

Quarry

MEDIA GUIDE
2008



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 is 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 what roles they play 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 2 per cent female – 2 per cent did not answer.

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 either an owner, operator, employee or consultant (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 6-11 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 find the magazine to be 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; 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 being 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.

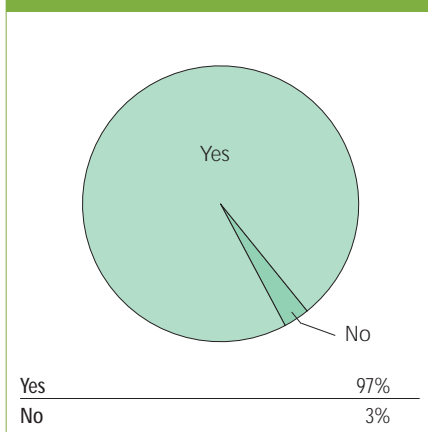
The News and New Products columns are so helpful that 56 per cent want more New Stuff and 46 per cent want more News.

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%
Editors 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%

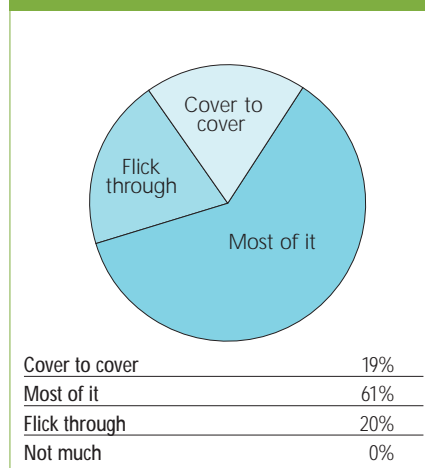
Gaining editorial coverage in *Quarry* is highly valuable – 79 per cent of respondents read the New Stuff pages each month. The second most popular section is News (76 per cent), followed by Safety with 62 per cent. The News and New Stuff columns are so helpful that 56 per cent want more New Stuff and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

IS THE CURRENT MAGAZINE RELEVANT TO YOUR BUSINESS NEEDS?



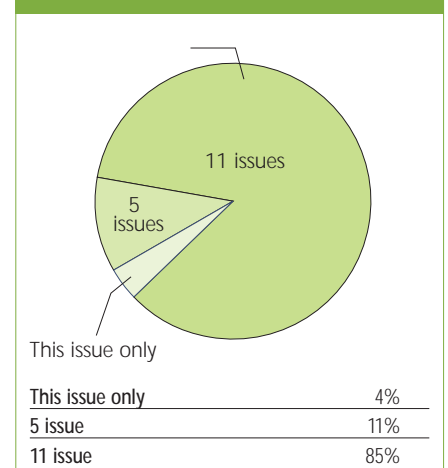
The survey found that *Quarry* is extremely relevant to the business needs of its readers. Most respondents – 97 per cent – believed the magazine was relevant.

WHICH OF THE FOLLOWING BEST DESCRIBES THE WAY YOU READ QUARRY?



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.

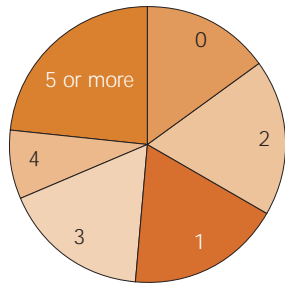
HOW MANY ISSUES OF QUARRY WOULD YOU HAVE READ IN THE PAST 12 MONTHS?



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.

Reader demographics *continued*

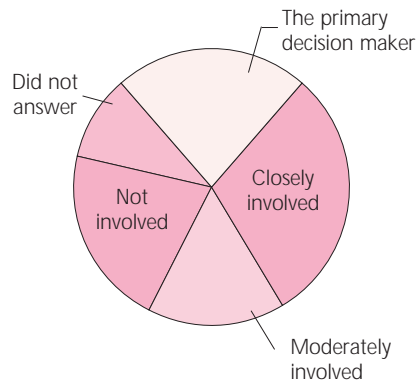
HOW MANY PEOPLE OTHER THAN YOURSELF ARE LIKELY TO READ THIS COPY OF QUARRY?



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 one copy of their magazine.

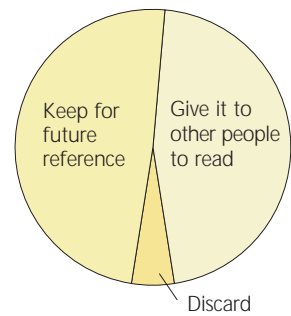
DURING MACHINERY UPGRADING ARE YOU:



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 DESCRIBED 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, while 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.

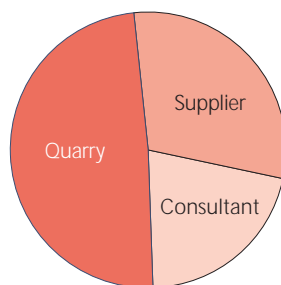
WHAT IS YOUR OVERALL IMPRESSION OF QUARRY?



