



# PHILIPPINE RESOURCES

THE MAGAZINE FOR MINING AND CONSTRUCTION



The only print and online interactive mining and construction publication in the Philippines

**2024 MEDIA KIT**





**PHILIPPINE  
RESOURCES**  
THE MAGAZINE FOR MINING AND CONSTRUCTION

## LETTER FROM THE EDITOR

Philippine Resources Journal is the magazine that the key people in **mining and construction** industries rely upon for news and feature coverage of their business – including new and ongoing projects, exploration and development, company activities and profiles, technology advances, people on the move, conferences and expos, and other important updates. Philippine Resources thus offers a **major marketing and advertising opportunity**.

Companies doing business in the **mining and construction** sectors now have a **cost-effective** way to significantly increase their brand exposure and promote their products and services to the right people – to their clients and potential buyers. Philippine Resources Journal is published quarterly as well as having an online free of charge full digital magazine in an easy-to-read-format including all articles and advertisements featured in both current and past issues, giving advertisers even greater worldwide readership at no extra cost over our standard ad rates.

**Jimbo Owen Gulle**  
Editor





# PRINT DISTRIBUTION

Our readers are executives of mining and construction companies; exploration and construction specialists; geologists and metallurgists; developers; engineers; architects; government policy makers and regulators; investors and financiers; suppliers and service providers; industry analysts, economists and consultants; legal and financial consultants; business development specialists; trade missions and foreign embassies.

**4,000+** companies reading  
Philippine Resources Journal

**90%** of readers are  
middle to high level  
management

**4** issues printed  
per year  
(sent out digitally  
fortnightly)

## Government Offices

Senate of the Philippines  
House of Representatives  
Department of Public Works and Highways  
Department of Environment & Natural Resources  
Department of Transportation  
Department of Trade & Industry  
Department of Science & Technology  
Department of Energy  
Department of Finance  
National Economic and Development Authority  
Construction Industry Authority of the Philippines  
Mines and Geosciences Bureau  
Technical Education & Skills Development Authority  
Foreign Embassies and Trade Commissions

## Associations

Philippine Constructors Association  
Philippine Mine Safety & Environment Association  
Association of Carriers and Equipment Lessors Inc  
Philippine Mining & Exploration Association  
Philippine Mining Club  
Philippine Institute of Civil Engineers  
Philippine Society of Mining Engineers  
Philippine Nickel Industry Association  
Eastern Rizal Miners Association  
Society of Metallurgical Engineers of the Philippines  
Geological Society of the Philippines  
Philippine Society of Mechanical Engineers  
Association of Structural Engineers Philippines  
Cement Manufacturers Association Philippines  
Philippine Society of Plumbing Engineers  
Philippine Association of Landscape Architects  
Philippine Institute of Interior Designers  
United Architects of the Philippines  
Real Estate and Builders Association

## Chambers of Commerce

Chamber of Mines of the Philippines  
Extractive Industries Transparency Initiative  
Philippine Chamber of Commerce & Industry  
ANZCHAM - Australian & New Zealand Chamber  
BRITCHAM - British Chamber  
AMCHAM - American Chamber  
CANCHAM - Canadian Chamber  
ECCP - European Chamber  
GPCCI - German Chamber  
NORDCHAM - Nordic Chamber  
Arangkada Philippines

## Universities

University of the Philippines  
Mapua Institute of Technology  
Adamson University  
Bicol University  
Saint Louis University  
Caraga State University  
University of Southeastern Philippines

## Companies

Mining Companies  
Construction Companies  
Developers  
Suppliers and Contractors

