



# PHILIPPINE RESOURCES

THE MAGAZINE FOR MINING AND CONSTRUCTION



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



**2025 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.

## 2025 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
- Trenchless Asia



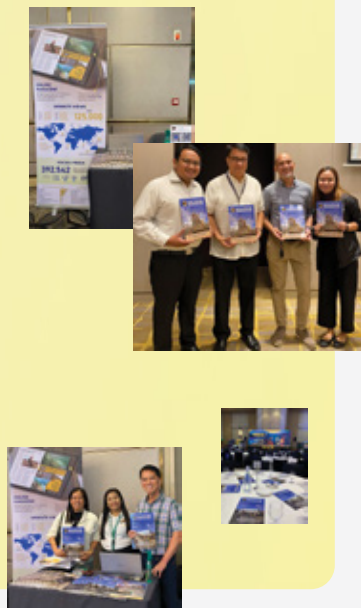
### ISSUE 3

- Mining Philippines
- Philconstruct Manila
- 3x Philippine Mining Exploration Association Meetings
- 1x Mining Club Luncheon
- 1x Construction Club Luncheon
- Philippines Rail Conference
- Philippine Roads, Bridges and Tunnels Summit



### ISSUE 4

- Philippine Mine Safety Conference & Expo
- GEOCON
- 3x Philippine Mining Exploration Association Meetings
- 1x Mining Club Luncheon
- 1x Construction Club Luncheon



### 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

**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)

# ONLINE MAGAZINE

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

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



## WEBSITE ONLINE READER LOCATIONS

|             |     |
|-------------|-----|
| Philippines | 70% |
| Americas    | 9%  |
| AU / NZ     | 8%  |
| Asia        | 7%  |
| Europe      | 4%  |
| Other       | 2%  |

## VEWS

|      |         |
|------|---------|
| 2024 | 130,000 |
| 2023 | 125,000 |
| 2022 | 120,000 |
| 2021 | 80,000  |
| 2020 | 65,000  |
| 2019 | 55,000  |
| 2018 | 30,000  |
| 2017 | 25,000  |

RESOURCES COMMENTARY

## Regulating the Geology Profession

written by FERNANDO PENARROYO



*Fernando "Boni" S. Penarroyo practices in Energy and Business Law, Project Finance and Business Development. He is also currently the Chair of the Professional Regulatory Board of Geology, the government agency mandated under law to regulate and develop the geology profession. He may be contacted at [fernandosp@philippine-resources.com](mailto:fernandosp@philippine-resources.com) for any queries or requests in relation to the Philippine resources industry and suggested topics for commentaries. Mr. Penarroyo's commentaries are also archived at his professional blogsite at [www.philippine-resources.com](http://www.philippine-resources.com)*

I applied for the position of Chairperson of the Professional Regulatory Board of Geology (the "Board") in 2019. My ordeal started with the submission of my personal data sheets filed under oath, curriculum vitae outlining my academic and career history, and documents from various government agencies to affirm the fact that I have had no past or existing criminal and administrative cases. I went through an interview process before two Members of the Professional Regulatory Commission together with other applicants for the position.



Fortunately, the Police has a tracking facility. So after the search engine takes down the far bank of my email, my copy turned out negative. I was finally allowed ingress. I was scouted with other people wearing their finest Filipiniana when I was called to the chamber. I was asked to read out the documents and I thought that since the pandemic was still ongoing, the documents just got misplaced along the bureaucratic line. One fateful day, I received a call from the Office of the President and I was told to go to Malacañan Palace and was instructed to wear a Banting Bagalog for the occasion. Other than that, the person on the other end of the phone was curt and of no further information when asked for the reason. He said I went to the Palace on a Sunday afternoon. My entry to the palace, however, met some hitch because security officers required a current COVID-19 swab test before I was allowed access. The person who I spoke to over the phone made no mention that I should get a test beforehand.

Geology, the science that deals with the earth, its structure, composition and history. Five fields of study rate play such a profound role in protecting people's lives. Geology is so central to the lives of many Filipinos who are often threatened by natural hazards associated with earthquakes, volcanic eruptions, as well as landslides. Geology is also essential to the understanding, conservation and management of our environment. Moreover, geologists are essential in the search for and development of energy and mineral resources whose products are important to all aspects of modern life. Thus, Republic Act No. 10666, also known as the "Geology Profession Act of 2017", describes the practice of geology as "aimed to national development".



Philippine Resources is published independently for executives in Philippine mining, construction, resources, and associated business sectors.

