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Wall Street Veteran Austin Daniels Launches Junior Mining Media Group to Close Mining's Retail Awareness Gap

12-Year Trading Veteran Debuts Junior Mining Media Group to Bring a New Generation of Investors Into The Mining Industry

PANAMA CITY, PANAMA, August 8, 2026 /EINPresswire.com/ -- Gold is trading near record levels. Copper demand from AI data centers is rewriting supply forecasts. Washington has put domestic mining back on the front page. And yet retail participation in the mining sector — particularly among investors under 50 — has barely moved.

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>
> *Austin Daniels, Founder & CEO, Junior Mining Media Group*

Austin Daniels has spent 12 years as a full-time trader and market professional watching that disconnect widen. Through his consulting firm, Empire Market Ventures, he has worked with dozens of companies listed on the NASDAQ, New York Stock Exchange, and Toronto Stock Exchange. During the pandemic, he built a financial publication from zero to more than 170,000 subscribers, ranking it among the most-read financial publications of that period.

Today, he is putting that playbook to work on one problem: the mining industry's broken relationship with the modern investor. Junior Mining Media Group LLC officially launches today.

"The metals showed up. The policy tailwinds showed up. The audience never did," said Daniels, Founder and CEO of Junior Mining Media Group. "That's not a commodity problem — that's a communication problem. The industry has run the same awareness playbook for 20 years, and the numbers prove it doesn't work. We're not iterating on that playbook. We're replacing it."

Every Firm in Mining Runs the Same Playbook. JMMG Was Built to Break It.

For two decades, investor awareness in the junior mining sector has looked identical from firm to firm: the same recycled email blasts, the same banner ads on the same handful of industry websites, the same conference booths, the same PDF fact sheets sent to the same aging audience. Companies change, commodities change — the playbook never does. And the results speak for themselves: metals at record prices, and an entire generation of investors who couldn't name a single junior mining company.

Junior Mining Media Group was built as the deliberate opposite of that model.

"Here's the industry's dirty secret: most firms in this space are selling the same service under different logos, and everyone knows it," said Daniels. "CEOs pay for 'awareness campaigns' that reach the same recycled audience that was already following the sector in 2005. Nobody is building anything. We don't sell campaigns — we build brands. There's a generational difference between the two."

Where traditional firms rent temporary attention, JMMG applies the audience-building playbook of the fastest-growing modern brands — founder-led storytelling, platform-native content, and narratives engineered for how today's investors actually consume information: on their phones, in their feeds, from voices they trust. It is the approach Daniels used to build a financial publication to more than 170,000 subscribers — and it has never been systematically applied to the junior mining sector.

"When a mining CEO works with us, they're not getting a vendor — they're getting a partner who has actually sat in the markets for 12 years and built audiences at scale," Daniels added. "Most firms in this industry have never built an audience of their own in their lives. That's the difference, and it's not a small one."

The Track Record Behind the Firm
12 years as a full-time market professional, active in the markets every day
Dozens of NASDAQ, NYSE, and TSX-listed companies consulted through Empire Market Ventures
A financial publication built to 170,000+ subscribers during the pandemic
A team with decades of combined Wall Street experience
Why Now

Artificial intelligence and energy infrastructure are driving unprecedented demand for metals. Policy attention on mining is the highest it has been in decades. The window is open — but Daniels is blunt about who will benefit from it.

"The capital is coming to this sector either way. The only question is which companies the new audience discovers first," Daniels said. "The CEOs who keep buying the old playbook will watch it flow past them. The ones who build a real brand over the next 24 months will define the sector for the next decade. That's the work we do — and we're deliberately selective about who we do it with."

About Junior Mining Media Group LLC

Junior Mining Media Group LLC is a Wyoming limited liability company with offices in Panama City, Panama. Founded by 12-year market veteran Austin Daniels, JMMG is a media and brand-building firm that helps junior mining companies increase awareness and communicate their stories to a new generation of investors through modern digital media strategy. Learn more at juniorminingmedia.com.

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