## 2024 EVENTS



### ISSUE 1

Mindanao Mining Conference  
and Expo 📍



3x Philippine Mining Exploration  
Association Meetings

1x Mining Club Luncheon

1x Construction Club Luncheon



### ISSUE 2

Minecon

3x Philippine Mining Exploration  
Association Meetings

1x Mining Club Luncheon 📍

1x Construction Club Luncheon



### ISSUE 3

Mining Philippines 📍

Philconstruct Manila

3x Philippine Mining Exploration  
Association Meetings

1x Mining Club Luncheon

1x Construction Club Luncheon



### ISSUE 4

Philippine Mine Safety  
Conference & Expo 📍

GEOCON

3x Philippine Mining Exploration  
Association Meetings

1x Mining Club Luncheon

1x Construction Club Luncheon



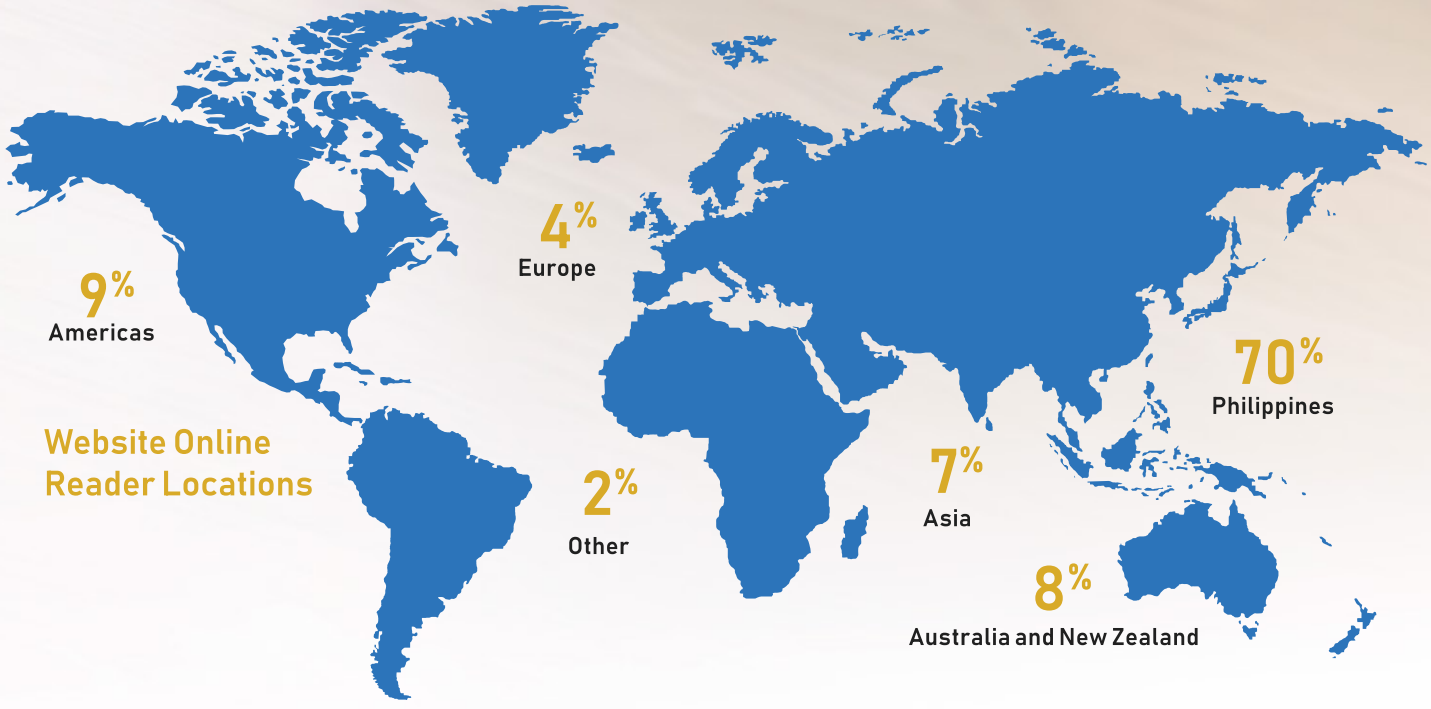


Advertisers can opt to embed a YouTube video into their advert.

# ONLINE MAGAZINE

Readers can click on the adverts which will take them to your company website.

# WEBSITE VIEWS



## Website Online Reader Locations

2017	25,000	2020	65,000
2018	30,000	2021	80,000
2019	55,000	2022	120,000

2023 **125,000**



# NEWSLETTER

Our newsletter goes out twice a month to over **9,554 subscribers** and growing, showcasing the latest news in the Mining and Construction Industry.

Companies now have a cost-effective way to promote their products and services by sending out articles and editorial via our newsletter.

