

RESOURCE IN
focus

FAST FACTS



34,200

copies of Resource in Focus are distributed bi-monthly

With over 40 years experience in marketing, advertising, publishing and design; Focus Media Group Pty Ltd is proud to present **Resource in Focus**.

IN EVERY ISSUE:

- ▶ Industry News
- ▶ Industry Events
- ▶ Feature articles on the nation's leading organisations
- ▶ Advertising opportunities

RECENT SPECIAL FEATURES:

- ▶ Market Leaders and Market Innovators
- ▶ From Carbon Capture to Power Generation
- ▶ Accountability for Continued Growth
- ▶ Homegrown Business, International Appeal
- ▶ Harnessing the Power of Laser
- ▶ Bespoke Engineering

ads appearing in RIF remain active on our website for 2 years ensuring **MAXIMUM VISIBILITY** to potential customers and clients



in addition to offering competitive advertising rates, we offer our **DESIGN SERVICES** to our clients to create custom ads at no extra charge

expanded monthly print editions bring RIF into the hands of **THOUSANDS** of industry leaders, and are prominently displayed at top industry events



The RIF Digital Edition is available to readers **FREE OF CHARGE** at: resourceinfocus.com.au

RESOURCE IN FOCUS

ABOUT US

At **Resource in Focus**, we take great pride in delivering a comprehensive view of the resource industry, month after month. We keep our readers up to date on the latest news and events in the industry, as well as highlighting the nation's leaders in sectors such as Mining, Oil and Gas, Water, Forestry, Agriculture, Professional Services, and Capital Equipment Manufacturing.

We conduct in-depth, one-on-one interviews with top representatives from these firms, delving beneath the surface to uncover the true stories of their successes in the field. In our pages you will also find informative features on Australia's most prominent organisations, institutes, associations, and government departments whose actions and policies have a direct impact on the resource industry. We profile the latest in industry trends and technology, and take a closer look at today's most pressing environmental and political issues.

Our candid interviews with Managers, Founders, CEOs, and State Ministers get to the heart of the story and, through our competitive and comprehensive advertising scheme, we can get your story out as well.

OUR MANDATE

We believe advertising is at its strongest when it reaches its audience over the long run. At **Resource in Focus**, your advertisements will be featured in our bi-monthly digital and print editions, and will remain active on our website for two full years, guaranteeing you maximum visibility to potential clients. "We offer an unparalleled length of advertisement time for our clients," says Publisher Jeff Hocken. "Instead of ads being seen just once and never again - as happens with other publications - we give our advertisers a truly competitive edge. Ads remain active and online for a much longer period of time, and are viewed by potential clients over and over again."

You have the opportunity to take advantage of our talented in-house design team, who will create your company's ad free of charge. While other publications restrict the client's use of the custom ads they create, we allow our clients to make full use of our ads in other media, at no additional cost.

BUILDING YOUR BUSINESS

At **Resource in Focus**, it is our business to help build your business. Our subscriber base is one of the strongest in the market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers. Free custom ad design, a large readership, and your company's ad displayed online for two full years are a few ways **Resource in Focus** will help connect you with your customers.

Instead of ads being seen just once and never again, ads remain active and online for a much longer period of time and are viewed by potential clients over and over again.

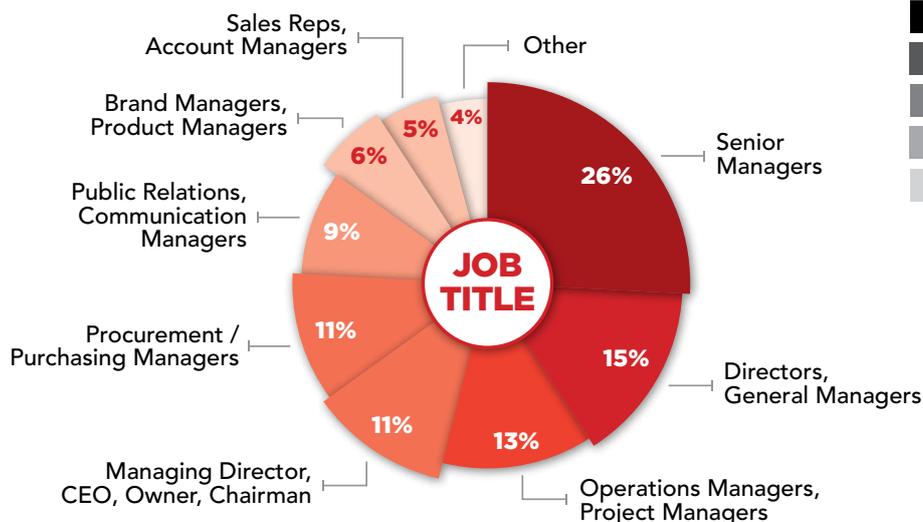
Your advertisements will be featured in our bi-monthly digital magazine, our bi-monthly print editions, and will remain active on our website.

