



INSIDE RESOURCES

MINING AND QUARRYING INTELLIGENCE

2024 MEDIA KIT



About

Launched in September 2013, *Inside Resources* is New Zealand's only daily news and information website for the extractives sector.

Our independent and exclusive editorial and research teams keep readers up to date across developments in the aggregates and minerals industries. The subscription-based website provides executive interviews, news, opinions and commentary on a daily basis. *Inside Resources* informs readers and assists high-level decision making around trends, projects and regulations influencing the minerals, aggregates, metals and coal industries. A daily eNewsletter is sent directly to readers inbox.

Other information tools include more than 1,700 profiles of large sector participants and resources, and an upcoming minerals permit deadline summary.

Freeman

The publisher of Inside Resources is Freeman Media trading as Freeman. The company is an experienced and savvy information services provider to the New Zealand corporate community, established in 2002 by Matt Freeman.

It specialises in online subscription news and information services for specific business sectors, also publishing a range of reports and maps, and running industry events.

To learn more, visit freemanmedia.co.nz



Colin Williscroft
Editor

Colin has been a journalist for more than 20 years, with much of that time spent covering rural news.

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Gavin Evans
Group Editor

Gavin started his career with the *Evening Post* in Wellington in 1987. He has spent the past 27 years in financial journalism, first with the NZ Press Association, and then *Bloomberg News*, *Energy News* and *BusinessDesk* prior to his current appointment.

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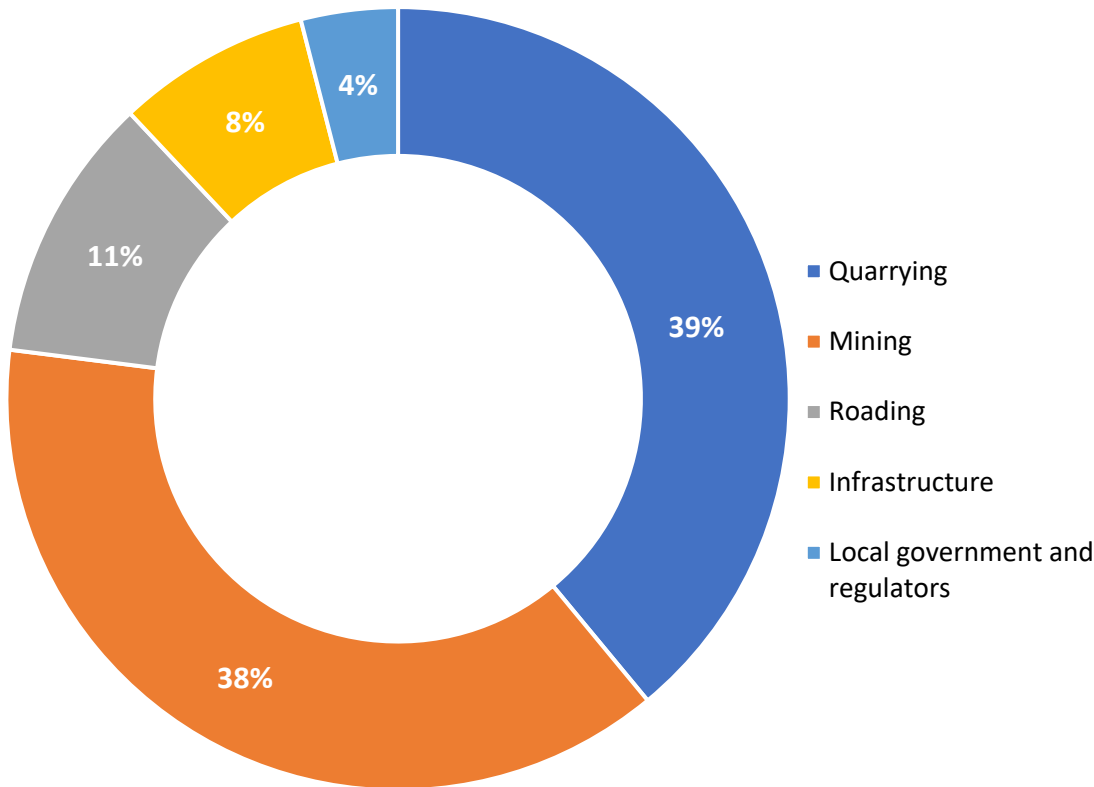
Helen Ozolins
Copy Editor

