

# MININGmedia

# 2008 Media Kit

Serving the Coal, Hard Rock, Aggregates, Cement, and Construction Materials Recycling Industries

# TABLE OF CONTENTS

Welcome Letter	1
Editorial Contacts	2
E&MJ	
COAL AGE	
Aggregates & Cement Equipment	12
Equipo Minero	15
Coal Age China and Coal Age Russia	18
C&D	22
CLASSIFIED ADVERTISEMENTS	25
PRINT SPECIFICATIONS	25
DIRECTORIES	
ELECTRONIC INITIATIVES	
BUYERS GUIDES	
SPECIAL ISSUES	
2009 Events	
Sales Contacts	BACK COVER

# **REGIONAL OFFICES**

WORLD HEADQUARTERS 8751 E. Hampden Ave. Suite B1 Denver, CO 80231 USA

Tel +1 303 283 0640 Fax +1 303 283 0641

**EDITORIAL OFFICES** Regency Tower, Suite 1108 9950 Regency Square Blvd Jacksonville, FL 32225 USA

Tel +1904 721 2925 Fax +19047212930 **UK & EUROPE Church Cottage** Church Street Guiseley, LS20 9BE UK

Tel +44 1943 877032

**MINING MEDIA CHINA** Building 9, Suite 203 Huagongdayuan Hepingli Beijie, Dongcheng Qu Beijing 100013, China

Tel +86 10 8425 1462 +86 10 8425 5112 Fax

LATIN AMERICA Carlos Pezoa Véliz 0411 Gran Vía Antofagasta, Chile

SCANDANAVIA **MINING MEDIA EUROPE AB** 

Vallgatan 20 23432 Lomma Sweden

Tel +46 (0) 40 414178 Fax +46 (0) 40 414178

MININGmedia

As the demand for mined goods grows, investment in developing countries exposes new opportunities for companies providing mining equipment and services. Mining Media's knowledge of emerging markets ensures that there is no better publisher to help advertisers bring their message to readers around the world. *Coal Age* and Engineering & Mining Journal continue as the top magazines in their industries—publications read by mining's most influential leaders. *E&MJ's* sister publication, the Spanish language Equipo Minero, will continue to serve the Latin American market with its exclusive editorial and extensive circulation.

In 2008, Mining Media is launching new magazines that will serve advertisers by extending the company's reach into important new markets. The first of these, Coal Age China and E&MJ China, will build upon the previous Chinese language special issue of *E&MJ/Coal Age China*. These new publications, anchored by Mining Media's international contacts and carefully built circulation lists, offer companies a unique chance to reach these markets.

Aggregates & Cement Equipment will broaden Mining Media's focus to include the aggregates market. A&CE will bring Mining Media's famed editorial quality to top personnel at aggregate and cement plants. Completing the new offerings, C&D will address a rapidly growing market: construction and demolition recycling. As the official publication of the Construction Materials Recycling Association (CMRA), C&D will be positioned to deliver insightful content about concrete and asphalt recycling, and mixed construction and demolition recycling.

Mining Media's several directories, which aid personnel at all levels of the industry, include the 2008 World Mining Directory, the Keystone Coal Industry Manual, and the Coal Preparation Directory & Handbook.

While neither of Mining Media's cornerstone events, Haulage & Loading and Longwall USA, will be held in 2008, Mining Media is hard at work developing plans to make sure that the 2009 events are even bigger and better than ever. Be sure to watch for information about exhibiting or attending both of these events.

Mining Media continues to find innovative ways to help marketers reach their target audience. With magazines, directories, events, and electronic media, Mining Media is a trusted outlet for mining news and information. Readers trust the editorial integrity; advertisers trust our market knowledge.

# MINING MEDIA EXPANDS YOUR GLOBAL REACH

Peter K. Johnson President/Publisher pjohnson@mining-media.com

Proud Members Of:



**BPA** 





# EDITORIAL STAFF: A TRADITION OF EXCELLENCE



#### Steve Fiscor, Vice President and Editor-in-Chief sfiscor@minina-media.com

Working to provide readers with technical information to help them mine and process minerals more safely and efficiently, Steve Fiscor has recruited a world class group of mining writers and editors for the MMI editorial team. He has served as Editor-in-Chief for *Engineering & Mining Journal (E&MJ)* since 2003 and Coal Age since 2001. He has written countless articles on mining and processing and edited several mining related directories. Based in Jacksonville, Fla., he began his career with E&MJ and Coal Age in 1991. Prior to his career in jour-

nalism, Steve worked for five years as a project engineer for a longwall mining operation in Colorado. He holds a BSc in Mining Engineering from the University of Missouri-Rolla.

Russ Carter, Managing Editor, *E&MJ* and Western Field Editor, Coal Age

#### rcarter@mining-media.com

Based in Salt Lake City, Utah, Russ Carter has more than 30 years experience as a technical journalist, and has covered all aspects of the mining, guarrying, and construction industries. Prior to joining *E&MJ* and *Coal Age* in 1988, he held positions as editor of Intermountain Industry magazine, monthly columnist for Rocky Mountain Construction, and managing editor of



Mining Engineering. He has served as a senior communications specialist for firms in the nuclear safety and computer simulation sectors, and has had articles published in Institutional Investor magazine. Russ has received awards for journalistic excellence from the American Society of Business Publication Editors and the Society for Technical Communication.

