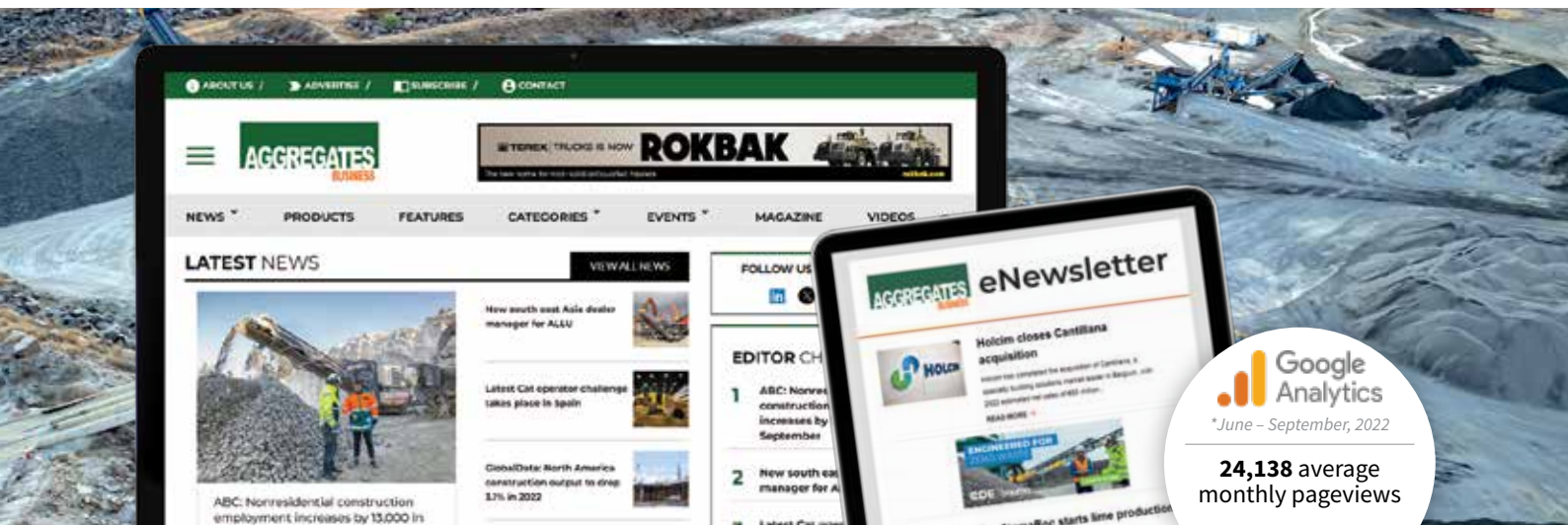




DIGITAL MEDIA KIT 2024

www.aggbusiness.com



Launched in 2020, the *Aggregates Business* state-of-the-art website brings you the very latest in functionality, with up-to-date content relating to the quarrying industry

Fully optimised for desktop, tablet and mobile and a growing social media audience. Monthly average pageviews 24,138*

Constantly updated by the editorial team posting new items daily. Our bi-weekly eNewsletters deliver content, and advertisers' marketing messages, directly to the inboxes of over 20,000+ quarrying professionals.**

www.aggbusiness.com provides a comprehensive range of digital advertising formats to suit your budget and marketing objectives. These include Leaderboards, MPUs, Catfish, Video, plus Sponsored and Native content options.

**Publisher's own data

AggBusiness.com now incorporates ARI AggregateResearch.com to provide the biggest and the best global news service in the market

We now have an exciting new, enlarged and redesigned global site with more business intelligence and decision-support data than ever before.

We now offer coverage of news and events in Europe, Africa, Asia and the Middle East from the team at ABE and ABI, and from the Americas.

We have joined forces with www.AggregateResearch.com (ARI) to provide an expert information source on the world of aggregates and surface mining across the Americas.

www.aggbusiness.com is the industry's most trusted information partner. We help our users keep their finger on the pulse of the worldwide aggregates industry.