Helen has 30 years' experience in business journalism, including more than 10 years at Dow Jones Newswires Global Desk in London and six years in the company's Wellington bureau. She joined Freeman in 2020, after a spell as Deputy Editor on CAANZ's *Acuity* magazine.

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Subscribers by category



Channels

The *Inside Resources* website is a hub of real-time news and information, interviews, blogs, factfiles (active and pending projects), resource and organisation factfiles.

Driving busy professionals to the website is important and the daily weekday eNewsletter does this with ease providing headlines and teaser article text to drive click-throughs. Advertising options for both the daily eNewsletter and website follow overleaf.

Audience

Inside Resources has a core of dedicated business to business readers and subscribers ranging from large international mining companies to private quarry owners as well as industry associations, government departments, councils and service companies operating in the sector. *Inside Resources'* content is highly targeted, and our subscribers access editorial content, interviews, blogs, factfiles (active and pending projects), resource and organisation factfiles (archived articles, and company and resource data within the mining and quarry sector).

Decision-makers read Inside Resources

155 organisations subscribe

Sectors: quarrying, mining, roading and concrete

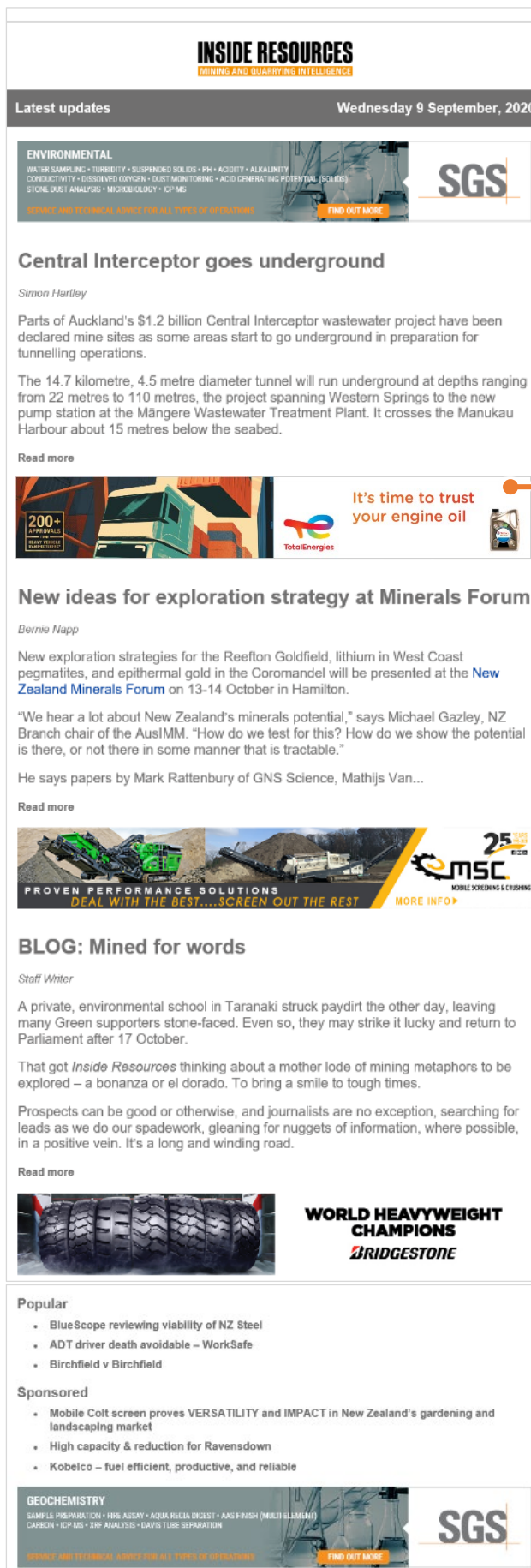
Breakdown of sectors: quarrying 39%, mining 38%, roading 11%, horizontal infrastructure 8%, other 4%

