

MINING & CONSTRUCTION

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Reach an audience of over 50,000 mining and construction industry professionals through our unique marketing solutions.

## What can we do for you today?

RBI is Australia's leading information provider for the mining & construction industry with the **largest** audience of industry decision makers in Australia. If you want to connect with this audience we can provide an overall marketing solution for your business.



### GROW YOUR BUSINESS

RBI's Mining & Construction network allows advertisers to:

- Reach specific target audiences
- Build brand awareness
- Elicit direct response through our range of vertical websites and e-newsletters.

CONNECT TO



### INDUSTRY PROFESSIONALS

- Get exposure to Australia's largest audience of mining & construction industry professionals.
- Largest CAB audited circulation in comparison to other industry publications
- 200,000 online page views each month and growing.

BY USING



### BRAND AWARENESS

Build awareness for your brand through display advertising across our print and online channels.



### LEAD GENERATION

Attract quality business leads by using a variety of marketing channels to educate the market on your product or service.

CHANNEL OVERVIEW



**BRAND  
AWARENESS**



**LEAD  
GENERATION**



**Australian Mining** **Construction** THE CONTRACTOR

**MAGAZINES**

AUSTRALIAN MINING  
CONSTRUCTION CONTRACTOR

**INDUSTRY WEBSITES**

MININGAUSTRALIA.COM.AU  
CONSTRUCTIONCONTRACTOR.COM.AU

**INDUSTRY NEWSLETTERS**

MINING DAILY E-ZINE (PDF)  
AM PRODUCT ALERT (HTML)

**SPECIALIST WEBSITES & TWICE WEEKLY NEWSLETTERS**

SAFE MINING  
MINING COAL  
MINE VEHICLES  
MINERALS  
PROCESSING  
DRILL BLAST  
DRILLING

& EXPLORATION  
CONSTRUCTION HIRE  
CRANELIFT  
EARTH MOVING  
ROAD CONSTRUCT



**SPECIALIST WEBSITES**

PRODUCT SHOWCASES

SAFE MINING  
MINING COAL  
MINE VEHICLES  
MINERALS PROCESSING  
DRILL BLAST  
DRILLING & EXPLORATION

CONSTRUCTION HIRE  
CRANELIFT  
EARTH MOVING  
ROAD CONSTRUCT

**TARGETED EMAIL BLASTS**

OUR THIRD PARTY EMAIL LISTS OFFER  
EXTENSIVE TARGETING OPTIONS

PROFILE

# Australian Mining

- Australia's most trusted and respected mining magazine since 1908.
- Penetration into the top 1300 mines and minerals processing facilities across Australia.
- Strong editorial focus on the latest innovation in mining technology and equipment.
- Complemented by daily newsletter and leading industry website.

CLICK HERE FOR PROFILE & RATES



# CONTRACTOR Construction

- Australia's leading publication for the civil construction and structural engineering industry.
- Reach professionals responsible for equipment and materials purchasing decisions.
- Strategic relationship with leading industry bodies.
- Highly respected and independent editorial.
- Complemented by industry website and newsletter.

CLICK HERE FOR PROFILE & RATES



# MININGDAILY

AND SPECIALIST MINING/CONSTRUCTION WEBSITES

- Highly targeted mining and construction websites & newsletters.
- Access new audiences and target new market segments.
- Build brand awareness and illicit direct response from potential customers.
- Reach key decision makers with specialist sectors.

CLICK HERE FOR PROFILE & RATES



## BRAND AWARENESS

**IMPACT**

MAKE YOUR BRAND THE MOST  
RECOGNISED IN THE MARKET

**IMPRESS**

CREATE A STRONG LASTING  
IMPRESSION ACROSS OUR  
AUDIENCE

**CUSTOMERS**

RECOGNISE AND CHOOSE  
YOUR BUSINESS FIRST

## HOW CAN WE HELP?

- High exposure through display advertising to a base audience of over 50,000 targeted readers
- Daily / monthly plus ongoing opportunities for brand messages
- Educate potential new customers about your product offering through our product showcases
- Build trust for your brand through affiliation with leading publications



MAGAZINES



E-NEWSLETTERS

INDUSTRY WEBSITES  
SPECIALIST WEBSITES

EVENT SPONSORSHIPS

LEAD GENERATION



EDUCATE

OVER 50,000 TARGETED DECISION MAKERS ABOUT YOUR PRODUCT OR SERVICE

ATTRACT

QUALITY LEADS & INTEREST WITH A DEDICATED SPACE AND CLEAR CALLS TO ACTION

CONVERT

LEADS TO ORDERS THROUGH RESULTS DRIVEN MARKETING CAMPAIGNS

HOW CAN WE HELP

- Educate a base audience of over 50,000 targeted readers with product showcases
- Highlight unique selling points of products/key services
- Achieve targeted quality sales leads for your business



INDUSTRY WEBSITE PRODUCT SHOWCASE



E-NEWSLETTER, PRODUCT ALERT & EMAIL MARKETING



SPECIALIST WEBSITES PRODUCT SHOWCASE

## CASE STUDY: ATLAS COPCO

### MARKET

Construction and mining industries

### CHANNEL

Magazine/Industry websites

### CAMPAIGN OBJECTIVES

Increase brand awareness of their products and educate potential new customers about their product range.



MAGAZINE - FULL PAGE  
Construction Contractor / Australian Mining



MAGAZINE - HALF PAGE



WEB - BANNER  
(miningaustralia.com.au)



WEB - ISLAND  
(miningaustralia.com.au)

## CASE STUDY: BOOM LOGISTICS

### MARKET

Construction and mining industries

### CHANNEL

Magazine/Industry websites

### CAMPAIGN OBJECTIVES

Increase brand awareness of their products and educate potential new customers about their product range.



MAGAZINE - FULL PAGE  
Construction Contractor



WEB - BANNER  
(miningaustralia.com.au)



WEB - ISLAND  
(miningaustralia.com.au)

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