Banner Opportunities

Special Position – Catfish Banner (One advertiser per month)

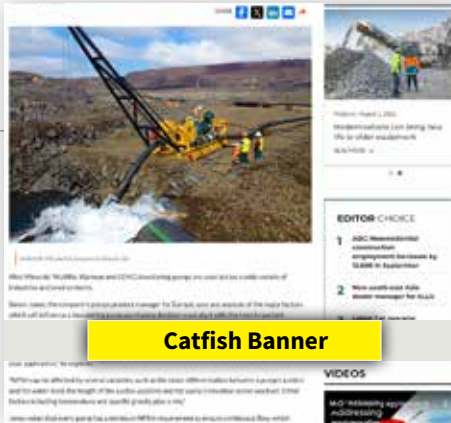
This is the most visible position on the website as it appears at the bottom of every page apart from the Homepage, where it reverts to position H. The Catfish Banner effectively becomes part of the website, as it is constantly on-screen, even when visitors scroll the page or change pages. Every visitor will see the Catfish Banner and they can either click on it to visit your website, or close it until their next website session. Either way, they will have seen your brand and read your message. This is the most impactful position on the website, as it is exclusive to one company per month.

Cost Per Month: US\$2,140 - €1,940 - £1,645

Desktop size: 728 x 90

Responsive sizes:

300 x 100, 300 x 50, 600 x 75



The Catfish banner floats above published content on the website.



Banner Positions

A Leaderboard (Max 3x Advertisers)

One of the largest and most visible advertising positions. With a leaderboard you're always going to be top and centre across the entire website.

Cost Per Month: US\$1,425 - €1,290 - £1,095

Desktop Size: 728 x 90

Responsive size: 300 x 100

B MPU (Max 5x Advertisers)

Very visible on the top right of the page across the entire website

Cost Per Month: US\$705 - €642 - £545

Desktop/Responsive size: 300 x 250

C Mini MPU (Max 3x Advertisers)

Cost Per Month: US\$350 - €320 - £270

Desktop/Responsive Size: 300 x 100

D MPU Premium Product Launch

(Max 1x Advertiser per month)

If you are launching a new product, this feature presents a fantastic opportunity. Included in the package is a product photograph(s) and up to 500-words of editorial content. This will receive prime positioning on the Homepage under the Products section and it will be integrated on every page of the website for one month.

Also included is a video and product data sheet for readers to view and a guaranteed 150 word editorial with photo, in the products section of the next printed edition of *Aggregates Business* magazine.

Cost Per Month: US\$2,140 - €1,940 - £1,645

Desktop/Responsive size: 300 x 250

E MPU (Max 5x Advertisers)

Cost Per Month: US\$280 - €250 - £215

Desktop/Responsive size: 300 x 250

F Premium Video position

See Video Category on page 5

G Mini MPU (Max 5 advertisers)

Cost Per Month: US\$140 - €130 - £110

Desktop/Responsive size: 300 x 100

H *Catfish Banner Leaderboard Banner

(Max 1x Advertiser)

Only on the Homepage and part of Catfish offering above.

Category Sponsorship *(One advertiser per category, per position)*

Are you looking to secure a banner position surrounded by relevant editorial content, specific to your chosen industry sector?

Once you have selected your category, every news item, product piece or feature on our website that is relevant to that category will display your banner. You can sponsor a category on a monthly basis, subject to availability, and your banner will exclusively appear on those pages across the website.

You can select from the two banner options below. Subject to availability.