1051 newsletter subscribers

Average time spent per session: 5.4 minutes averaging 3.5 stories per visit*

Daily eNewsletter delivered to 1056 subscribers

* Google Analytics



Daily eNewsletter

Ad specification, layout & weekly prices

eNewsletter Top Banner

\$750+gst per week

Size: 1520 X 240 pixels high

File type: Static gif, png, jpeg

eNewsletter Banner 2

\$600+gst per week

Size: 1520 X 240 pixels high

File type: Static gif, png, jpeg

Publication

- Ads run for a week Monday 10am to Monday 10am
- Deadline for completed ad artwork is Wednesday prior to publication
- Ads on daily eNewsletter are static - ads on news website are animated
- Always check availability as we sell out

eNewsletter Banner 3

\$500+gst per week

Size: 1520 X 240 pixels high

File type: Static gif, png, jpeg

eNewsletter Banner 4-6

\$450+gst per week

Size: 1520 X 240 pixels high

File type: Static gif, png, jpeg

File sizes & settings

- Please optimise ad files. Set resolution to 72ppi and limit to 100kb file size
- Ads will be displayed at 50% of the size settings shown beside each example
- Discuss ad requirements with our advertising design team

eNewsletter Bottom Banner

\$400+gst per week

Size: 1520 X 240 pixels high

File type: Static gif, png, jpeg



INSIDE RESOURCES

MINING AND QUARRYING INTELLIGENCE

Website

Ad specification,
layout & weekly
prices

The screenshot shows the Inside Resources website layout. Key elements include:

- Top Navigation:** Home, Advertise, News by organisation, News by topic, Calendar, Resource facilities, Organisation facilities.
- Main Content Area:**
 - DoC to join Pākiri sand proceedings:** Article about the Department of Conservation's involvement in sand extraction at Pākiri Beach.
 - Hutt City offers \$20m of roadwork:** Article about Hutt City Council's tender for roadwork.
 - Talisman says \$1.7m sufficient for next stage:** Article about Talisman's funding for the next stage of a project.
 - Storms slash NZ coal production to 32-year low:** Article about the impact of storms on coal production.
 - More than 150 HB bridges damaged:** Article about damage to bridges in Hawke's Bay.
 - Women's achievements in sector celebrated:** Article about celebrating women in the mining and quarrying sector.
 - Simplify cyclone recovery consenting – Wairoa mayor:** Article about simplifying the consenting process for cyclone recovery.
 - Woodstock Quarries' hearing panel appointed:** Article about the appointment of a hearing panel for Woodstock Quarries.
 - High-grade samples at Lyell:** Article about high-grade samples found at the Lyell prospect.
- Right Sidebar:**
 - Upcoming events:** List of events including CONEXPO-CON/AGG 2023.
 - Search:** Search bar with 'Enter keywords...' and a 'Search' button.
 - Featured content:**
 - Kiwi Point focus on recycling aggregates:** Article about recycling aggregates at Kiwi Point.
 - OZNL to transform lower North Island:** Article about OZNL's project to transform the lower North Island.
 - White Papers:**
 - TotalEnergies offers local support:** Article about TotalEnergies offering local support.
 - Latest blogs:**
 - Destination Mars:** Blog post by Derive Neap.
 - No more 'flying under the radar':** Blog post by Derive Neap.
 - Wetland regulations debate:** Blog post by Gavin Evans.
 - Time for bolder rethink:** Blog post by Gavin Evans.
 - People before profits:** Blog post by Wayne Scott.
 - Jadeite, Tera Firma leaves a concern for all:** Blog post by Gavin Evans.
 - Sponsored context:**
 - Stevens: premium brands, almost 50 years' experience:** Advertisement for Stevens Group.
 - High-capacity, heavy duty scalper where versatility is key:** Advertisement for a heavy-duty scalper.
 - Rok Show:** Advertisement for Rok Show.
 - Sponsored links:**
 - LEAVE NO ONE BEHIND:** Advertisement for RIMS.
 - CONCRETE NZ NAUHRIA INDUSTRY AWARDS 2023:** Advertisement for the Concrete NZ awards.
 - Organisation Facilitator:**
 - Quality Roadwork and Services:** Advertisement for QRS.