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**On the Cover**  
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## OUR SERVICES

- Mine Development and Production
- Tunnelling, Drilling and Blasting
- Mine Underground Shotcreting, Rockbolting
- Surface, Quarry, Open Pit Drilling and Blasting
- Surface Slope Stabilization, Rockfall Protection
- Mining and Construction Equipment Rental
- Mining and Technical Manpower Services
- GEOVIA Training, GEOVIA Technical Support

**3D DASSAULT SYSTEMES GEOVIA Software Distributor**  
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### LATEST NEWS



**WEAVING THE FUTURE: YAMAN PHILIPPINES SET TO HOST 9TH STUDENT CONGRESS IN BAGUIO**  
October 28, 2024

[philippine-resources.com](http://philippine-resources.com)

# NEWSLETTER

Our newsletter goes out twice a month to over **10,500+ 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.

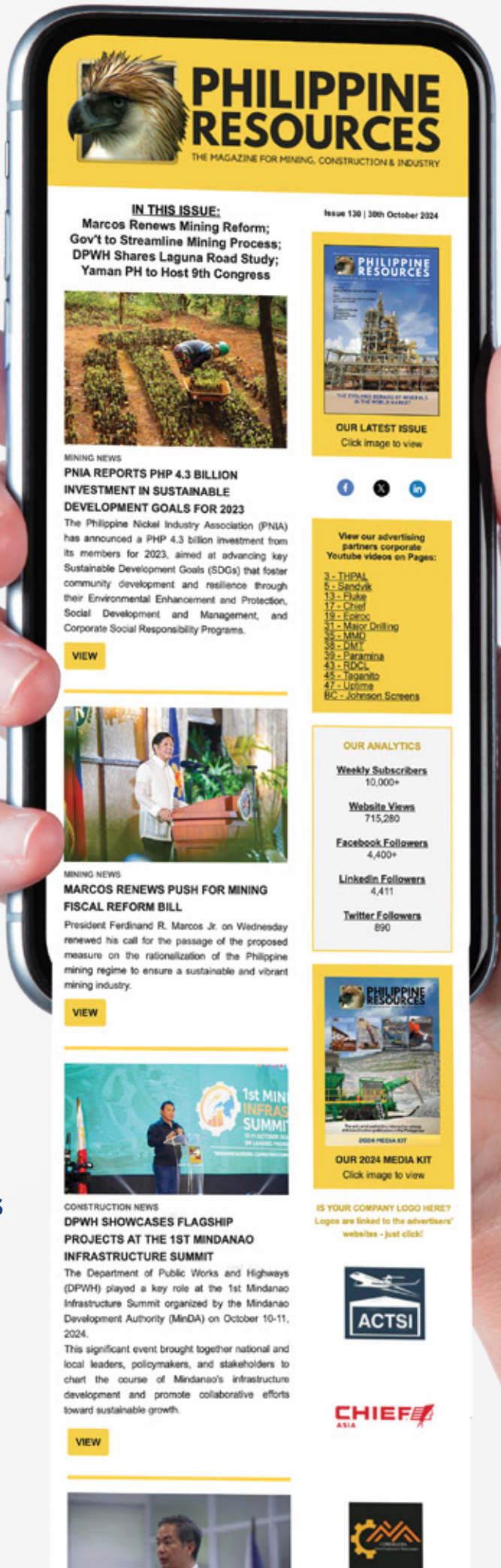
Our latest issue is featured in every newsletter with a hyperlink to our e-magazine, which has over **130,000+ views** annually.

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

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

| AGE RANGE |       | GENDER      |        |
|-----------|-------|-------------|--------|
| 18-24     | 1.2%  | Male        | 70.05% |
| 25-34     | 14.6% | Female      | 29.95% |
| 35-44     | 23.4% |             |        |
| 45-54     | 27.5% |             |        |
| 55-64     | 15.6% | Philippines | 70%    |
| 65+       | 4.5%  | AU/NZ       | 8%     |
|           |       | Asia        | 8%     |
|           |       | Americas    | 7%     |
|           |       | Europe      | 5%     |
|           |       | Other       | 2%     |