## Age Range

18-24	1.2%
25-34	14.6%
35-44	23.4%
45-54	27.5%
55-64	15.6%
65+	4.5%

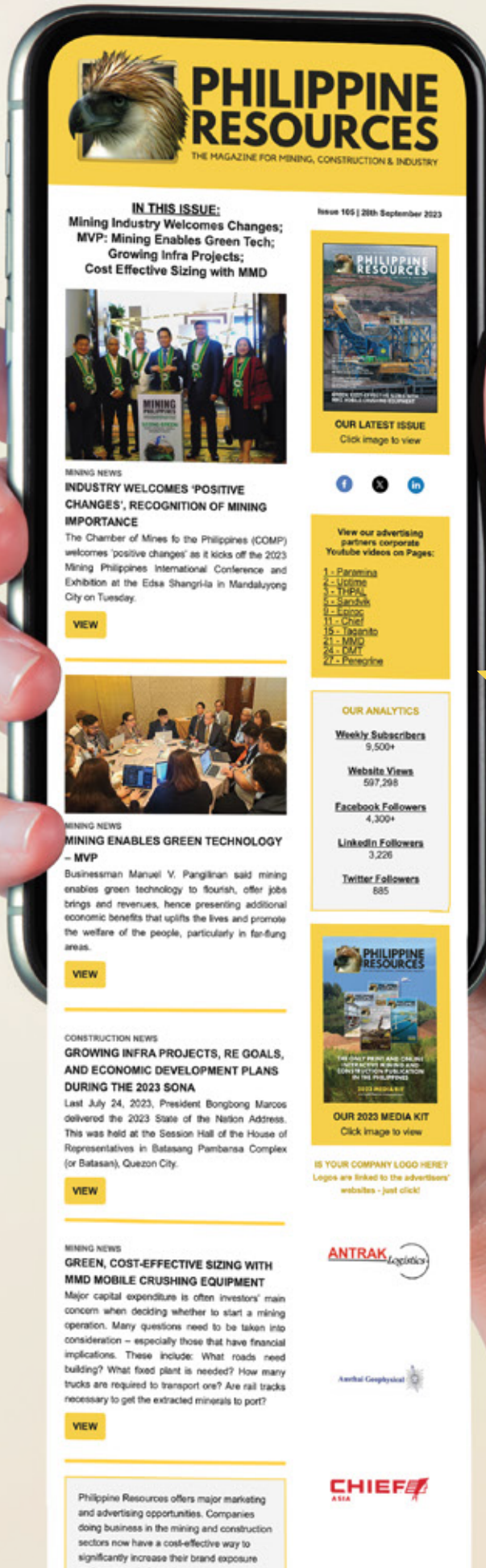
## Gender

Male	70.05%
Female	29.95%

## Top Locations By Opens

Philippines	70%
AU/NZ	8%
Asia	8%
Americas	7%
Europe	5%
Other	2%

Advertisers' logos are featured with a hyperlink to your website. This allows for increased traffic to your website.



Our latest issue is featured in every newsletter with a hyperlink to our e-magazine, which has over **125,000+ views** annually.

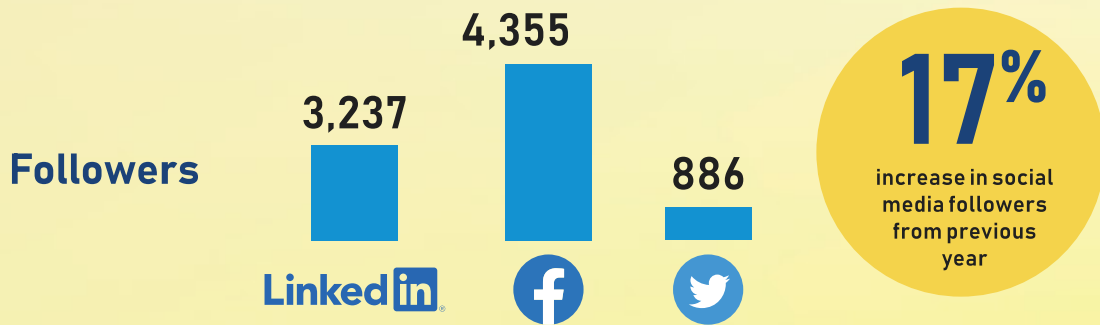
YouTube videos appear twice here and on these pages (in the e-magazine).



