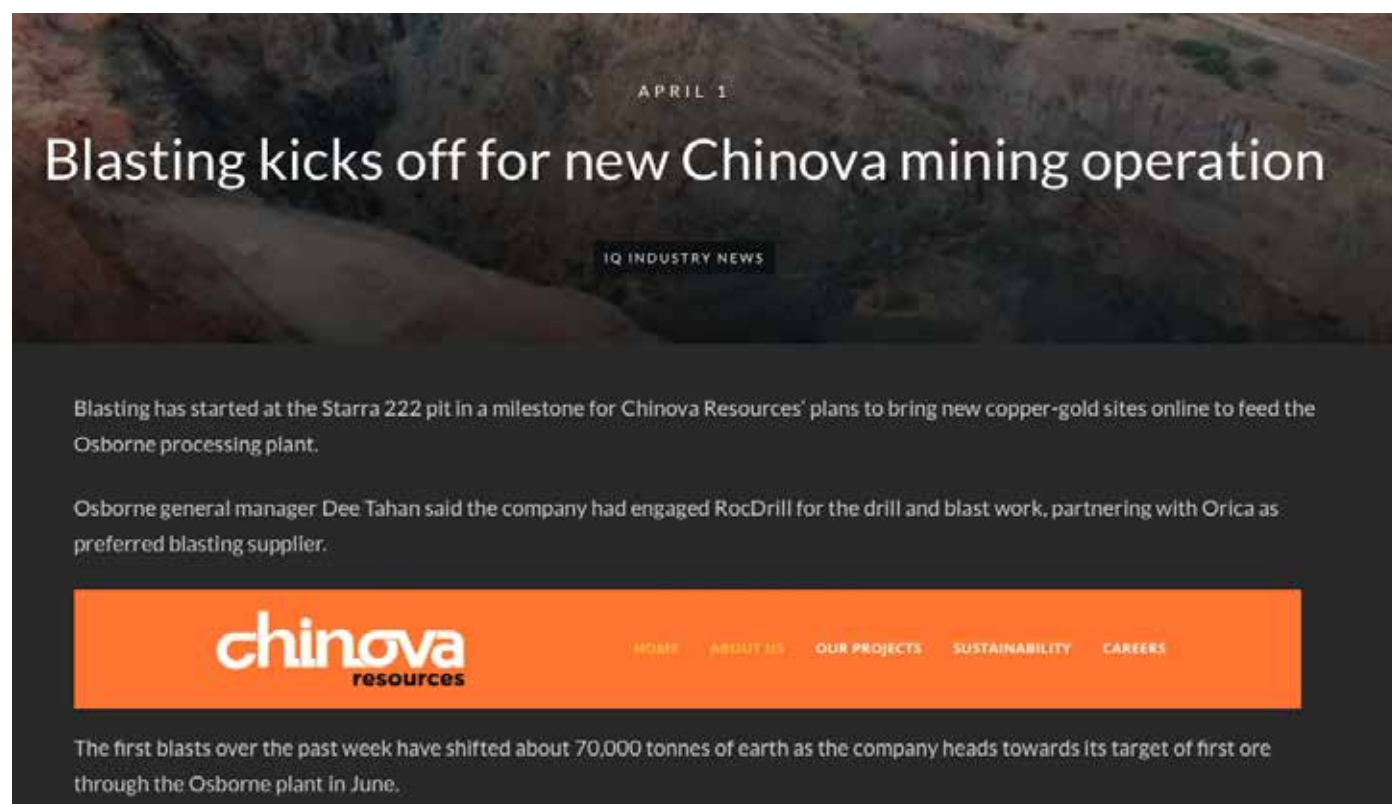
# ABOUT - Advertising

## Advertising - editorial insert

The lead story of each news bulletin is opened most frequently.

Could your message be in a better place?

Be quick. Bookings are limited to ten at any one time.



The screenshot shows a news article from IQ Industry News dated April 1. The headline is "Blasting kicks off for new Chinova mining operation". The article text states: "Blasting has started at the Starra 222 pit in a milestone for Chinova Resources' plans to bring new copper-gold sites online to feed the Osborne processing plant. Osborne general manager Dee Tahan said the company had engaged RocDrill for the drill and blast work, partnering with Orica as preferred blasting supplier." Below the text is the Chinova Resources logo and a navigation bar with links: HOME, ABOUT US, OUR PROJECTS, SUSTAINABILITY, CAREERS. A short paragraph at the bottom of the article reads: "The first blasts over the past week have shifted about 70,000 tonnes of earth as the company heads towards its target of first ore through the Osborne plant in June."

e-bulletin	Cost per week	Price
Quarterly (13 weeks)	\$102.80	\$1329.90
Half yearly (26 weeks)	\$95.31	\$2478.06
Yearly (50 weeks)	\$85.98	\$4299.00



