

MINING & CONSTRUCTION

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

 CONTACT
DETAILSFOR MORE INFORMATION OR TO BOOK
YOUR ADVERTISING CAMPAIGN CALL

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