Big Web Banner
\$600+gst per week
Size: 1520 X 240 pixels high
File type: Animated gif

Skyscraper
\$400+gst per week
Size: 320 X 1200 pixels high
File type: Animated gif

Web Tile
\$400+gst per week
Size: 600 X 500 pixels high
File type: Animated gif

Sponsored Link
\$150+gst per week,
\$3,000+gst annually
Size: 300 X 200 pixels high
File type: Animated gif

The media kit pricing is for casual
advertisers. Annual advertisers attract
significant discounts and benefits

Advertising enquiries

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Sponsored Content

Providing a Sponsored Content article on *Inside Resources* is an opportunity to position your brand as a strategic player in the extractives sector. Your product or service will be featured alongside the latest industry news, analysis and commentary on topics of great importance to your target audience, in a premium environment.

Each block of Sponsored Content runs for a month (four weeks) on the website and is promoted in the daily eNewsletter.

Clients are responsible for providing factual text limited to 1000 words with images, videos and links.

Inside Resources has a publishing limit of three Sponsored Content articles at any given time, so please check availability, and book in advance.

It is highly recommended that Sponsored Content is supported by an on-going advertising campaign, which would include website and newsletter advertising.

Sponsored content

Nordtrack – dependable solutions for contracting work

Metsu Outotec's Nordtrack range of mobile crushing and screening plants makes it easy for contractors to get their operations up and running on time and on budget. With standard pre-configured products, the Nordtrack range, available in New Zealand from MIMICO, is ideal for contractors who need to meet project timelines and capacity quickly.

[Read more](#)

'Optimum performance' mobile stockpiling solutions offered by MSC NZ

Utilising conveying solutions for effective material handling equals substantial costs per ton savings

You do the math, compare efficient conveyor systems to using loaders and haul trucks and the result is clear: there are major cost savings to be made per day, week, month and year when conveyors are utilised – rather than loaders and haul trucks – to move and stockpile...

[Read more](#)

Superior Cash Flow with Aggredry®


Sand specifications are becoming more precise, making washed aggregates more necessary than ever. This is an opportunity the patented Aggredry® washer, manufactured by Superior Industries, Inc., can help customers take advantage of.

[Read more](#)


[More articles](#)

Rates	
1 Block	\$2000+gst
3 Blocks	\$5000+gst
5 Blocks	\$8000+gst
1 block = 4 weeks duration	


ITC CITY OFFERS \$20M OF ROADWORK
STORMS SLASH NZ COAL PRODUCTION TO 22-YEAR LOW
WOMEN'S ACHIEVEMENTS IN SECTOR CELEBRATED
KEVIN PONT FOR



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Tuesday 14 March, 2023



200+ YEARS OF MINING IN NEW ZEALAND



It's time to trust your engine oil

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News by topic
Calendar
Resource centre
Organisation profile

Nordtrack – dependable solutions for contracting work

Metsu Outotec's Nordtrack range of mobile crushing and screening plants makes it easy for contractors to get their operations up and running on time and on budget. With standard pre-configured products, the Nordtrack range, available in New Zealand from MIMICO, is ideal for contractors who need to meet project timelines and capacity quickly.

Nordtrack units are purpose-designed for asphalt recycling, concrete demolition and small scale aggregate production. They are also suitable for screening of coal as well as organic materials, such as topsoil and wood pellets. They are ideal for short-term contracting jobs or for contractors just starting their own operation. Based on field-proven technology to ensure robustness and reliable performance, Nordtrack offers superb availability and productivity.