Free custom ad design. A large readership. Your company's ad displayed online for two full years.

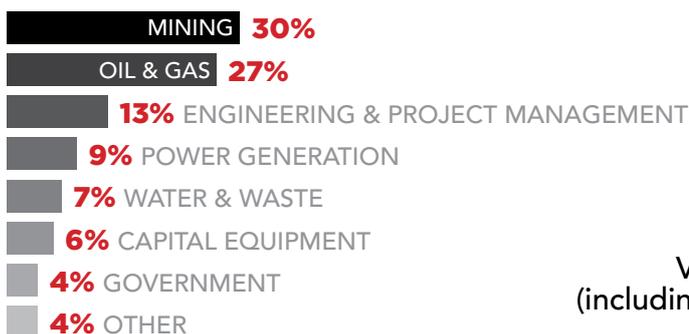
READERSHIP

Each month, *Resource in Focus* reaches more than **34,200** leaders in all areas of the resource industry including: mining, oil and gas, water, forestry and agriculture, engineers, equipment manufacturers, law firms, consultants and government agencies.

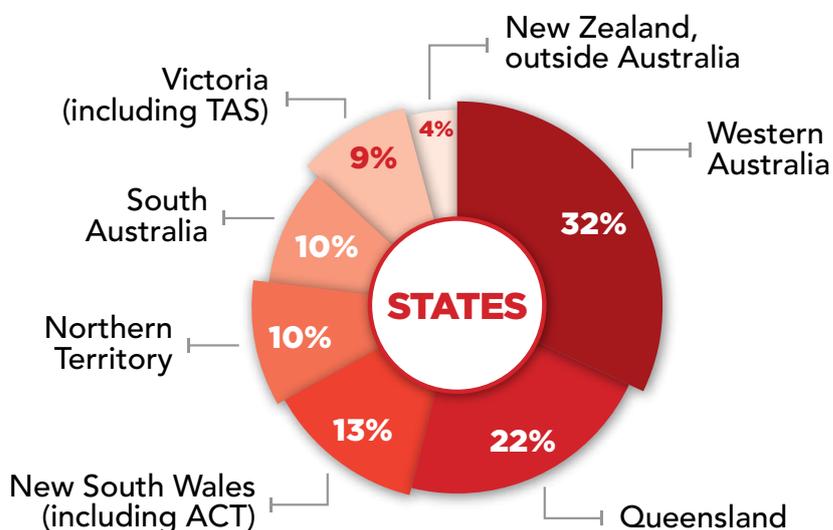
JOB CATEGORY



BUSINESS TYPE

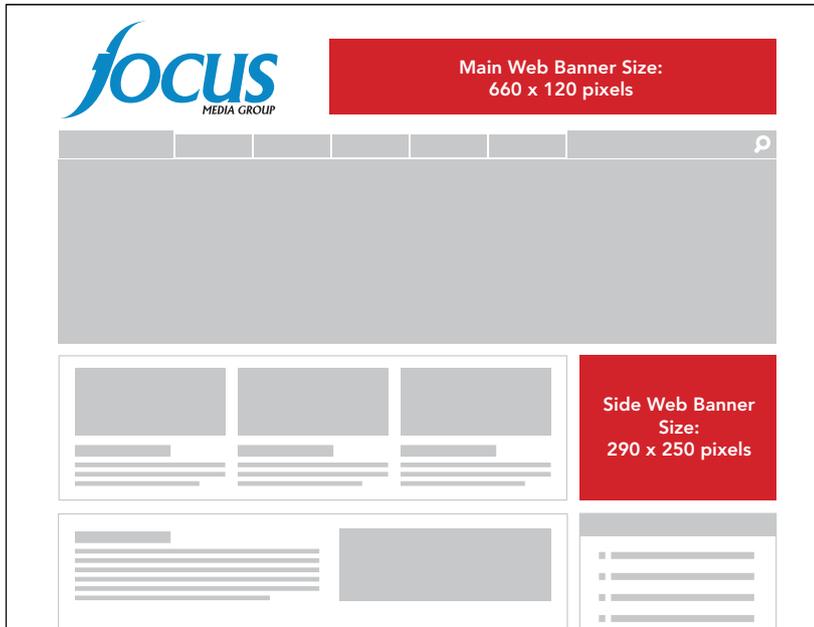


Information based on 2013 readership stats.



SPECIFICATIONS

WEB BANNER DIMENSIONS (Width x Height)



ADVERTISING ENQUIRIES

For further enquiries about available specialty magazine advertising options including pricing, inside front covers, inside back covers, and centre spreads, please contact our production team at:

accounts@focusmediagroup.com.au

CONTACT US

Sales and Advertising

robert.chambers@focusmediagroup.com.au

Editorial

tim.hocken@focusmediagroup.com.au

ARTWORK SPECS

Images

- CMYK images supplied at 300 dpi.
- Low resolution images will not be accepted.
- Logos to be provided as Illustrator EPS (preferred) or high resolution JPGs or TIFFs.

Completed Artwork

- Finished artwork to be supplied as high resolution PDFs with type in outlines.
- Include fonts and support files if applicable.
- Avoid type running in the gutter for double page spread ads.

