

2024 YEARBOOK MEDIA KIT



Bowen Basin Mining Club



Photo: Yancoal



| BOWEN BASIN MINING CLUB
| [linkedin.com/company/bowen-basin-mining-club](https://www.linkedin.com/company/bowen-basin-mining-club)
| [facebook.com/bbminingclub](https://www.facebook.com/bbminingclub)
| www.bbminingclub.com

Photo: Peter Turnbull

NEED TO REACH THE BOWEN BASIN'S INFLUENCERS?

The Bowen Basin Mining Club: Queensland's largest networking organisation for the mining industry.

BE CONNECTED

Operating for over a decade, the Bowen Basin Mining Club (BBMC) brings bi-monthly networking luncheons to regional Queensland towns with a Bowen Basin connection. These luncheons are designed to open the pipeline of communication between mine sites, suppliers, contractors and innovators in the industry. Each function hosts key industry leaders as guest speakers, bringing mining company CEOs, supply chain VPs, major contractors and new explorers to 'the coal face', outside of metro Queensland.

BE INFORMED

As well as regular luncheons, the BBMC keeps our members consistently informed with regular newsletters and social media engagement, and the BBMC Crib Room podcast.

Acting as champions and advocates for the Bowen Basin mining industry, the BBMC also holds ancillary events to directly connect mining companies with stakeholders, as well as hosting the Queensland Mining Awards in partnership with the Queensland Resources Council.

The BBMC is completely free to join. The only cost to members is choosing and attending the luncheons that deliver the best and most relevant networking opportunities.

CONSISTENT ENGAGEMENT WITH THE QUEENSLAND MINING INDUSTRY

NETWORKING LUNCHEONS, PODCAST AND EVENTS

Opening the pipeline of communication between mining companies, suppliers and innovators in the industry.

QUEENSLAND MINING AWARDS

Celebrating the spirit of innovation, excellence and collaboration across the Queensland resources sector.

BBMC YEARBOOK

Highlighting the year's wins and best practice in a hard-cover coffee table book, distributed to industry influencers.

ADVERTISING: THE 2024 YEARBOOK

As we celebrate the Yearbook's 7th edition, join us as an advertising partner.

Our 120+ page premium hard-cover coffee table book contains content from industry peak bodies (like the Queensland Resources Council, Future Coal, and the Minerals Council of Australia), industry thought leaders and major mining companies, plus a wrap-up of the year's BBMC luncheon presentations, our podcast interviews and the Queensland Mining Awards.

Over the last six editions 6,000 copies of the Yearbook have reached:

- mining company head offices
- mine sites in the Bowen Basin
- hotels and mining camps across the Bowen Basin
- attendees at BBMC luncheons

As a part of the Yearbook, you will be associating your brand with the leaders of Queensland's mining industry. The Yearbook provides an important opportunity for you to have your business recognised among the ranks of industry businesses who are adapting to a changing world and continuing to serve their customers.

Be seen by key industry decision-makers and join the ranks of hundreds of businesses who have found success by connecting themselves into the BBMC.

Be a part of the 2024 Yearbook.

AUDIENCE DEMOGRAPHICS

 **5,000+ MEMBERS**

**15,500 FOLLOWERS
ON SOCIAL MEDIA** 

 **AVERAGE OF 200
LUNCHEON ATTENDEES**

AUDIENCE INCLUDES:
MINING EXECUTIVES
INDUSTRY LEADERS
TIER 1 CONTRACTORS
OEMS
PRODUCERS & EXPLORERS
SUPPLIERS & CONTRACTORS