A Category Specific Leaderboard

Cost Per Month: US\$705 - €640 - £545

Desktop Size: 728 x 90

Responsive size: 300 x 100

B Category Specific MPU

Cost Per Month: US\$565 - €510 - £435

Desktop/Responsive size: 300 x 250



Choose your website category

- Loading, Hauling Excavation
- Breaking, Drilling & Blasting
- Crushing and Screening static and mobile
- Washing
- Wear Parts & Maintenance
- Ancillary Equipment
- Asphalt Plant, Equipment & Applications
- Concrete Plant, Equipment & Applications
- Quarry Products
- Auctions, Used Equipment, Rental & Finance
- Dewatering Pumps
- Associations
- Events
- Legal matters
- Health & Safety/Environment
- Technology
- Building Materials

To discuss specific requirements, please contact:

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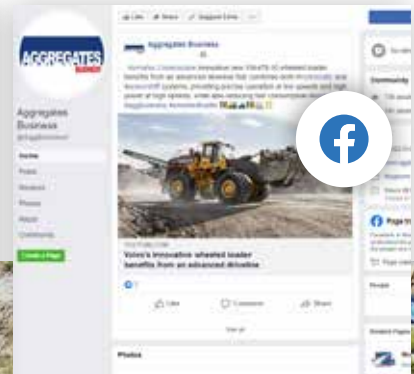
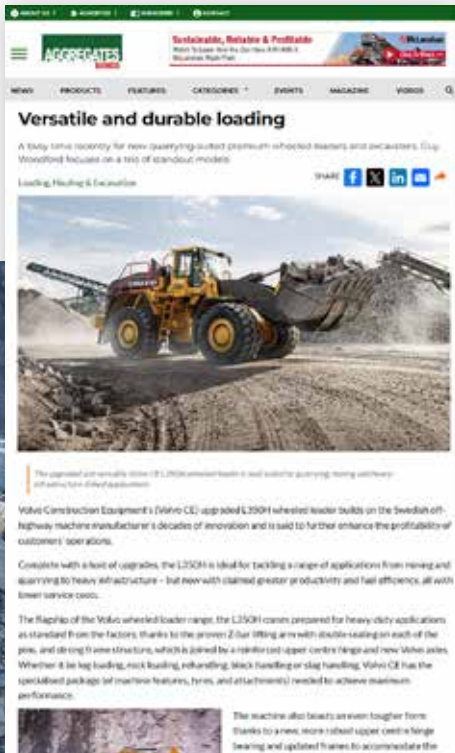


Sponsored Content

In an industry that is permanently hungry for information, such as case studies and product data, content marketing can provide a new and exciting dimension to your campaign.

You can provide information that will help industry professionals in their jobs, while at the same time putting your company at the forefront as experts and thought leaders.

All sponsored content will appear in a prime position within the Features or Products sections for 1- month and then it will be archived and available for a further 12-months. It will be supported by promotion on the website, our eNewsletters and our growing social media audience.



Product or content launch
Cost Per Month - US\$850 - €770 - £650
Included in the product launch package:

- An image of your choice
- Supply 300-500 words
- Promoted on our social media channels

Premium product or content launch
Cost Per Month - US\$2,135 - €1,940 - £1,645
Included in the premium product launch package:

- An image of your choice
- Supply 300-500 words
- A video or download sheet integrated within your article
- Promoted on our social media channels.
- Featured in *Aggregates Business* as a 150 word printed editorial, including a product photo

Focus feature
Cost Per Month - US\$4,280 - €3,885 - £3,295
Included in the basic feature package:

- Images of your choice
- Supply 1500 words
- A video or download sheet integrated within your article
- Promoted on our social media and eNewsletters
- The feature will also appear on the homepage within the "features section"

Premium feature
Cost Per Month - US\$5,700 - €5,185 - £4,395
Included in the premium feature package

- Images of your choice
- Supply 1500 words
- A video or download sheet
- Promoted and boosted on our social media channels and eNewsletters
- The feature will also appear on the homepage within "featured articles" and under highlighted content on nearly every page within slider advert

Video

Video is the fastest growing digital medium, as it is one of the most effective methods of engaging your target audience.

We understand that it is costly to create a company &/or product video, so, having made that investment, it is imperative to have it seen by as many transportation professionals as possible.

Through our new website, *Aggregates Business* can now offer many excellent opportunities to help you reach this important industry audience on a worldwide basis.

We can even help create your own product and corporate videos. See below for more details.