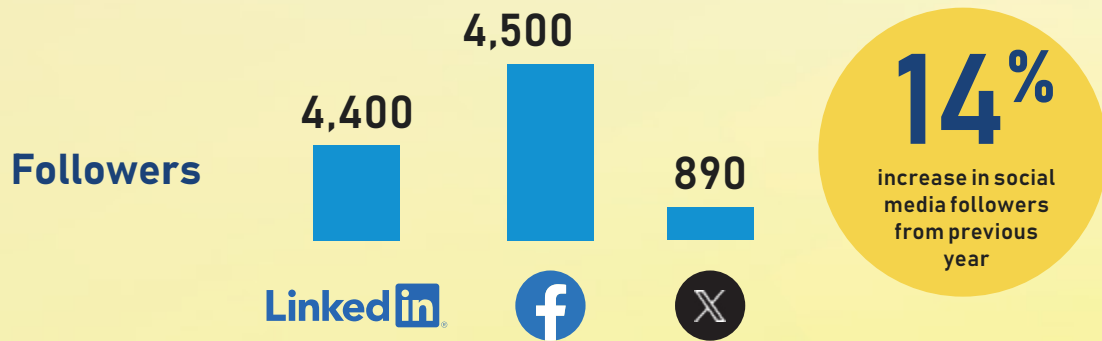
## TOP LOCATIONS BY OPENS



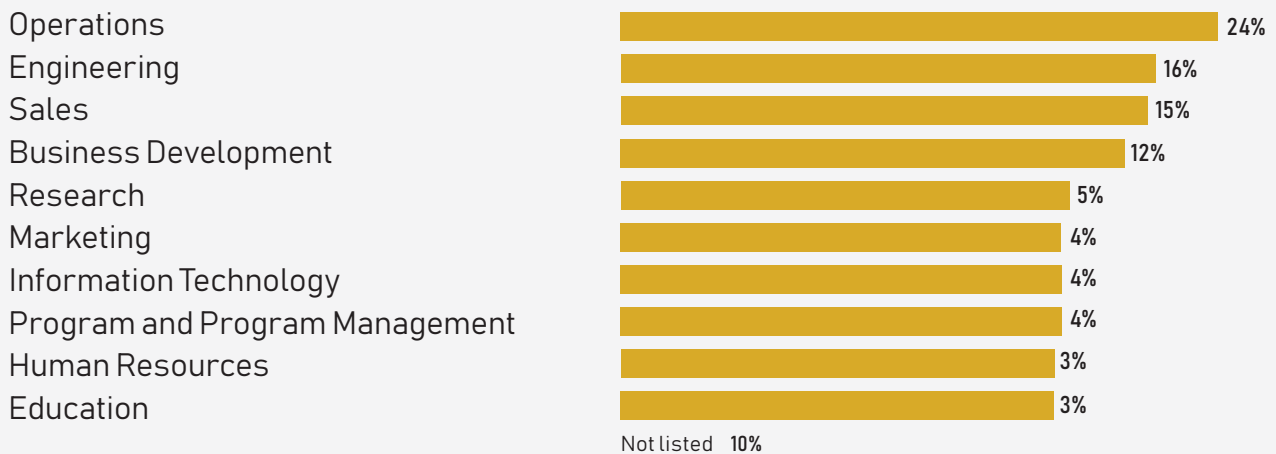
## SOCIAL MEDIA

400,000+

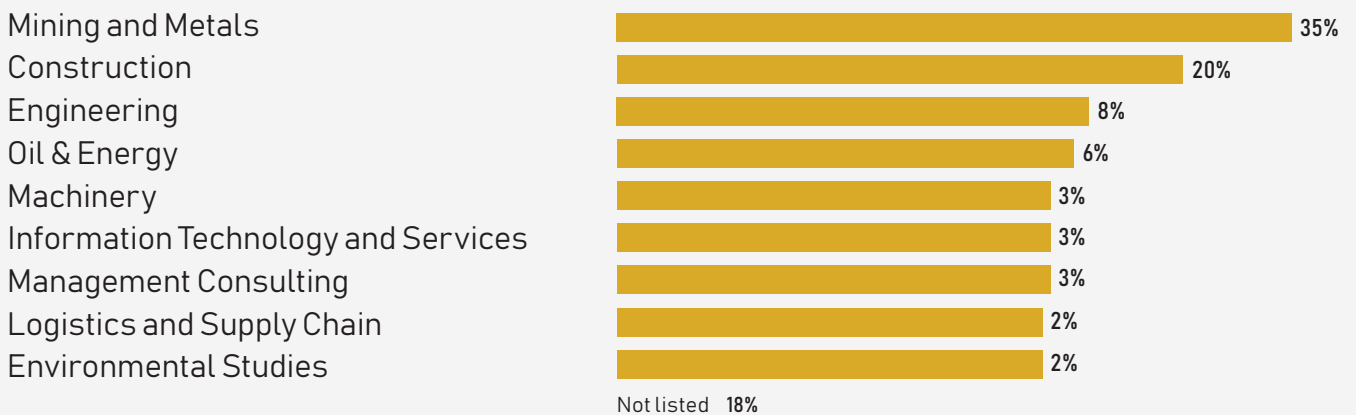
total social media overview impressions in 2024



### TOP FOLLOWERS BY JOB FUNCTIONS



### TOP FOLLOWERS BY INDUSTRIES



# 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."



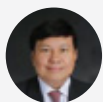
**Clarence Pimentel, Jr.**  
President & CEO - CTP Construction  
and Mining Corporation  
Founder - Philippine Nickel Industry  
Association

"Philippine Resources 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

"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<br>Casual Rate | 4x Advertisements<br>Discounted Rate<br>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 2024, Philippine Resources Journal recorded an impressive **130,000 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)