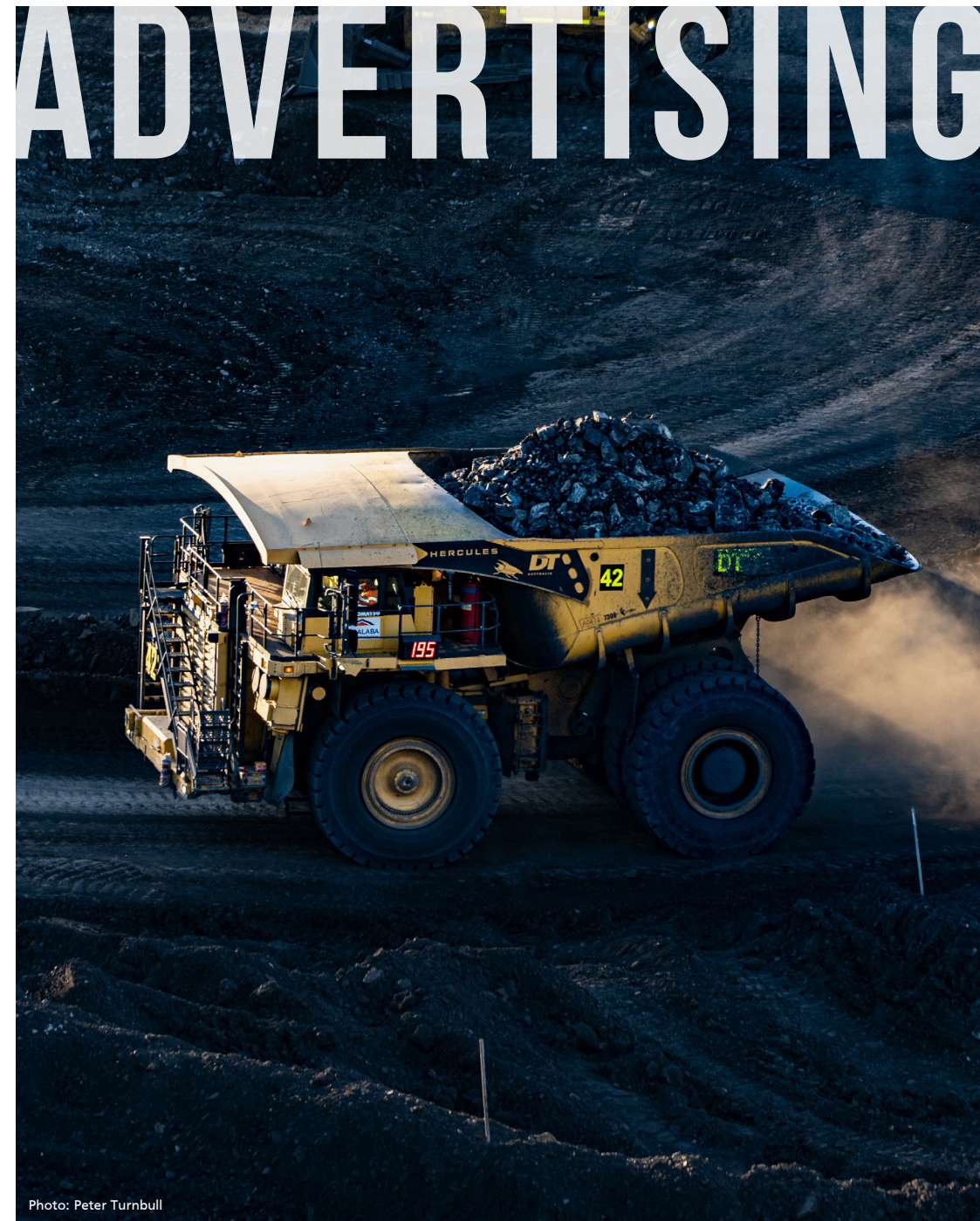


Photo: Peter Turnbull



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ADVERTISING RATES

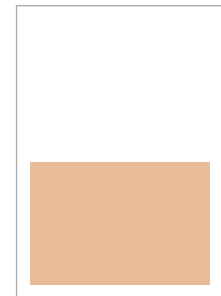
Page	Available	2024 Rates exc.	
Inside front cover	1	GST	\$3,995
Middle page spread	1		\$4,995
Back cover	1		\$4,495
Inside back cover	1		\$3,795
Full page	16		\$3,495
Half page	18		\$2,495

NOTE - All prices are + GST

ARTWORK SPECIFICATIONS



Full Page (FP)
 Safe Area: 198(w) x 285mm(h)
 Bleed: 220(w) x 307mm(h)
 Trim: 210(w) x 297mm(h)



Half Page
 182(w) x
 124mm(h)

Preferred artwork file type:

Press-quality PDF, 300dpi, CMYK colour, transparencies flattened to high resolution, US Web Coated (SWOP) V2.

Colours:

PMS colours must be supplied out of 4-colour process. The ink profile should be set to US Web Coated (SWOP) V2.

Deadlines:

Bookings: 8th November
 Artwork: 15th November

Artwork design rate:

Artwork can be designed in-house for an additional fee of \$140 per hour.

Advertising artwork contact:

For artwork supply or queries, contact yearbook@bbminingclub.com