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.

Quarry

www.quarrymagazine.com.au

Publisher:
Coleby Nicholson
coleby@gunnamattamedia.com.au

Advertising and marketing:
Sam Veal
sam@gunnamattamedia.com.au

Editorial and latest releases:
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South Melbourne VIC 3205 AUSTRALIA
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www.gunnamattamedia.com.au

Editorial

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MONTH	SPECIAL REPORT	BOOKING DEADLINE	SHOWCASE	BOOKING DEADLINE
January	2008 Guide to Mobile Crushing & Screening	1 December 2007		
February	Drill and Blast	6 January 2008	Education	1 December 2007
March	Load and Haul	1 February 2008		
April	Crushing	2 March 2008	Tyres/Tyre Maintenance	1 February 2008
May	Maintenance/Wear parts/Lubricants/Oil	1 April 2008	Conveying, Belts, Bearings and Drives	1 March 2008
June	Feeders & Screens	1 May 2008	Work tools/Breakers	1 April 2008
July	Safety	1 June 2008	Road Transport	1 May 2008
August	Drill and Blast	1 July 2008		
September	Load and Haul	1 August 2008		
October	Bumper Conference Issue	1 September 2008		
November	Going Mobile	1 October 2008	Dust	1 September 2008
December	Sand Processing	1 November 2008	Pumps, Generators & Compressors	1 October 2008

EVERY MONTH

News – Key industry events and news

New Stuff – The latest useful gear

Safety – A close look at a 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.

IOA 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.

Editorial Enquiries: Damian Christie – damian@gunnamattamedia.com.au

Sales Enquiries: Sam Veal – sam@gunnamattamedia.com.au

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Email: quarry@gunnamattamedia.com.au

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Advertising

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ADVERTISING RATES

SIZE	Casual	3X	6X	9X	12X
Full Page	\$2,950	\$2,850	\$2,700	\$2,500	\$2,400
DPS	\$5,750	\$5,450	\$5,175	\$4,950	\$4,700
1/2 Page	\$1,990	\$1,900	\$1,800	\$1,700	\$1,600
1/3 Page	\$1,700	\$1,650	\$1,550	\$1,450	\$1,350
1/4 Page	\$1,000	\$950	\$900	\$850	\$800

(NOTE: rates do not include GST)

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.

PRODUCTION CHARGES

Production charges are not included in advertising rates. Any work or corrections carried out on behalf of the advertiser such as typesetting, artwork preparation, reductions & enlargements or image correction will be charged at \$200 per hour with a minimum charge of one hour.

INSERTS, GATE FOLDS & SPECIAL REQUIREMENTS

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 reserve the right to refuse the placement of, or request amendments to, any advertising material it considers is actually or potentially:

- (a) offensive;
- (b) in breach of the Advertising Code of Ethics;
- (c) in breach of copyright;
- (d) defamatory;
- (e) in conflict with its brand, products or strategies.

EDITORIAL SUBMISSIONS

The deadline for all editorial submissions is the 1st of the month prior to the desired publication date. (ie. To be considered for publication in the June edition, the editor must receive copy by May 1st.)

Once received, all stories will be considered for publication but nothing is guaranteed.

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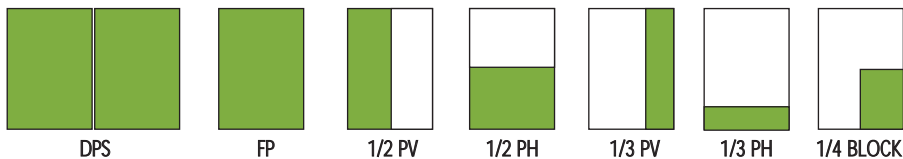
Production

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MATERIAL SPECIFICATIONS

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

(width measurement first)



TECHNICAL REQUIREMENTS

Gunnamatta Media accepts only digital material.

All material must be supplied 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 CS: 300dpi or larger. Saved as EPS - JPG files.
- Adobe Illustrator CS: Saved as EPS files up to version 11.0. All fonts outlines.
- Adobe Indesign CS documents. Embed all pics and fonts.
- QuarkXpress: documents up to version 6.1. Collect all fonts and images.
- Acrobat PDF files at 300dpi or better with all fonts embedded.

Unacceptable Formats / PDF's Created forms

- Corel Draw
- Publisher
- Microsoft Excel
- Power Point
- Microsoft Word
- PDF's by PDF Maker

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

ELECTRONIC FILE SUBMISSION

- Digital video disks (DVDs)
- Quickcut
- Compact disks (CDs)
- 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 *Jeweller*, 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 *ISSUE* title and the month of publication.

ISSUE

C/- Gunnamatta Media Pty Ltd
Reply paid 84101
Locked Bag 26 South Melbourne
Victoria 3205 Australia

VIA EMAIL

Please advise that it's for *Quarry* and what month it's for.
art@gunnamattamedia.com.au

NOTE: Compress files. You must still provide a proof.

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.

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