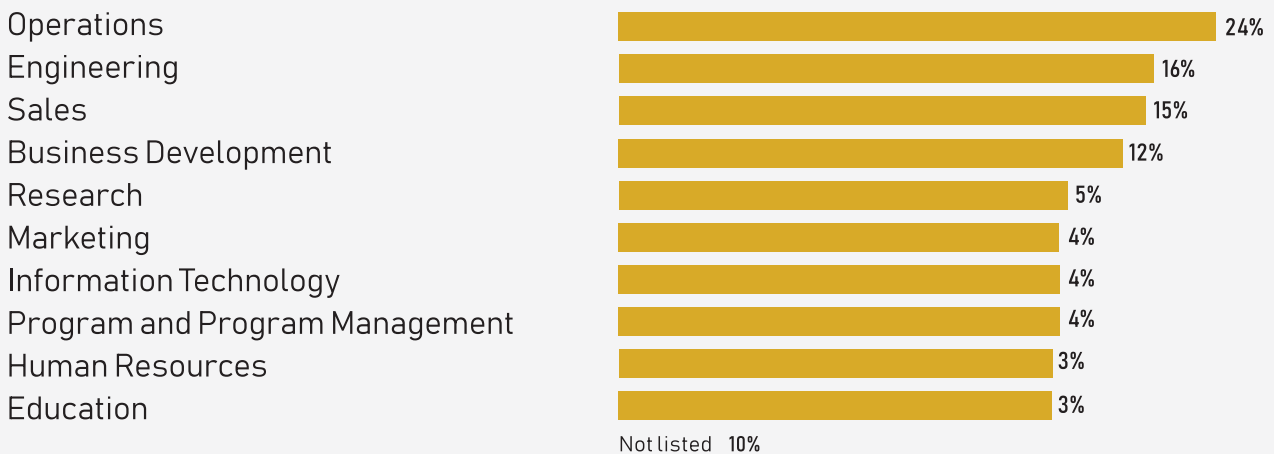
# SOCIAL MEDIA

# 392,542

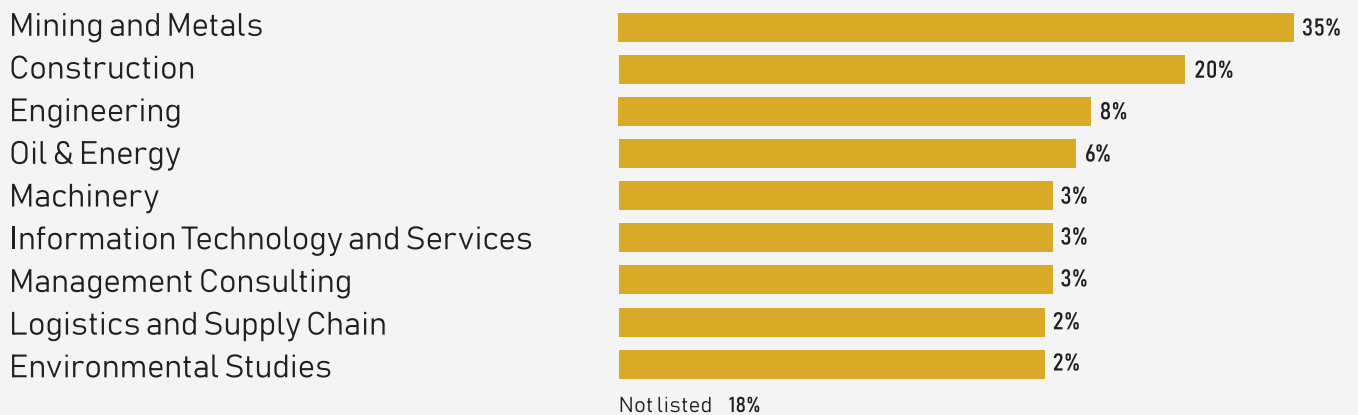
total social media overview impressions in 2023



## Top Followers By Job Functions



## Top Followers By Industries







“Philippine Resources Journal offers insightful articles that inform, educate, and challenge the Filipino miner. It has also proven to be a reliable partner of the Chamber of Mines and its member companies in advocating for responsible mining in the Philippines, working closely with us in reporting on the key issues that impact Philippine mining today.”