#### Oscar Martinez Bruna, Latin American Editor, Equipo Minero, E&MJ, and Coal Age

#### omartin1@ctcinternet.cl

Oscar Martinez has two degrees from a prestigious technical college in Chile: English/German Translator (1989) and Business Administration (1992). He was the regional winner of the INJUV awards, granted by the Technical Cooperation Office of the Chilean Government in 2003 to encourage enterprising business projects involving innovative

E-commerce (business-to-business) applications His technical background also includes working in coal-fired thermal power plants and mine sites as technical translator and interpreter. Most recently, Oscar worked as a consultant for P&H MinePro Services, Hatch (a mining EPCM contractor) and Escondida (the largest copper mine in the world).



#### Gina Tverdak, Associate Editor, E&MJ, Coal Age, and Aggregates & Cement Equipment

gtverdak@mining-media.com

Based in Jacksonville, Fla., Gina Tverdak is the associate editor for Coal Age, Engineering & Mining Journal, and the Keystone Coal Industry Manual. She has a B.A. in Advertising and Public Relations and a Master's in Media Management from Marywood University in Scranton, Pa. In addition to her editorial responsibilities, Gina also teaches part-time at the University of North Florida in the communications department.

#### William M. Turley, Editor, Aggregates & Cement Equipment and C&D

#### wturley@mining-media.com

William M. Turley, previously an Associate Editor of Rock Products magazine, is the Editor of Mining Media's two newest publications, C&D and Aggregates & Cement Equipment. He previously served as Director of the International Cement Seminar and is currently the executive director of the Construction Materials Recycling Association, a 12 year old organization promoting

recycling and reuse of concrete, asphalt, gypsum, wood, and asphalt shingles. A consultant to C&D recyclers. Mr. Turley has served as a journalist covering the C&D industry for more than 12 years and helped develop the SWANA C&D Certification Course.

#### Kyran Casteel, European Editor, E&MJ and Coal Age

#### kvrancasteel@aol.com

Kyran Casteel joined Metal Bulletin as editor of World Mining Equipment (WME) in 1987. He was appointed senior consulting editor in 1997, the position he held when WME became part of *E&MJ.* Kyran resides in Milton Keynes, England. Having gained a Master's degree in Information Science at London's City University, he worked primarily on commodity markets and mineral production, first with British Sulphur Corp., then as supervisor, Mining Journal

Research Services, before becoming a director of the publishing arm of the consulting firm Metals & Minerals Research Services. Kyran's first experience in the industry was gained in Zambia, with the Geological Survey and Zambia Consolidated Copper Mines.

#### Xiang Peng, Editor, Coal Age China and E&MJ China penaxiana43@hotmail.com

#### Xiang Peng, a graduate of the Beijing Mining Institute of Tech-

nology, has more than 35 years of experience in all aspects of operations and management in three of China's largest coal mines in Shanxi Province: Pingdingshan, Anjialing and Antaibo. Mr. Peng brings his extensive experience and professionalism to Mining Media's new Coal Age China quarterly magazine.



#### **COMPANY CONTACTS**

#### **PRESIDENT & PUBLISHER** Peter Johnson

Tel +1 303 283 0640 x 203 Fax +1 303 283 0641 pjohnson@mining-media.com

#### **EDITOR-IN-CHIEF** Steve Fiscor Tel +1904 721 2925 Fax +19047212930 sfiscor@mining-media.com

VICE PRESIDENT.

# Lillian Rojo

**PRODUCTION MANAGER** 

Tel +1 904 721 2925 Fax +19047212930 lrojo@mining-media.com

#### **PRESS RELEASES & CONTACT**

Regency Tower, Suite 108 9950 Regency Square Blvd Jacksonville, FL 32225 USA Tel +1 904 721 2925

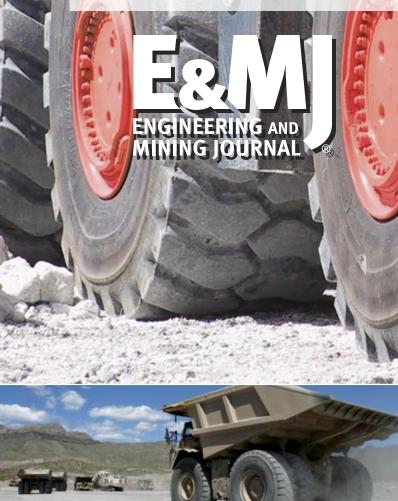
For More Contact Information, Visit http://www.mining-media.com

#### **E&M**/: THE WORLD'S PREMIER MINING MAGAZINE

The robust worldwide market for metals and bulk commodities will remain strong in 2008 and for the foreseeable future. Fueled by a healthy global economy and ever-increasing Asian demand, the value of base metals maintains a historical high. For precious metal miners, the exploration rush is on to build reserves as demand and prices also reach historic levels.

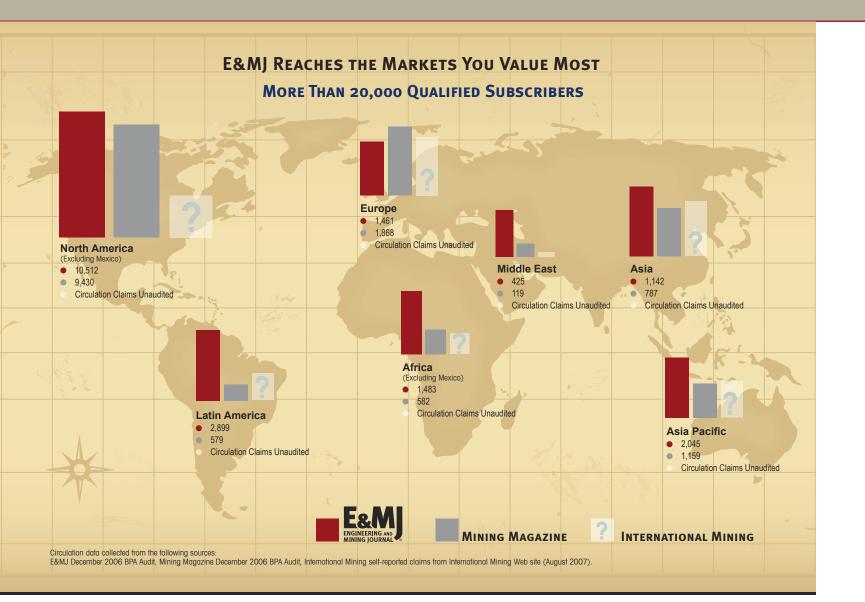
From Southern Africa, China, and Russia to Australia and the Americas, Engineering & Mining Journal continues to be the publication that mining and mineral processing executives trust for information about new equipment, technology, and techniques. *E&MJ's* editorial is respected throughout the industry as thorough and accurate, earning unparalleled customer loyalty.