Nordtrack equipment can be set up and ready to use quickly. In addition, the compact size means that it is easy to transport these units between projects. With robust tracked chassis and remote controls for operation and mobilisation, Nordtrack products are also easy to move around the work site, so they can be positioned exactly where needed.

FEATURED MODELS

Nordtrack J90 jaw crusher

The Nordtrack J90 mobile jaw crusher is a track-mounted crushing machine designed for asphalt recycling, construction waste processing and aggregate production. The Nordtrack J90 delivers excellent crushing performance in a compact and mobile package. With a durable, heavy duty design it offers the level of reliability needed for these types of operation in an easy transported form.

Watch a Nordtrack J90 in operation [here](#).

Nordtrack J90 mobile jaw crusher's technical specifications:

- Crushing unit: jaw crusher
- Feed opening: 690 x 500 mm (35" x 20")
- Engine: Tier 3 Volvo D5 162 kW (218 hp)
- Weight: 23,500 kg (51,800 lbs)
- Transport width: 2,500 mm (8' 2")
- Transport height: 3,000 mm (10')
- Transport length: 9,200 mm (30')
- Included in basic configuration: remote controller for the tracks, water spraying system with pump, working lights, crusher deflector plate, crusher automation
- Options: magnet separator, side conveyor, extra controller for other functionalities


Nordtrack 1906S impact crusher

The Nordtrack 1906S mobile HSI crusher is a highly competitive recycling crusher that provides high performance in a very compact size. Equipped with a horizontal shaft impact (HSI) crushing unit, hanging screen module with easy-to-use attachment system, and a 180-degree radial conveyor, the Nordtrack 1906S is flexible enough for various types of jobs.

Watch a New Zealand-based Nordtrack 1906S in operation [here](#).

Nordtrack 1906S mobile HSI crusher technical specifications:

- Crushing unit: horizontal shaft impact crusher
- Feed opening: 850 x 650mm (34" x 25'6")
- Engine: Volvo D6 198 kW (267 hp)
- Weight: 27,500 kg (60,700 lbs)
- Transport width: 2,600 mm (8' 7")
- Transport height: 3,000 mm (10')
- Transport length: 14,100 mm (46')
- Included in standard configuration: remote controller for tracks, water spraying system with pump, working lights, crusher automation
- Options: twin pole magnet separator, side conveyor, extra controller for other functionalities



The Nordtrack 53.7 mobile screen is convenient to transport without compromising productivity and performance

Enquiries

Please contact us for deadlines, advertising rates and information:
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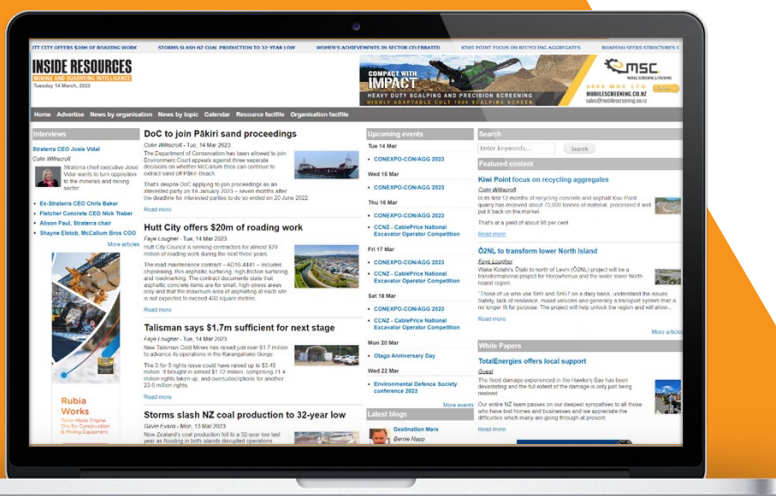
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