**Ronald R. S. Recidoro**  
Executive Director  
Chamber of Mines of the Philippines

## TESTIMONIALS

“Quest Exploration Drilling is a founding advertiser to the Philippine Resources Journal. We encouraged the Publishers to start producing a Journal that was relevant to the resources industry in the Philippines as we believed the industry was not well represented in main stream media. We were also involved as very early contributors to the PNG Mining Journal and found that publication was an excellent disseminator of industry information. We knew the publishers would replicate that PNG success in the Philippines and had no hesitation in advertising to the new magazine. Philippine Resources Journal highlights our company to a wide audience and we believe provides value for our business.”



**Alan D. Blackley**  
Managing Director  
Quest Exploration Drilling

“Philippine Resources has chronicled the many challenges the mining industry has faced over the years, and is a valuable tool in both educating and galvanizing our ranks. It has also been a solid partner of Diwata-Women in Resources Development in its advocacies.”



**Patricia A. O. Bunye**  
Founding President  
Diwata, Women in Resource Development, Inc.

“Philippine Resources Journal has been a long time partner of the Philippine Mine Safety and Environment Association (PMSEA) not only as a media partner but also in promoting the association's advocacy on mine safety and community-based development not only for the mining stakeholders but nationwide specially in times of natural disasters and calamities. PMSEA's successes would not be possible without the timely support of Philippine Resources Journal.”



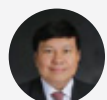
**Louie R. Sarmiento, ASEAN Eng.**  
President & CEO - Apex Mining  
Director - Orica Philippines, Inc  
President - PMSEA

“Philippine Resources Journal has been a strong and vital source of factual information about our nickel mining industry. We support their directives - sharing all of the good works that the industry has done over the years and continues to achieve. Our role is to educate the public and all stakeholders about our sustainable mining practices, community development projects, and environmental works for sustainability. We stand by our commitment working hand in hand with our government to provide thousands of jobs for poverty alleviation, support for our Indigenous Peoples, as well as education for students of all levels in our communities - all to help build this nation.”



**Clarence Pimentel, Jr.**  
President & CEO - CTP Construction  
and Mining Corporation  
Founder - Philippine Nickel Industry  
Association

“Philippine Resources is definitely a must-read for stakeholders in the Philippine resources industry be they government and business executives, professionals, civil society, academics or students. Its in-depth commentaries on the latest issues in the mineral and energy sector provide the audience with balanced insights not usually found in other reading materials. That's why copies of the journal are eagerly anticipated during industry conferences and gatherings.”



**Fernando S. Penarroyo**  
Past President - Geological Society  
of the Philippines  
Chairperson - Professional  
Regulatory Board of Geology

# ADVERTISING PACKAGE RATES\*

Advertisements in Philippine Resources are in full color unless otherwise specified by the advertiser. Advertising rates are in \$USD.

	1x Advertisement Casual Rate	4x Advertisements Discounted Rate EACH ISSUE
<b>Regular Package</b>		
Full Page	\$1,750	\$1,690
Double Page Spread	\$3,760	\$3,580
Island	\$1,570	\$1,530
Half Page	\$1,180	\$1,150
One Third Page	\$850	\$790
<b>Premium Package</b>		
Outside Back Cover	\$2,825	\$2,690
Inside Front Cover	\$2,550	\$2,430
Inside Back Cover	\$2,540	\$2,420
Page 1	\$2,540	\$2,420
Page 3	\$2,330	\$2,230
Page 5	\$2,300	\$2,220
Page 7 & 2	\$2,300	\$2,220
<b>Website Banner</b>		
Premium Banner (940 x 120 px)	\$1,750	\$1,500
Standard Banner (700 x 120 px)	\$1,250	\$1,000
Sidebar Banner (245 x 245 px)	\$1,000	\$750



Premium  
Banner

Sidebar  
Banner

Standard  
Banner

## \*Our Rates Include

Print and Digital Advertisement Placement  
Editorial / Article Write-Up  
Newsletter Feature  
Website Feature  
Video Feature  
Social Media Feature

## Booking Issue Dates

Issue 1	February - April
Issue 2	May - July
Issue 3	August - October
Issue 4	November - January



In 2023, Philippine Resources Journal recorded an impressive **125,000 website views**. Placing a website banner advertisement on our platform presents a fantastic opportunity to boost the visibility of your business.

Contact us for advertising inquiries

(+63) 02 8251 5599 [info@philippine-resources.com](mailto:info@philippine-resources.com)