Reaching an audience of more than 20,000 qualified recipients spread through over 140 countries, E&MJ has a reach that no other international hard rock mining magazine can match.









# UNMATCHED NORTH AMERICAN DISTRUBUTION AND UNRIVALED INTERNATIONAL CIRCULATION



**EMERGING MARKETS** 

For the past 140 years Engineering & Mining Journal (E&MJ) has been the voice of the international mining community providing in-depth, unmatched editorial to an extensive readership that far outnumbers the closest competitor.

Like its competitors, E&MJ has extensive North American circulation, which is carefully main tained at approximately 50% of the total. The balance of the international circulation is concentrated around developing markets in Africa, Asia, Asia Pacific and Latin America, where the circulation is double or more than triple that of our competitors. There is simply no better publication to reach the international market.

Whether the market is copper, gold, nickel, iron ore, lead/zinc, PGM, diamonds or other commodities, *E&MJ* takes the lead in projecting trends, following development and reporting on the most efficient operating processes. Each issue contains sections related to regional news from U.S. & Canada, Latin America, Africa, Asia and Australia as well as a regular International Coal section. Our World Mining Equipment sections deal with operating strategies, suppliers reports, processing solutions and the equipment gallery which addresses the latest technology issues for mine operators. This focus on equipment also makes E&MJ the most popular magazine among advertisers and we carry far more advertising pages than our competitors.

If you want to make a statement to the buyers of your equipment or services, plan your advertising program in the one magazine that reaches more of the important readers in the markets that matter most.

# WHY PUBLICATION AUDITS ARE SO IMPORTANT

In the competitive world of Busia variety of publishing companies and advertisers. magazines that operate with differing levels of professionalism. Some make outrageous claims of circulation with no substantiation.

In publishing there is only one way to verify the claims of publishers: with a circulation audit by a recognized independent auditor like BPA. The audit not only verifies the source of the circulation and whether the readers are actually qualified, but also verifies the print order and matches postal receipts with claimed distribution. For the pub-

lisher it is an expensive and arduous ness-to-Business publishing, there are process, but is justified in the value to to be audited and the claimed 12,210

> In the world of international mining publications, there are different interpretations of this process:

Engineering & Mining Journal (E&MJ) has an average qualified circulation of 20,007. (Source: BPA Audit for the Period Ended December 2006).

Mining Magazine has an average qualified circulation of just 12,980 (Source: BPA audit for the Period Ended December 2006).

International Mining has elected not circulation includes e-mailed PDF versions of the magazine (Source: International Mining website, August 2007).

Ask yourself: why would a magazine choose not to be audited?

**E&M** IS CLEARLY THE MAGAZINE WITH **CIRCULATION YOU CAN TRUST.** 







# • VERIFIABLE, BPA AUDITED INTERNATIONAL CIRCULATION • DISTRIBUTION DEVELOPED FOR MAXIMUM EXPOSURE IN

# • TRUSTED EDITORIAL—THE VOICE OF MINING SINCE 1866

## THE MOST AFFORDABLE WAY TO REACH YOUR CUSTOMERS

- STRETCH YOUR AD DOLLARS WHEN YOU **ADVERTISE WITH E&MI**
- HIGHER CIRCULATION AND REASONABLE **RATES MEAN LOWER COSTS FOR YOU.**
- You Can Trust Our BPA Audited **CIRCULATION TO REACH YOUR MARKET**

Page rates only tell half the story. When you advertise with *E&MJ*, you are reaching more readers with every issue. That means significantly lower cost per reader and far areater reach for your brand. *E&MJ* is proud to offer the most cost effective advertising opportunities in the industry and audited circulation that you can trust.

