



RESOURCE PEOPLE 2020 MEDIA KIT



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WELCOME TO RESOURCE PEOPLE

Resource People is the official magazine of Australia's national resource industry employer group, Australian Resources and Energy Group AMMA. AMMA has a widespread national presence and the most specialised resource industry knowledge in Australia, with its members directly and indirectly employing more than half a million working Australians. Directly mailed to more than 5000 professionals, managers and executives involved in Australia's prosperous mining, oil and gas, and allied and servicing sectors, Resource People has become a trusted source and 'must-read' publication for those who want to stay informed.

Covering the human stories behind Australia's fastest growing industry, Resource People combines feature articles and insightful profiles with the latest on recruitment, training and development, workplace relations, migration, leadership and all other workforce-related topics.

With its contemporary design and high-quality editorial content, Resource People is the go-to source for those who want to stay informed of changes within this dynamic industry.



Jaedon has been working with Resource People. We find the magazine a great way of showcasing our new innovations and designs to industry leaders. It is our way of getting information to the general mining community with relevance and timely updates on industry matters. Resource People puts Jaedon in front of the industry leaders for mining across Australia.

- Jaedon Enterprises managing director Emily May



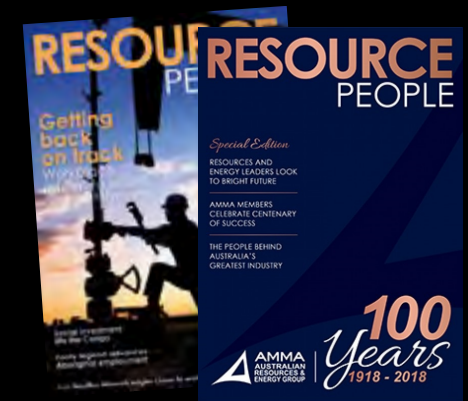
RATES & SPECS

AD RATES 2020 all prices are per issue and exclude GST

FULL COLOUR	CASUAL	2 ISSUES	3 ISSUES
Double page spread	\$3,560	\$3,380	\$3,030
Full page	\$1,980	\$1,880	\$1,680
Half page	\$1,380	\$1,320	\$1,180
Quarter page	\$690	\$650	\$600
PREFERRED POSITION	CASUAL	2 ISSUES	3 ISSUES
Gatefold 3 pages	\$4,560	\$4,340	\$3,850
Inside front cover double page spread	\$3,760	\$3,570	\$3,200
Outside back cover	\$2,580	\$2,450	\$1,930
Inside front cover	\$2,280	\$2,160	\$1,935
INSERTS	PRICE		
<small>(Maximum size for inserts: 210mm wide x 297mm high)</small>			
One page (2 sides)	\$1,870		
Two page (4 sides)	\$2,430		

DEADLINES

ISSUE	DEADLINE
AUTUMN	
WINTER	
SUMMER	



ADVERT DIMENSIONS

DOUBLE PAGE SPREAD
TRIM SIZE:
H 297mm x W 420mm
 + add 5mm bleed
 (Keep type & logos
 10mm in from trim)

FULL PAGE
TRIM SIZE:
H 297mm x W 210mm
 + add 5mm bleed
 (Keep type & logos
 10mm in from trim)

HALF PAGE HORIZONTAL
H 130mm x W 184mm
 no bleed required

HALF PAGE VERTICAL
H 275mm x W 90mm
 no bleed required

QUARTER PAGE HORIZONTAL
H 65mm x W 184mm
 no bleed required

QUARTER PAGE VERTICAL
H 130mm x W 90mm
 no bleed required

