

Celebrating
30
YEARS
Est.1994

2024 Media Kit



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PO Box 1589 West Perth, WA 6872, Australia

For advertising information and bookings, please contact Richa Fuller
on (+61) 8 9321 0355 or richa@paydirt.com.au

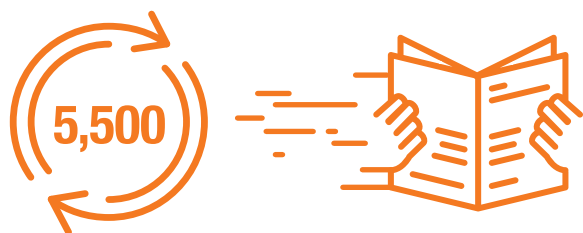


www.paydirt.com.au

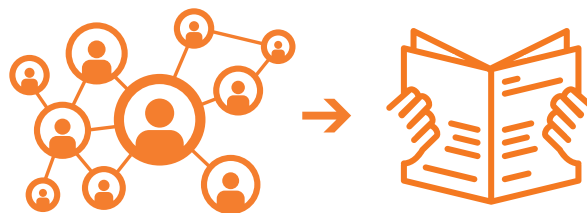


Australia's Paydirt is a top-quality resources magazine, circulating internationally, and featuring diverse coverage of the metals and minerals industry. The monthly publication has a 28-year history of delivering well-researched news, opinion and features.

CIRCULATION



Paydirt currently has a CAB audited circulation of around 5,000 copies as at 30 September 2018. Paydirt is mainly a subscription-based magazine and is also available at selected newsagents across Australia.



27,500

Readership per copy
(5.0) 25,000

READERSHIP STATISTICS

36%
Investors



18% Managing
Directors



42%

Key decision makers

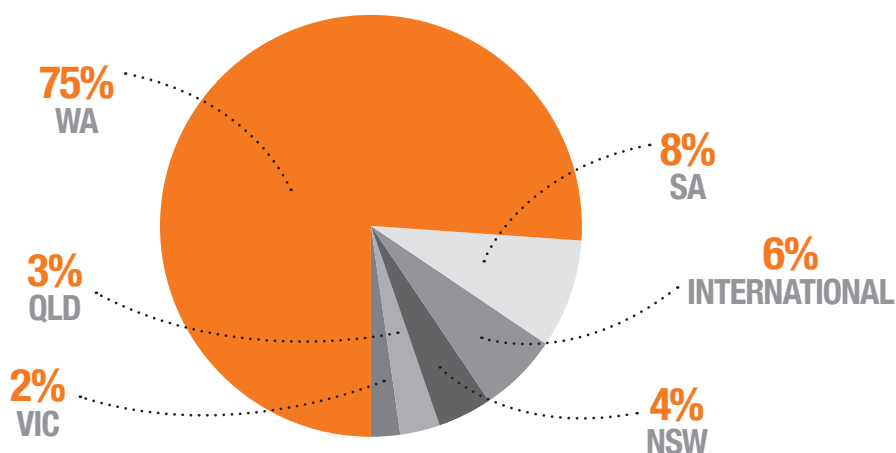
...for purchasing products or services within their company



15%

of readers only read
Paydirt magazine

DISTRIBUTION



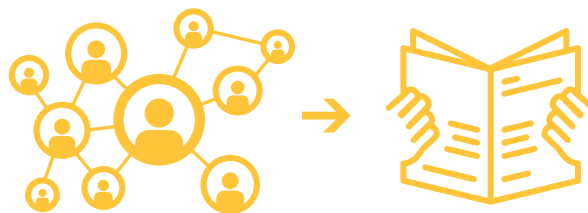


Gold Mining Journal is Australia's only dedicated gold mining industry magazine. Published quarterly, the magazine offers comprehensive coverage of the gold industry both in Australia and worldwide.

CIRCULATION



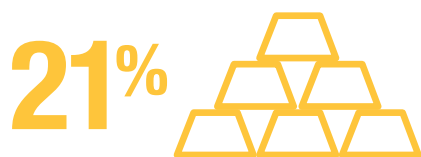
Gold Mining Journal currently has a CAB audited circulation of over 4,600 copies as at 30 September 2018. The magazine is mainly a subscription-based magazine and is also available at selected newsagents across Australia.