# E&MJ 2008 EDITORIAL CALENDAR

	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
January/ February Close: Jan 14	GPS Guidance	Block Caving	Leach Pad Construction	Project Survey	Canada Mine Investment
Art: Jan 18	Bonus Distributio	n: Indaba,Cape Town, Sou CMA, Denver, CO USA	uth Africa; <b>SME,</b> Salt Lake ; <b>PDAC,</b> Toronto, Canada	City, UT USA;	
March Close: Feb 11	Ground Engaging Tools	LHDs	Industrial Minerals	Uranium Market	ZAMBIAN Renaissance
Art: Feb 18	Bonus Distributio	n: ConExpo - Con/Agg, L	as Vegas, NV USA; <b>Asia</b>	Mining, Singapore	
April Close Mar 17	Bucketwheel Excavators	Diesel Engines	Mill Maintenance	Mexican Gold	LATIN AMERICAN UPDATE
Art Mar 24	Bonus Distributio	n: World Copper Confere	ence, Santiago, Chile; CIM	I, Edmonton, Canada; S	MOPYC, Spain
May Close: Apr 14	Shovel Rebuilds	Jumbo Drilling	Pyrometallurgy	Maintenance & Lubricants	<b>DEUTSCHE TECHNIK</b>
Art: Apr 21	Bonus Distributio	n: International Gold Syr Ugol Rossi & Mining, I		<b>o Mining,</b> Elko, NV US	А;
June Close: May 19 Art: May 23	Truck Beds	Ground Control	Crushers	Motors & Drives	Advertisers Company Profile Issue (Contact Sales Manager)
July/August Close: Jul 7 Art: Jul 14	Primers & Detonators	Mine Surveying	Conveyors	Platinum Group Metals	Australian Roundup MINExpo Preview
	Bonus Distributio	n: Ugol & Mining, Donets Elektra Mining, Johan		, Sosnowiec, Poland;	
September Close: Aug 11	Tires & Fuel	Shaft Sinking	Optimizing Mills	Sustainable Development	BEST OF MINEXPO
Art: Aug 18	Bonus Distributio	n: MINExpo Las Vegas, N	V USA		
October Close: Sep 8 Art: Sep 15	Pit Dewatering	Communications	Flotation	Mining Software	Scandinavian Supplement
November Close: Oct 13	Haul Road Design	Mine Ventilation	Pipeline Construction	Buyers' Guide	BUYERS GUIDE
Art: Oct 20	Bonus Distributio	n: China Mining, Beijing,	China; Northwest Mining	Association, Spokane	e, WA USA
December Close: Nov 10 Art: Nov 17	Blasthole Drilling	Mine Rescue	SX-EW	Unconventional Mining	REGIONAL PROFILE: AFRICA Advertisers Company Profile Issue
					(Contact Sales Manager)
				1	

4 COLOR (RA	4 COLOR (RATES IN US DOLLARS)										
Space Unit	1x	3x	6x	9x	12x	24x					
Full Page	\$6,580	\$6,310	\$6,150	\$5,930	\$5,690	\$5,470					
2/3 Page	\$5,315	\$5,115	\$4,990	\$4,830	\$4,640	\$4,460					
Isl. 1/2 Page	\$4,905	\$4,730	\$4,610	\$4,470	\$4,290	\$4,025					
1/2 Page	\$4,560	\$4,400	\$4,300	\$4,170	\$4,005	\$3,850					
1/3 Page	\$3,810	\$3,690	\$3,615	\$3,515	\$3,375	\$3,245					
1/4 Page	\$3,290	\$3,200	\$3,140	\$3,070	\$2,950	\$2,835					
2 Page Spread	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365						

### 2 COLOR/MATCHED COLOR (RATES IN US DOLLARS)

Space Unit	1x	3x	6x	9x	12x	24x
Full Page	\$5,699 / \$6,115	\$5,418 / \$5,845	\$5,252 / \$5,685	\$5,023 / \$5,465	\$4,826 / \$5,275	\$4,638 / \$5,095
2/3 Page	\$4,384 / \$4,850	\$4,176 / \$4,650	\$4,046 / \$4,525	\$3,879 / \$4,365	\$3,723 / \$4,215	\$3,572 / \$4,070
Isl. 1/2 Page	\$3,957 / \$4,440	\$3775 / \$4,265	\$3,650 / \$4,145	\$3,505 / \$4,005	\$3,364 / \$3,870	\$3,224 / \$3,735
1/2 Page	\$3,598 / \$4,095	\$3,432 / \$3,935	\$3,328 / \$3,835	\$3,193 / \$3,705	\$3,068 / \$3,585	\$2,943 / \$3,465
1/3 Page	\$2,818 / \$3,345	\$2,694 / \$3,225	\$2,616 / \$3,150	\$2,512 / \$3,050	\$2,408 / \$2,950	\$2,314 / \$2,860
1/4 Page	\$2,278 / \$2,825	\$2,184 / \$2,735	\$2,122 / \$2,675	\$2,049 / \$2,605	\$1,966 / \$2,525	\$1,877 / \$2,440
2 Page Spread	\$9,610 / \$9,875	\$9,131 / \$9,415	\$8,830 / \$9,125	\$8,450 / \$8,760	\$8,112 / \$8,435	\$7,748 / \$8,085

#### BLACK & WHITE (RATES IN US DOLLARS)

Space Unit	1x	3x	6x	9x	12x	24x
Full Page	\$5,060	\$4,790	\$4,630	\$4,410	\$4,360	\$4,190
2/3 Page	\$3,795	\$3,595	\$3,470	\$3,310	\$3,265	\$3,140
lsl. 1/2 Page	\$3,385	\$3,210	\$3,090	\$2,950	\$2,920	\$2,805
1/2 Page	\$3,040	\$2,880	\$2,780	\$2,650	\$2,615	\$2,515
1/3 Page	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895
1/4 Page	\$1,770	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470
2 Page Spread	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	
	Full Page 2/3 Page Isl. 1/2 Page 1/2 Page 1/3 Page 1/4 Page	Full Page \$5,060   2/3 Page \$3,795   Isl. 1/2 Page \$3,385   1/2 Page \$3,040   1/3 Page \$2,290   1/4 Page \$1,770	Full Page \$5,060 \$4,790   2/3 Page \$3,795 \$3,595   Isl. 1/2 Page \$3,385 \$3,210   1/2 Page \$3,040 \$2,880   1/3 Page \$2,290 \$2,170   1/4 Page \$1,770 \$1,680	Full Page \$5,060 \$4,790 \$4,630   2/3 Page \$3,795 \$3,595 \$3,470   Isl. 1/2 Page \$3,385 \$3,210 \$3,090   1/2 Page \$3,040 \$2,880 \$2,780   1/3 Page \$2,290 \$2,170 \$2,095   1/4 Page \$1,770 \$1,680 \$1,620	Full Page \$5,060 \$4,790 \$4,630 \$4,410   2/3 Page \$3,795 \$3,595 \$3,470 \$3,310   Isl. 1/2 Page \$3,385 \$3,210 \$3,090 \$2,950   1/2 Page \$3,040 \$2,880 \$2,780 \$2,650   1/3 Page \$2,290 \$2,170 \$2,095 \$1,995   1/4 Page \$1,770 \$1,680 \$1,620 \$1,550	Full Page\$5,060\$4,790\$4,630\$4,410\$4,3602/3 Page\$3,795\$3,595\$3,470\$3,310\$3,265Isl. 1/2 Page\$3,385\$3,210\$3,090\$2,950\$2,9201/2 Page\$3,040\$2,880\$2,780\$2,650\$2,6151/3 Page\$2,290\$2,170\$2,095\$1,995\$1,9701/4 Page\$1,770\$1,680\$1,620\$1,550\$1,530

