



# 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](http://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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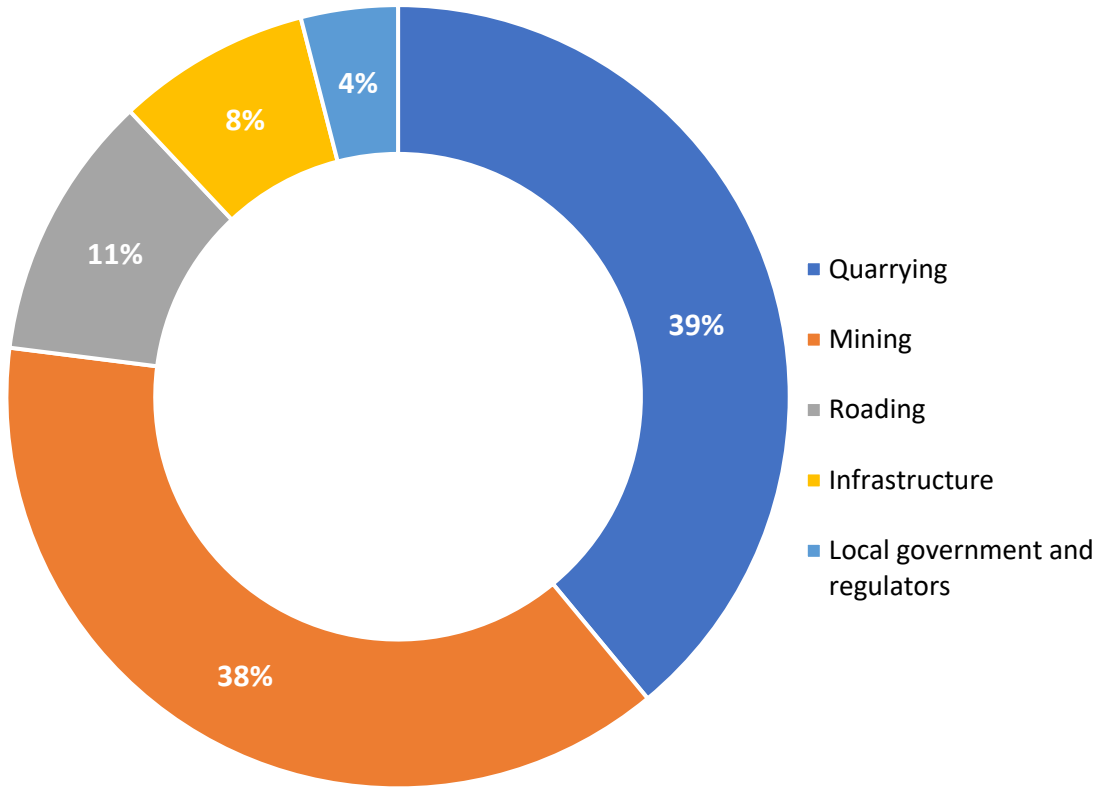
**Helen Ozolins**  
*Copy Editor*

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

**162** organisations subscribe

Sectors: quarrying, mining, roading and concrete

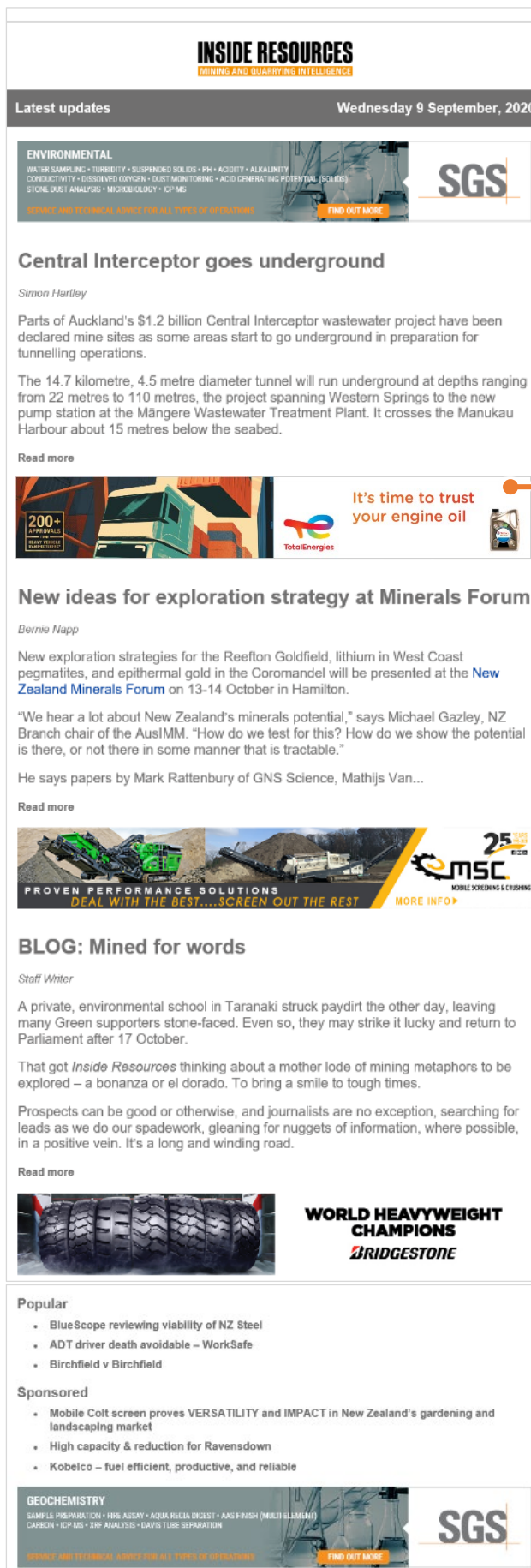
Breakdown of sectors: quarrying 39%, mining 38%, roading 11%, horizontal infrastructure 8%, other 4%