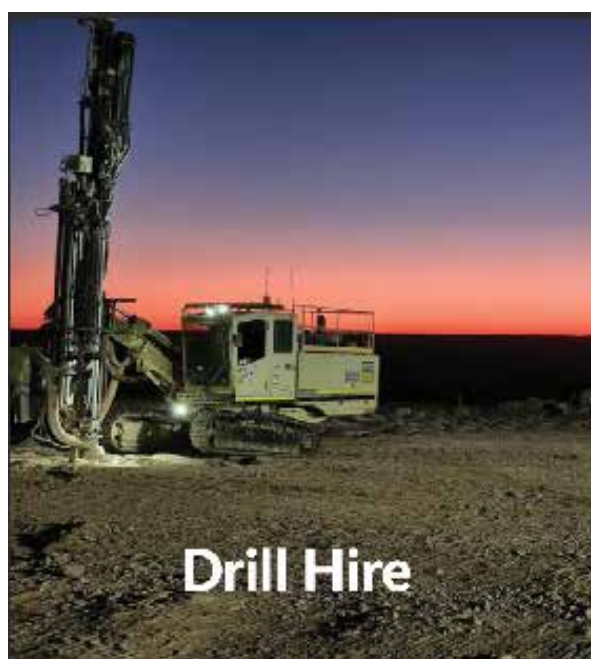
# ABOUT - Advertising

## Jobs, machinery, industry, commerical and retail promotions

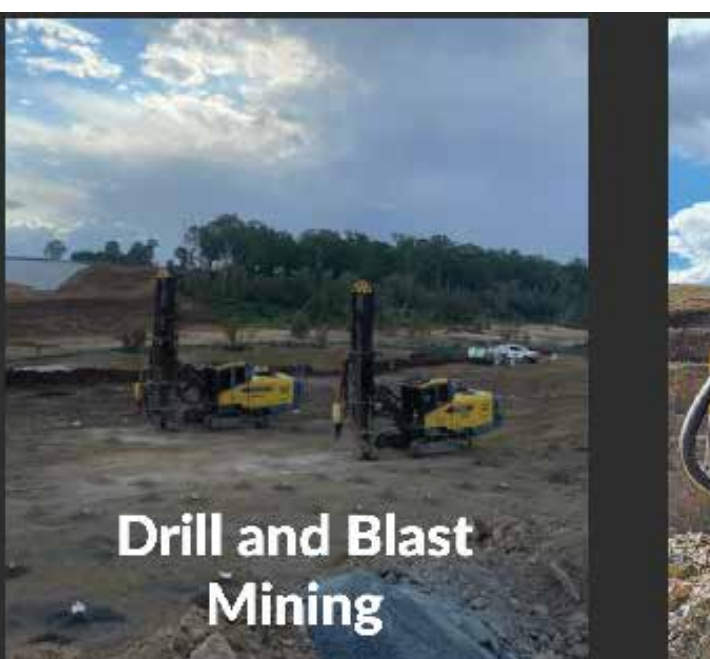
The iQ Industry Queensland website can handle your catalogue offers.

This includes jobs, machinery, industry as well as commerical and retail.

You bring the product or service, we'll bring the buyers.



**Drill Hire**



**Drill and Blast Mining**

Rates per month	Cost per page	Cost
One page (~nine listings)	\$652.8	\$652.80
2 to 5 pages (~10-45 listings)	\$598.40	\$1,196.80 - \$2,992
6 pages plus (46 listings +)	\$544	\$3264



# ABOUT - Advertising

## Social Media

iQ Industry Queensland is active on social media and can put your messages in front of 12,900 followers and 6332 connections over two handles on LinkedIn alone.

Social Media placements	Cost
per each	\$416



**Robert Dark** · You  
Owner, Industry Queensland news  
1d · 

Looking for a new career in the New Year? Chinova's employing. Click <https://lnkd.in/d6t/zYmk> #geologist #maintenance #electricaltechnician #pittechnician #career #mining #copper #gold #rhenium #moly ...see more



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For More Info Visit: [www.chinovaresources.com](http://www.chinovaresources.com)

51 7 4748 0432

with Phil Fairweather and 13 others

James Doyle and 21 others

2 comments · 5 reposts



# ABOUT - Packages

Combine the best of three audiences

1. Capability Statement x 2 to more than 4,500 PLUS 12 month position in EDM
2. Capability Statement x 2 PLUS Banner
3. Capability Statement PLUS Catalogue
4. Capability Statement PLUS Social Media placement
5. Capability Statement PLUS Editorial Insert





# CONTACT

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## Effectiveness

\*\* Mailchimp email marketing benchmarks from 9 million users.

Name	Database	Openings	Industry Best Openings**	Click-throughs	Industry Best Click-thoughts**
iQ Industry Qld - Fri 22 Dec 2023	<b>4,374</b>	<b>30.9%</b>	22.16%	<b>4.3%</b>	2.94%