Special	orders	for	inse
---------	--------	-----	------

PUBLICATION DIMENSIONS	<b>Size</b> Full Page 2/3 Page 1/2 Page (Isl) 1/2 Page (H) 1/2 Page (V) 1/3 Page (V) 1/3 Page (Sq) 1/4 Page (V) 1/6 Page (V)	7" x 10" 4-1/2" x 10" 4-1/2" x 7-1/2" 7" x 4-5/8" 3-3/8" x 10" 2-1/4" x 10" 4-1/2" x 4-5/8" 3-3/8" x 4-5/8" 2-1/4" x 4-5/8"	Width and Depth 178 x 254 mm 114 x 254 mm 114 x 191 mm 178 x 117 mm 86 x 254 mm 57 x 254 mm 114 x 117 mm 86 x 117 mm 57 x 117 mm	1/6 Page (H) Type Page Size Book Trim Size <b>Type Columns</b> 2 Columns/Page 3 Columns/Page <b>Bleed Dimensions</b> Single Page Spread 2/3 Page (V)	4-5/8" x 2-1/8" 7" x 10" 7-7/8" x 10-3/4" 3-3/8" X 10" 2-1/4" X 10" 8-1/8" X 11-1/8" 16" X 11-1/8" 5-1/16" X 11-1/8"	117 x 54 mm 178 x 254 mm 200 x 273 mm 86 X 254 mm 57 X 254 mm 206 X 280 mm 406 X 280 mm 114 X 280 mm
---------------------------	---	---	---	---	---	---



# E&MJ AD RATES

erts, outserts, polybag options quoted on an individual basis.

#### SERVING THE NEEDS OF THE COAL MINING AND PROCESSING INDUSTRY

According to the Energy Information Administra-tion, coal consumption is expected to grow substantially with increases of 39% between 2005 levels and 2030. To offset a retiring workforce and declining high quality reserves, the U.S. will have to grow the market at an accelerated pace to meet that level of demand.

More than 1.16 billion tons of coal were produced by US mines in 2006, a nearly 30 million ton increase over 2005. With increased energy demands fueled by a strengthening economy, the coal should carry a healthy trend of growth into 2008. Meeting tomorrow's coal production needs will require continued investment in technology and equipment.

Whether it is information about new mining reguations or technical articles concerning new technolo-Coal Age is the magazine that American coal s look to for information. First published in 1911, e has continued a tradition of editorial excelrelevence to the demands of one of Amerortant industries.

Coal Age.

# COAL AGE: THE VOICE OF AMERICA'S COAL MINING INDUSTRY

- VERIFIABLE, BPA AUDITED CIRCULATION
- EDITORIAL CONTENT SECOND TO NONE

production holding steady, the majority of the increase came from Western mines. While 2007 may not, ultimately, reach quite the same heights (and with a softening economy, current production is lagging slightly behind last year's), it is obvious that demand for coal continues to be strong. American coal remains abundant, relatively inexpensive, and reliable.

Rolling on the River Continuous Miner Advancements

Blue Diamond Prep Plant Upgrade

A ( )		culation data from the June	East South Central	2,319	15.2%	
View complete stat	0	PA Circulation Statement. w.bpaww.com.	West South Central	710	4.7%	
			Mountain	1,956	12.8%	
Region Total Qualified	1	Percentage	Pacific	391	2.6%	
New England	208	1.4%	Other & Int'l	502	3.3%	
Middle Atlantic	2,567	16.9%				
East North Central	2,326	15.3%	TOTAL QUALIFIED CI	RCULATION	15,206	
West North Central	867	5.7%	Avg. of Other Circu	lation	3,171	
South Atlantic	3,360	22.1%	TOTAL AVERAG	e Distribution	18,377	

All circulation information from Coal Age's June 2007 BPA circulation statement. Coal Age is proud to be BPA audited to protect your advertising investment. Ask your sales representative how our audited circulation benefits your company.

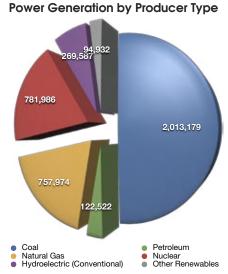


# **Coal**Age

### • DISTRIBUTED TO COAL MINING OPERATIONS THROUGHOUT THE UNITED STATES AND CANADA

Another record-breaking year for American coal production, according to the U.S. Energy Information Administration's 2006 review, which saw coal production increase by nearly 30 million short tons to a high of 1,161.4 million short tons—a 2.6% increase. With Appalachian

2008 will see the strong demand maintained as even modest economic growth will continue to fuel the need for efficient energy. Advertising with America's best coal mining magazine will ensure that companies continue to put their message and their brand in front of the decision makers at mining operations throughout the United States.