**1085** newsletter subscribers

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

Daily eNewsletter delivered to 1085 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 displays the Inside Resources website interface. At the top, there are navigation links and a search bar. The main content area is divided into several sections: 'Interviews' featuring an article about DoC joining Pākiri sand proceedings; 'Upcoming events' listing industry conferences; 'Featured content' highlighting a recycling project; and 'White Papers' discussing local support. A sidebar on the left contains 'Recent comments' and 'Recent updates'. The bottom section includes 'Sponsored links' and 'Organisation Profile'. Various advertisements are overlaid on the page, including a large banner for 'Compact with Impact' and several smaller ads for services like 'RUBIA Works' and 'Belt Cleaning Systems'.

**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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+64 22 105 6807

## 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](#)

ITC CITY OFFERS \$20M OF ROADWORK

STORMS SLASH NZ COAL PRODUCTION TO 22-YEAR LOW

WOMEN'S ACHIEVEMENTS IN SECTOR CELEBRATED

KEVIN POSEY FOR




INSIDE RESOURCES

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Tuesday 14 March, 2023



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### 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 900 mm (35" x 20")
- Engine: Tier 3 Volvo D5 162 kW (218 hp)
- Weight: 23,500 kg (52,000 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 190S impact crusher

The Nordtrack 190S 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 190S is flexible enough for various types of jobs.

Watch a New Zealand-based Nordtrack 190S in operation [here](#).

Nordtrack 190S mobile HSI crusher technical specifications:

- Crushing unit: horizontal shaft impact crusher
- Feed opening: 850 x 650mm (34" x 25.6")
- Engine: Volvo D6 158 kW (212 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

## Rates

1 Block \$2000+gst

3 Blocks \$5000+gst

5 Blocks \$8000+gst

1 block = 4 weeks duration

## Enquiries

Please contact us for deadlines, advertising rates and information:

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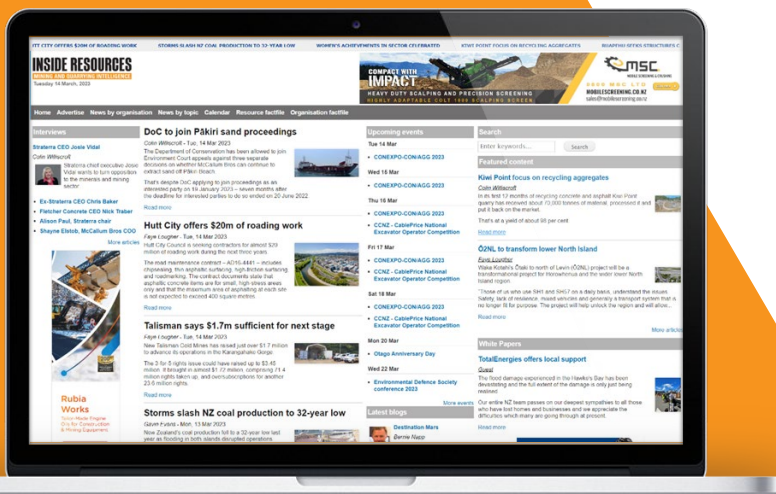
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