June - September, 2022

24,138 average
monthly pageviews

A Premium video position

Cost Per Month - US\$1,850 - €1,680 - £1,425

Positioned in a prime slot at the top of the homepage as well as video lists on the site. The video will appear in a prime position for 1 month and then archived and available for a further year.

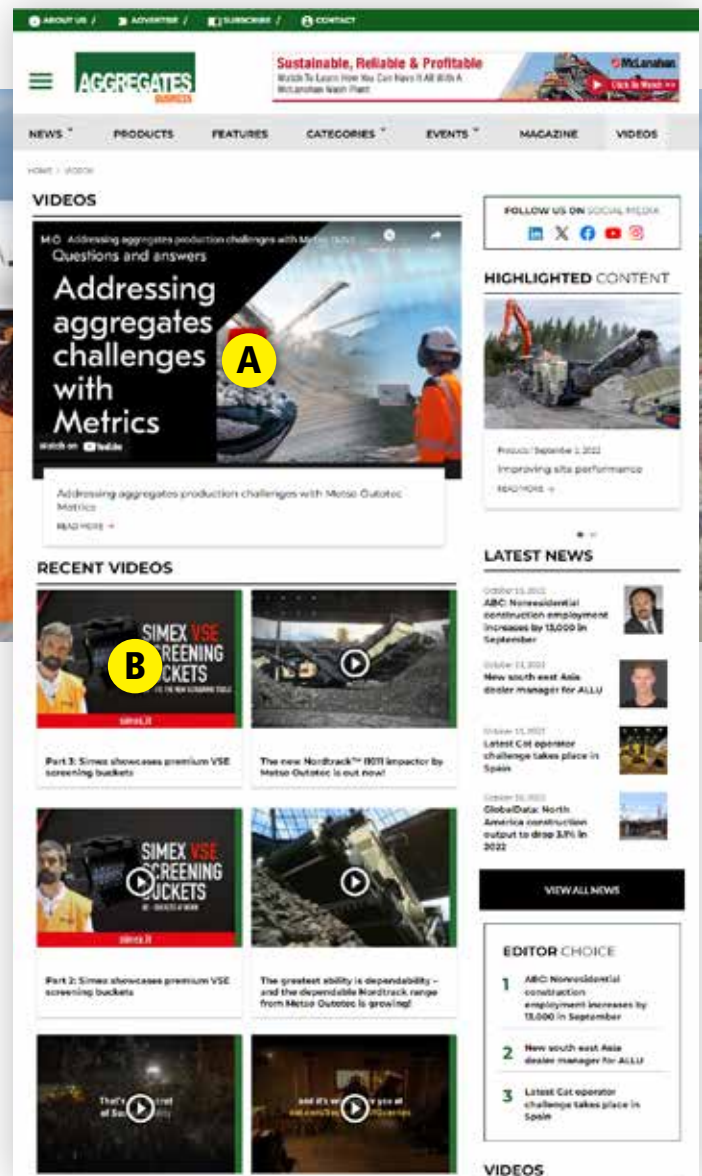
B Basic video

Cost Per Month - US\$1,425 - €1,290 - £1,095

Your video will be hosted on the homepage and in the video lists.

Product walk around/site report video: POA

Hosted by one of our experts, the product walk around will be professionally filmed and edited by our production department. The video will be hosted in a prime slot on the home page.



The screenshot shows the Aggregates Business website homepage. At the top, there is a navigation bar with links for ABOUT US, ADVERTISE, SUBSCRIBE, and CONTACT. Below this is a banner for 'Sustainable, Reliable & Profitable' with a video thumbnail. The main content area is titled 'VIDEOS' and features a large video player for 'Addressing aggregates production challenges with Metso Outotec'. To the right of the video player is a 'FOLLOW US ON SOCIAL MEDIA' section and a 'HIGHLIGHTED CONTENT' section. Below the video player is a 'RECENT VIDEOS' section with several video thumbnails, including one for 'SIMEX VSE SCREENING BUCKETS'. To the right of the recent videos is a 'LATEST NEWS' section with several news items. At the bottom right, there is an 'EDITOR CHOICE' section with a list of three items. The overall layout is clean and professional, with a focus on video content.