Data from EIA Electric Power Annual, released October 2006

# **GEOGRAPHIC DISTRIBUTION**



## COAL AGE 2008 EDITORIAL CALENDAR

	Surface Mining	Underground Mining	Coal Preparation	General Interest	Special Feature
January Close: Dec 15, 2007	Dragline	Communications	Oil Analysis	Annual Forecast	Annual Forecast
Art: Dec 19, 2007	Bonus Distributi	on: CMA, Denver, CO USA	A		
February Close: Jan 28	Drilling & Blasting	US Longwall Census	Screening Machines	Exports	US Longwall Census
Art: Feb 1	Bonus Distributi	on: SME, Salt Lake City, U	T USA; ConExpo - Con/A	<b>gg,</b> Las Vegas, NV USA	
March Close: Feb 25	Electric Shovels	Emergency Shelters	Dewatering & Drying	Bearings	SURFACE MINING
Art: Mar 3	Bonus Distribution	on: CIM, Edmonton, Canad	da		
April Close: Mar 24	Scheduling Systems	Room-and-Pillar Mining	Prep Plant Profile	Coal Prep Preview	COAL PREP SHOW Issue
Art: Mar 31	Bonus Distributio	on: Coal Prep, Lexington,	KY USA		
May Close: Apr 21 Art: Apr 28	GPS Guidance	Longwall Mining	Slurry Pumps	Maintenance & Lubrication	Longwall Mining
June Close: May 26 Art: Jun 2	Appalachian Mine Profile	Roof Bolts & Trusses	Fine Coal Processing	Wear Parts	Advertisers Company Profile Issue (Contact Sales Manager)
	Bonus Distribution	on: Rocky Mountain Coal	<b>Mining Institute</b> , Park Ci	ty, UT USA	
July Close: Jun 23 Art: Jul 3	Highwall Mining	Seals/Ventilation Controls	Plant Upgrade	Buyers' Guide	BUYERS GUIDE
August Close: Jul 21 Art: Jul 28	Tires & Fuel	Mine Surveying	The Modern Control Room	MINExpo Preview	MINEXPO PREVIEW
September Close: Aug 25	Mine Mapping	Fire Fighting	Crushers & Sizers	MINExpo	BEST OF MINEXPO
Art: Sep 1	Bonus Distributio	on: MINExpo, Las Vegas,	NV USA		
October Close: Sep 22 Art: Sep 29	PRB Mine Profile	Submersible Pumps	Prep Plant Census	Mining Software	PREP PLANT CENSUS
November Close: Oct 27 Art: Nov 3	Haul Trucks	Roof Bolting	Quality Control	Conveyor Engineering & Design	CONVEYORS GUIDE
	Bonus Distributio	on: Northwest Mining, Sp	ookane, WA USA		
December Close: Nov 24	Pit Dewatering	Ventilation	Plant Maintenance		Advertisers Company Profile Issue (Contact Sales Manager)
Art: Dec 1					

4 COLOR (RATES IN US DOLLARS)									
Space Unit	1x	3x	6x	9x	12x	24x			
Full Page	\$6,580	\$6,310	\$6,150	\$5,930	\$5,690	\$5,470			
2/3 Page	\$5,315	\$5,115	\$4,990	\$4,830	\$4,640	\$4,460			
IsI. 1/2 Page	\$4,905	\$4,730	\$4,610	\$4,470	\$4,290	\$4,025			
1/2 Page	\$4,560	\$4,400	\$4,300	\$4,170	\$4,005	\$3,850			
1/3 Page	\$3,810	\$3,690	\$3,615	\$3,515	\$3,375	\$3,245			
1/4 Page	\$3,290	\$3,200	\$3,140	\$3,070	\$2,950	\$2,835			
2 Page Spread	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365				

#### 2 COLOR/MATCHED COLOR (RATES IN US DOLLARS)

Space Unit	1x	3x	6x	9x	12x	24x
Full Page	\$5,699 / \$6,115	\$5,418 / \$5,845	\$5,252 / \$5,685	\$5,023 / \$5,465	\$4,826 / \$5,275	\$4,638 / \$5,095
2/3 Page	\$4,384 / \$4,850	\$4,176 / \$4,650	\$4,046 / \$4,525	\$3,879 / \$4,365	\$3,723 / \$4,215	\$3,572 / \$4,070
Isl. 1/2 Page	\$3,957 / \$4,440	\$3775 / \$4,265	\$3,650 / \$4,145	\$3,505 / \$4,005	\$3,364 / \$3,870	\$3,224 / \$3,735
1/2 Page	\$3,598 / \$4,095	\$3,432 / \$3,935	\$3,328 / \$3,835	\$3,193 / \$3,705	\$3,068 / \$3,585	\$2,943 / \$3,465
1/3 Page	\$2,818 / \$3,345	\$2,694 / \$3,225	\$2,616 / \$3,150	\$2,512 / \$3,050	\$2,408 / \$2,950	\$2,314 / \$2,860
1/4 Page	\$2,278 / \$2,825	\$2,184 / \$2,735	\$2,122 / \$2,675	\$2,049 / \$2,605	\$1,966 / \$2,525	\$1,877 / \$2,440
2 Page Spread	\$9,610 / \$9,875	\$9,131 / \$9,415	\$8,830 / \$9,125	\$8,450 / \$8,760	\$8,112 / \$8,435	\$7,748 / \$8,085

