



Resource
Recovery.biz
News

MEDIA KIT 2016

ABOUT US

"Resource Recovery News is Australia's leading publication serving resource recovery professionals."

WHAT WE PUBLISH

Our reporting focuses on what matters to business people - regulation, infrastructure, technology and innovation. Our readers work in the waste material transportation, recycling and landfill industries.

HOW WE DO IT

Our news service is funded by our sponsors. We produce branded content for our sponsors. This service provides stakeholders with a high impact, low cost way to communicate with industry.

OUR AUDIENCE

Resource Recovery News is Australia's most popular news portal offering business information to resource recovery professionals.

AUSTRALIAN READERSHIP (FEBRUARY 2015 – 2016)



SPONSORSHIP

HOW IT WORKS

Your branded content allows you to educate the market about your products and services. Digital content campaigns have many advantages over "old media". Using our content marketing service you can:

1. **Share it**

Your content can be shared via email or social media, meaning it gets where it needs to go.

2. **Enrich it**

By including videos, audio, images and even applications.

3. **Mix it**

With Australia's best industry news - increasing the value of your campaign.

4. **Keep it**

Your content remains on the site for the duration of your campaign.

5. **Move it**

Escape inflexible print deadlines or trade show dates - publishing your content when you're ready.

No push ads - As readers voluntarily engage with your content, you only get the highest level of engagement.

Readership guarantee - Unlike marketing agencies, we guarantee readership.

Campaign reports - At the end of your campaign we'll provide a full report on your results.

MENU

CONTENT MARKETING

Our professional copywriters will consult you to create a polished pitch for your product. You'll be acknowledged as a sponsor, while your branded content will be promoted via our website, social media channels and weekly email newsletter.

Price - \$1,500 per quarter (plus GST)

VIDEO PRODUCTION

Videos make digital content come alive. We can produce professional quality video tailored for platforms like Youtube and Vimeo.

Price - \$1,500 per video (plus GST)

GRAPHIC DESIGN

Our design team can produce all the artwork needed for your campaign as well as brochures and other marketing materials.

Price - \$80 per hour.

GUARANTEE

We provide a readership guarantee of at least 2,000 reads in a yearly campaign - or indefinite extension until this quota is met.

Guarantee - 2,000 reads on annual campaigns.

WANT SOMETHING UNIQUE?

We can tailor our services to your needs. Please contact us with special requests.

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