23,500

Readership per copy
(5.0) 22,500

READERSHIP STATISTICS



21%

Work with companies that are involved in the gold industry

11%

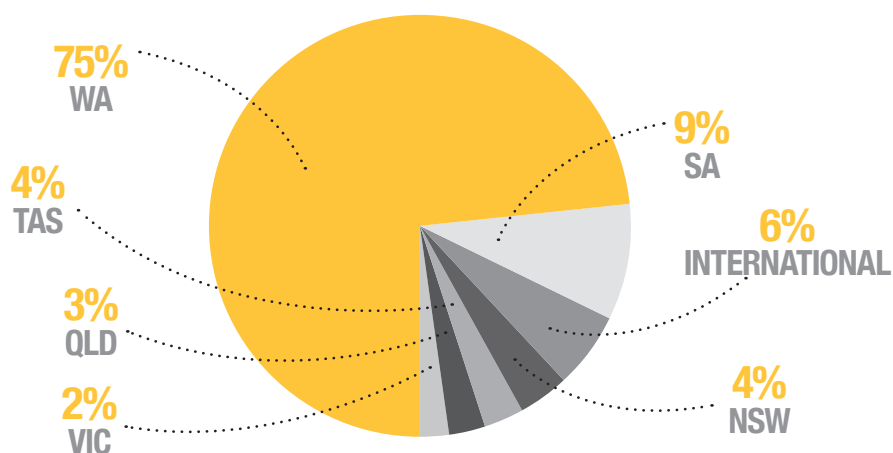
Work with people involved with precious metals



62%

Agree that the magazine consistently provides relevant information for their current business needs

DISTRIBUTION



PAYDIRT MEDIA'S UNIQUE ADVANTAGE

We deliver our publications to a captive audience of conference delegates, sponsors and exhibitors – over and above their CAB audited circulations – at the industry's largest events.

ADDITIONAL COPIES IN DELEGATE BAGS OF THESE CONFERENCES



CONFERENCE

Paydirt's Battery Minerals Conference

Diggers & Dealers Delegate Bags

Africa Down Under Conference

Australian Nickel Conference

Indaba Gold Media Partner



MAGAZINE ISSUE

Paydirt March

Paydirt July

Paydirt August

Paydirt October

Paydirt December



Proud media partners with



ADVERTISING & INNOVATIONS

Cost-effective ad rates
Loose inserts

PROFILING OPPORTUNITIES

Mining and service companies
Profiling Opportunities.
These can be designed based on
interviews or your own submissions



MINING SERVICES FEATURES

Mining Services Features
(Australia's Paydirt)
- February, June, September & November



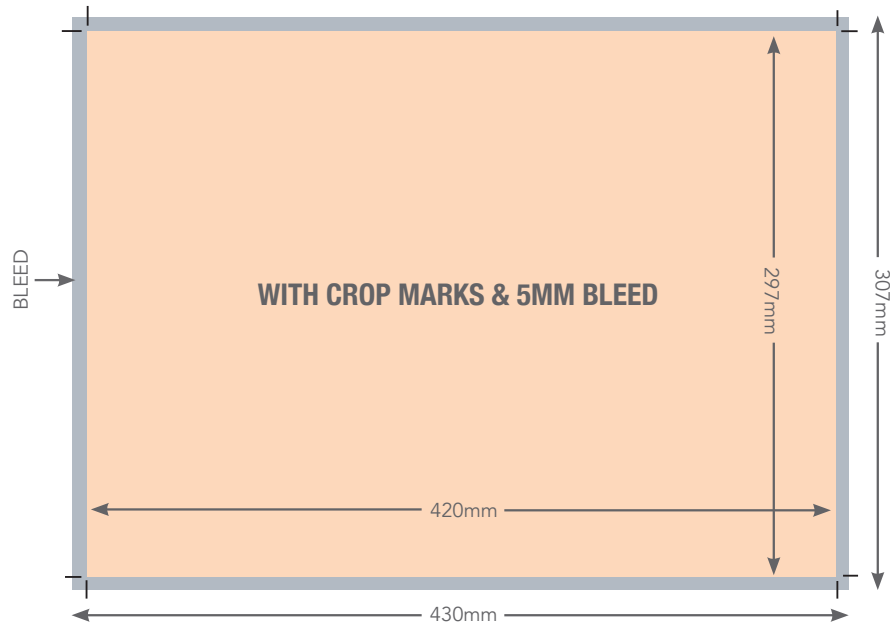
EMAIL DIRECT MARKETING
DIGITAL MAGAZINE SPONSORSHIP

ADVERTISING DIMENSIONS AND SPECIFICATIONS

DOUBLE PAGE SPREAD*

Trim: 420mm (w) x 297mm (h) - Bleed: 430mm (w) x 307mm (h)