#### BLACK & WHITE (RATES IN US DOLLARS)

	Space Unit	1x	3x	6x	9x	12x	24x
	Full Page	\$5,060	\$4,790	\$4,630	\$4,410	\$4,360	\$4,190
	2/3 Page	\$3,795	\$3,595	\$3,470	\$3,310	\$3,265	\$3,140
	Isl. 1/2 Page	\$3,385	\$3,210	\$3,090	\$2,950	\$2,920	\$2,805
	1/2 Page	\$3,040	\$2,880	\$2,780	\$2,650	\$2,615	\$2,515
	1/3 Page	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895
	1/4 Page	\$1,770	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470
2	Page Spread	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	

Special	orders	for	inse
---------	--------	-----	------

Size		Width and Depth	1/6 Page (H)	4-5/8″ x 2-1/8″	117 x 54 mm
Full Page	7" x 10"	178 x 254 mm	Type Page Size	7″ x 10″	178 x 254 mm
SNOIS 2/3 Page   1/2 Page (lsl) 1/2 Page (H)   1/2 Page (H) 1/2 Page (V)	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm
<b>o</b> 1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns		
0 1/2 Page (H)	7″ x 4-5/8″	178 x 117 mm	2 Columns/Page	3-3/8" X 10"	86 X 254 mm
1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10"	57 X 254 mm
1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	<b>Bleed Dimension</b>	s	
1/3 Page (V) 1/3 Page (Sq)	4-1/2" x 4-5/8"	114 x 117 mm	Single Page	8-1/8" X 11-1/8"	206 X 280 mm
1/4 Page (V)	3-3/8" x 4-5/8"	86 x 117 mm	Spread	16″ X 11-1/8″	406 X 280 mm
1/6 Page (V)	2-1/4" x 4-5/8"	57 x 117 mm	2/3 Page (V)	5-1/16" X 11-1/8"	114 X 280 mm

# Coal Age

# COAL AGE AD RATES

erts, outserts, polybag options quoted on an individual basis.

#### THE MINING MEDIA TRADITION OF EXCELLENCE COMES TO THE AGGREGATES INDUSTRY

Mining Media brings its high standards for editorial excellence and advertiser service to the aggregates and cement industries, which make the basic building blocks of North America. Using a proven formula of combining those markets to provide a fuller spectrum of information, Aggregates & Cement Equipment (A&CE) provides the industry the best information on the equipment, supplies, and services that increases profits for North American producers of cement and aggregates.

More than 2 billion tons of crushed stone and sand and gravel was produced in the United States in 2006, and more than 73 million tons of cement (total consumption is more than 120 million tons). The evolution of those industries means the techniques used to produce its products rely more heavily on new technology and equipment, while requiring a better-trained workforce to operate the sophisticated machinery. A&CE is the information source for this dynamic sector for those aggregate and cement plant operators who want to know about innovations to provide an edge in the marketplace. In addition, A&CE supplies information on latest developments that affect the industry, including regulatory and market happenings.

A&CE reaches the top personnel at aggregate and cement plants, focusing on those involved in the production process. These decision makers are the ones who will find the data in A&CE the most useful, making this quarterly publication the place for those wanting to market to this dynamic marketplace.

A&CE: THE CLEAR LEADER IN VALUE

- PAGE RATE OF JUST \$.27 PER **THOUSAND READERS—LOWEST** IN THE INDUSTRY
- COMPETITOR'S RATES AS HIGH AS **\$.41 PER THOUSAND READERS**
- COMBINED AGGREGATES & **CEMENT INDUSTRY CIRCULATION**

Mining Media is pleased to offer the complete package for the mining industry with the introduction of Aggregates & Cement Equipment. When Mining Media starts a new publication, readers can be sure that they are getting the best, unbiased content available-and that trust is what makes advertising in Mining Media's magazines so attractive. With a circulation of more than 15,000, A&CE will reach a wide, engaged readership while still offering the industry's best page rates per thousand readers.

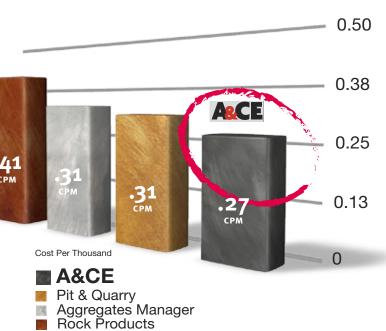
### THERE IS NO BETTER ADVERTISING **OPPORTUNITY IN THE AGGREGATES** AND CEMENT INDUSTRIES.

### A&CE 2008 EDITORIAL CALENDAR

	Aggregates	Cement	General Interest	Equipment	Bonus Distribution
Spring Close: Jan 7 Art: Jan 11	Crushing & Crusher Maintenance Buyers Guide	Quality Control	Market Outlook	Screening Systems	ConExpo-Con/AGG Las Vegas, NV USA
Summer Close: May 12 Art: May 16	Drilling & Blasting	Buyers Guide	Urban Issues	Conveyors	IEEE-IAS/ PCA Cement Conference Miami, FL USA
Fall Close: Aug 4 Art: Aug 8	Pit Optimization	Finish Grinding	Dust Control	Truck Fleets	<b>MINExpo</b> Las Vegas, NV USA
Winter Close: Nov 10 Art: Nov 14	Product Sizing	Plant Automation	Health & Safety	Loaders & Excavation	<b>ISEE '09</b> Denver, CO USA

