

QEM Quarry Equipment Marketplace

2019
MEDIA KIT

**Still Honoring
Last Year's Rates!**



**A Brand New Opportunity
Broader Circulation and Higher Visibility**

WWW.QEMARKETPLACE.COM



QEM Quarry
Equipment
Marketplace



Rock Products Now Incorporates Quarry Equipment Marketplace Into Every Issue!

For dealers and service providers, incorporating QEM into **Rock Products** means better monthly distribution and even more potential customers!

VAC Audited Rock Products Distribution¹

19,500

Non-Duplicated, Non-Audited Distribution²

QEM Quarry
Equipment
Marketplace **5,632**

Total Distribution

25,123



Newsletter Subscribers³

7,697

Sources: 1. VAC Audit Report, *Rock Products*, May, 2018.

2. Additional QEM subscribers including dealers, auctions, and heavy industry. 3. Publishers Own Data. 4. 2015 *Rock Products* Reader Survey, Sprockets Design Group.

A Powerful, Intuitive Interface Designed to Help Buyers Quickly Find the Equipment They Need Easy, Self-Service Interface for Sellers to Add and Edit Listings More Focused Than the Competitors (and a Better Value, Too!)

None of *QEM*'s competitors can match the focused nature of our distribution. Delivered to the quarry and mine operators who need immediate access to equipment, parts, and services, *QEM* goes directly to your best prospects and customers. Combine that circulation with the ability to sell through our easy-to-use online used equipment database, and it's easy to see how *QEM* could be your most important sales tool.

Quarry Equipment Marketplace offers the industry a powerful hub for direct equipment sales. With distribution weighted toward decision makers in the quarries and operators in construction, demolition/recycling, and the heavy construction industries, *QEM* brings together sellers and buyers in one convenient place. With expanding options and a wide circulation base, *QEM* (incorporating *Mine & Quarry Trader*) approaches the industry like no other publication.

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Benefits of Advertising in the NEW QEM Section of **Rock Products**:

Broader and Better Circulation

We're rolling QEM's unique circulation into *Rock Products* broad industry reach. This means more eyes in a wider set of industries including construction, demolition, recycling, fracking, aggregates, and more. Every month, thousands more potential customers will see your ad!

Greater Name Recognition

Rock Products is one of the best-known names in the aggregates industry. With the new QEM section, you can rest assured that readers will be noticing your ads—and prospective buyers will see the equipment and services you have for sale.

High Visibility on the Rock Products Website

The QEM section will be a stand-alone digital feature on the front page of the *Rock Products* website.

“QEM has been an important advertising partner for more than 13 years. Our investment keeps us directly in front of our intended audience and helps extend our reach to a national marketplace. Christin and the QEM team play an integral role in keeping our telephone ringing.”

Wade Buehler
Marketing Manager
ELRUS Aggregate Systems



For information, contact Christin Doran at cdoran@rockproducts.com or call +1 317 802 7118

Current rates and contracts will be honored throughout 2018!

2019 QEM Print Ad Rates

Rates in U.S. Dollars. All Rates Gross. See inside back cover for print ad specifications.

Send Your Files

Send files to Dan Fitts, production manager, at dfitts@semcopublishing.com. For files larger than 15 MB, call 904-721-2925 ext 107 for transfer instructions.

Full Page	4 Color	\$2,035	\$1,892	\$1,760	\$1,493
	2 Color	\$1,518	\$1,463	\$1,375	\$1,208
	B/W	\$1,331	\$1,276	\$1,111	\$1,005
2/3 Page	4 Color	\$1,782	\$1,639	\$1,557	\$1,329
	2 Color	\$1,254	\$1,205	\$1,144	\$1,051
	B/W	\$1,073	\$1,012	\$963	\$842
1/2 Page (V) (H)	4 Color	\$1,529	\$1,375	\$1,298	\$1,145
	2 Color	\$1,012	\$908	\$814	\$715
	B/W	\$814	\$776	\$721	\$658
1/3 Page (Square) (V)	4 Color	\$1,342	\$1,243	\$1,144	\$1,000
	2 Color	\$836	\$792	\$770	\$646
	B/W	\$638	\$611	\$572	\$506
1/4 Page	4 Color	\$1,243	\$1,095	\$1,029	\$899
	2 Color	\$693	\$671	\$638	\$585
	B/W	\$506	\$473	\$451	\$388
1/6 Page (V) (H)	4 Color	\$1,122	\$1,029	\$963	\$828
	2 Color	\$616	\$605	\$572	\$506
	B/W	\$418	\$402	\$380	\$329

Refer to *Rock Products'* editorial calendar for close dates.

The QEM section of *Rock Products* is only open to qualified advertisers. Call today to find out if you qualify.

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