To discuss specific requirements, please contact:

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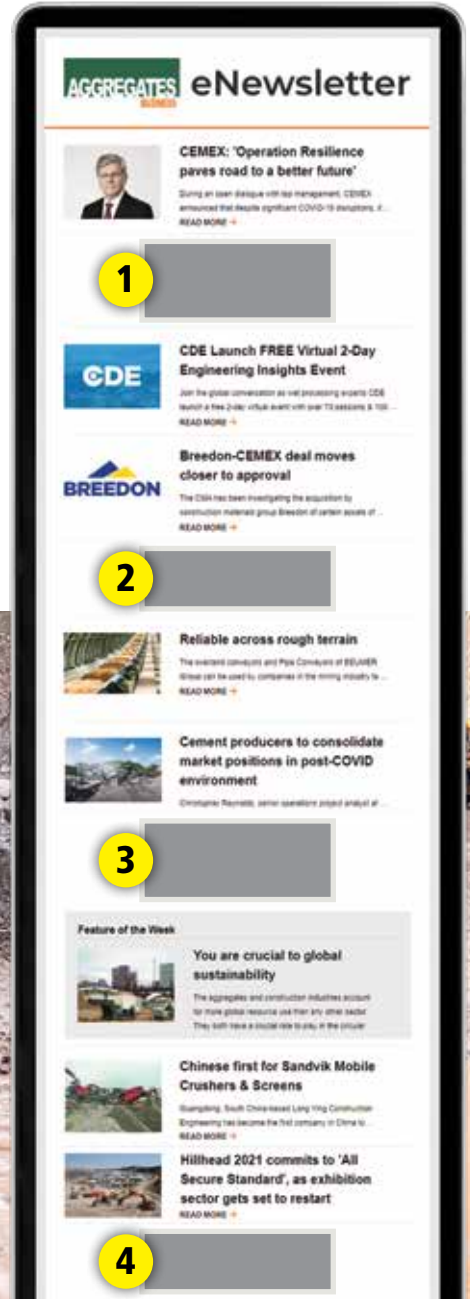
Aggregates Business eNewsletter circulation

- 6,966**
Equipment Manufacturing
- 6,384**
Quarrying/Asphalt and Ready Mix Concrete and Concrete Products
- 3,816**
Specialist Contracting
Includes: Civil & Structural Engineering, Earthmoving, Paving, Road Marking, Safety Contractors, Sub-Contractors, and Project Management Companies
- 3,721**
Government Department/Local Authorities
Includes: National, Regional or Local Government Highway or Transportation Department

- 2,780**
Equipment Dealerships
 - 1,055**
Consulting Engineers/Geologists
 - 285**
Recycling and Landfill
 - 140**
Plant Hire
 - 831**
Other Professional/ Industry Organisations
 - 1,580**
Others Allied to the Field
- 27,558*** Total circulation

Now incorporates US & Canadian content from Aggregateresearch.com

Aggregates News, Every Weekday.



eNewsletter dates
Plan your 2024 campaigns now

- January 18
- February 1, 15, 29
- March 14, 28
- April 11
- May 9, 23
- June 6, 20
- July 4, 18
- August 1, 15
- September 12, 26
- October 10, 24
- November 7, 21
- December 5

Only 4 banner positions available per eNewsletter with 2 different size banner options

Price per Banner (size A) 300 pixels x 125 pixels
US\$945 - €680 - £525

Price per Banner (size B) 300 pixels x 100 pixels
US\$600 - €435 - £360

Direct to over 27,558* industry professionals

Sent every two weeks to our database of 27,558* industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience.

Now incorporates US & Canadian content from Aggregateresearch.com



Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official media, or who are members of a relevant professional industry association.

*Publisher's own data

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