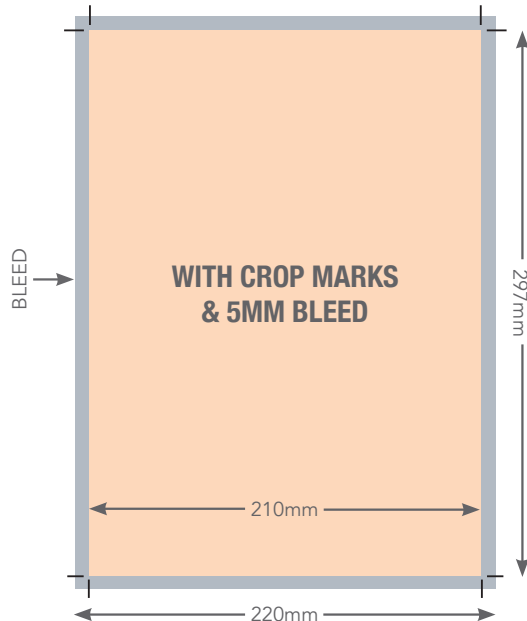
*Artwork for a double page spread and a full page must include a 5mm bleed on all sides. Also all text should be at least a further 10mm from the trim guides. To ensure correct printing an appropriate border will be added by **Paydirt Media** to all artwork supplied without correct bleed.



FULL PAGE*

Trim: 210mm (w) x 297mm (h)

Bleed: 220mm (w) x 307mm (h)



PAGE SIZES

Full page	210w x 297h + bleed
Half page vert	102w x 287h + bleed
Half page horiz	187w x 130h + bleed
Quarter page vert	92w x 130h + bleed
Quarter page horiz	187w x 60h + bleed

Set up – Artwork for a double page spread and a full page advert must include **5mm bleed** on all sides. Also all text should be at least a further 10mm from the trim guides.

Colour – Artwork should be completed and saved in **CMYK** process.

Fonts/type – All fonts used should be embedded (PDF's) or converted to outlines.

File format – Preferred format is pdf. Other formats accepted are ai, eps and tif or jpg if they are 300dpi in CMYK colour.

We do not accept artwork generated in Microsoft Word, Powerpoint, etc regardless of what options are available for final saving due to unpredictable results, incorrect sizing and image problems.

FEATURES LIST 2024

Australia's Paydirt

FEBRUARY

2023 IPOs
Recruitment & Skills
Mining Services
Southern States

MARCH

Queensland focus
Indaba Review

APRIL

Battery Minerals Conference Preview
South Australia spotlight

MAY

Latin America focus
Battery Minerals Conferen

JUNE

Europe Profile
Copper spotlight
Mining services feature

JULY

Diggers & Dealers Preview

AUGUST

Africa Down Under Preview
Base metals focus

SEPTEMBER

Diggers & Dealers Review
Mining services feature
Australian Nickel Conference preview

OCTOBER

Africa Down Under Review
NSW focus

NOVEMBER

Australian Nickel Conference review
Northern Territory focus
Mining services feature

DECEMBER

Indaba preview

Gold Mining JOURNAL

JANUARY

Miner/Explorer of the Year Awards

APRIL

Asia Pacific focus
ESG feature

JULY

Diggers & Dealers Preview
Aussies Abroad profile

OCTOBER

Africa Focus
Innovation Feature

ADVERTISING RATES

Australia's Paydirt and Gold Mining Journal

share the same advertising rates.

Our standard format full colour advertising consists of quarter, half and full pages. Both magazines have preferred positions available including the inside front, inside back and outside back covers as well as some creative alternatives to get your company's message across.

Our standard casual rates are:

Double page spread: **\$7,055 (+ gst)**

Inside Front Cover, Inside Back Cover

Outside Back Cover: **\$4,520 (+ gst)**

Full page: **\$3,760 (+ gst)**

Half page: **\$2,730 (+ gst)**

Quarter page: **\$2,265 (+ gst)**

**BATTERY
MINERALS
CONFERENCE**

**AFRICA
DOWNUNDER**

**S O U T H
AUSTRALIAN
RESOURCES & ENERGY INVESTMENT
CONFERENCE**

**LATIN
AMERICA
DOWNUNDER**

**AUSTRALIAN
NICKEL
CONFERENCE**

NewGenGold 
Au

 **PaydirtMedia** PTY
LTD

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