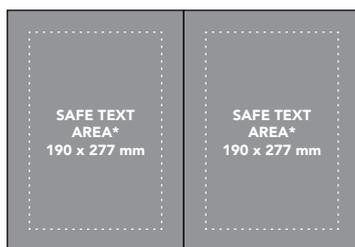
BOOKING TERMS AND CONDITIONS

All material deadlines must be adhered to. Failure to deliver materials on time can incur a full fee as per advertisement booking. Any negotiated rates, added value and positioning is valid for the confirmed booking only. All prices quoted and agreed upon are exclusive of tax.

Cancellation Policy – All cancellations requested more than 24 hours, but less than 72 hours after booking, will be charged at 50% of the agreed rate. Cancellations requested after 72 hours of the booking date and time will be charged at 100% of the agreed ad rate. Any cancellations of an ad within a schedule will be charged at the full media kit rate. All cancellations must be provided in writing.

*SAFE TEXT AREA: a recommended safe area where your advertisement content can get maximum readability.

PRINT ARTWORK DIMENSIONS (Width x Height)



Double Page Spread

420 x 297 mm

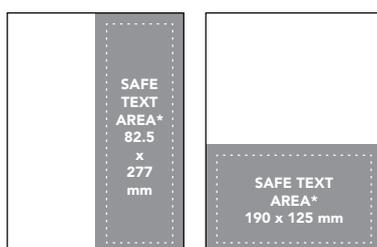
- Add 3 mm bleed on each side
- Add crop marks



Full Page

210 x 297 mm

- Add 3 mm bleed on each side
- Add crop marks

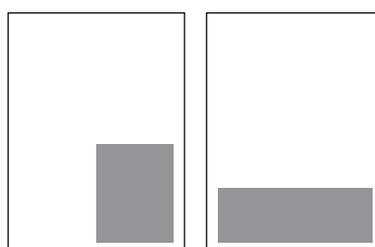


Half Page

Vertical: 102.5 x 297 mm

Horizontal: 210 x 145 mm

- Add 3 mm bleed on each side
- Add crop marks



Quarter Page

Vertical: 87.5 x 130 mm

Horizontal: 180 x 66 mm

- No bleed required
- Add crop marks