CONEXPO - CON/AGG Preview Issue

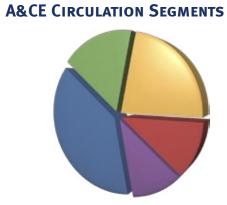
Premiere Issuel Premiere Issuel AGGREGATES & CEMENT EQUIPMENT SEPROR MALLING TAMINING MEDIA PUBLICATION



All rates 1 time, 4 color, full page ads in respective magazines. Pricing sources: 2008 Mining Media Media Kit; Pit & Quarry 2007 Media Kit and December 2006 BPA Publisher Circulation Statement; 2007 Rock Products Media Kit and June 2007 BPA Circulation Statement; and Aggregates Manager 2007 Rate Card and June 2007 BPA Circulation Statement

Editorial Calendar Subject to Chanae

# **A&CE AD RATES**



• Crushed Stone, Sand & Gravel Crushed Stone Sand & Gravel Portland Cement Other



4 COLOR (RATES IN US DOLLARS)					
Space Unit	1x	3x	6x		
Full Page	\$4,000	\$3,800	\$3,600		
2/3 Page	\$3,230	\$3,070	\$2,900		
Isl. 1/2 Page	\$2,980	\$2,830	\$2,680		
1/2 Page	\$2,770	\$2,630	\$2,490		
1/3 Page	\$2,320	\$2,200	\$2,090		
1/4 Page	\$2,000	\$1,900	\$1,800		
2 Page Spread	\$6,610	\$6,300	\$6,000		

#### **2 COLOR** (RATES IN US DOLLARS)

Space Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
Isl. 1/2 Page	\$2,310	\$2,195	\$2,080
1/2 Page	\$2,100	\$2,000	\$1,890
1/3 Page	\$1,650	\$1,570	\$1,490
1/4 Page	\$1,330	\$1,265	\$1,200
2 Page Spread	\$5,615	\$5,330	\$5,050

#### BLACK & WHITE (RATES IN US DOLLARS)

Space Unit	1x	3x	6x
Full Page	\$3,075	\$2,920	\$2,770
2/3 Page	\$2,300	\$2,185	\$2,070
Isl. 1/2 Page	\$2,050	\$1,950	\$1,850
1/2 Page	\$1,850	\$1,760	\$1,670
1/3 Page	\$1,400	\$1,330	\$1,260
1/4 Page	\$1,075	\$1,020	\$970
2 Page Spread	\$5,230	\$4,970	\$4,700

Special orders for inserts, outserts, polybag options quoted on an individual basis.

LICATION		7" x 10" 4-1/2" x 10" 4-1/2" x 7-1/2" 7" x 4-5/8" 3-3/8" x 10"	Width and Depth 178 x 254 mm 114 x 254 mm 114 x 191 mm 178 x 117 mm 86 x 254 mm	1/6 Page (H) Type Page Size Book Trim Size <b>Type Columns</b> 2 Columns/Page 3 Columns/Page	4-5/8" x 2-1/8" 7" x 10" 7-7/8" x 10-3/4" 3-3/8" X 10" 2-1/4" X 10"	117 x 54 mm 178 x 254 mm 200 x 273 mm 86 X 254 mm 57 X 254 mm
PUBL	1/3 Page (V) 1/3 Page (V) 1/3 Page (Sq) 1/4 Page (V) 1/6 Page (V)	2-1/4" × 10" 4-1/2" × 4-5/8" 3-3/8" × 4-5/8" 2-1/4" × 4-5/8"	57 x 254 mm 114 x 117 mm 86 x 117 mm 57 x 117 mm	Bleed Dimension Single Page Spread 2/3 Page (V)		206 X 280 mm 406 X 280 mm 114 X 280 mm



2008 Marketing Portfolio

#### **EQUIPO MINERO CONTINUES MINING MEDIA'S TRADITION OF EXCELLENCE**

Equipo Minero has extended Mining Media's reach throughout Latin American markets-markets seeing some of the world's most extensive investment. The Equipo Minero editorial staff (headed by Steve Fiscor, Editor-in-Chief of Coal Age and E&MJ) have quickly established themselves as authoritative voices concerning Latin American markets.

An entirely Spanish language publication, Equipo Minero aims to provide a unique view on mining operations throughout Latin America. The magazine's focus on equipment, technology, and techniques creates a perfect opportunity for advertisers to present themselves to prospective and current customers. The editorial team has quickly established Equipo Minero as an authoritative source for mining equipment and technology for Latin American markets.

Now is the ideal time to talk to your sales representative to find out how Equipo Minero can help extend your company's brand throughout Latin American markets.

# Equipo Minero: Your Guide to Latin American MINING MARKETS

- More Than 7,000 Readers **THROUGHOUT LATIN AMERICA**
- **GROWING IN READERSHIP AND INFLUENCE**
- BONUS DISTRIBUTION AT IMPORTANT LATIN AMERICAN EVENTS
- EDITORIAL COVERING ALL OF LATIN AMERICA

Mining Media is proud of the successful launch of Equipo Minero—and looking forward to growing on that success by increasing monthly distribution, completing the BPA Audit process, and featuring even more of the well respected editorial that has won admirers throughout the Latin American mining industry. For companies considering entering Latin American markets, Equipo Minero offers a great chance to leverage Mining Media's expertise in international markets.

2008 is an exciting year for this young publication, and Mining Media looks forward to serving your individual needs. Call your sales representative for more information.

#### **Equipo Minero Circulation**

Argentina	420
Belize	1
Bolivia	93
Brazil	663
Chile	2906
Columbia	209
Costa Rica	31
Ecuador	62
El Salvador	13
Falkland Islands	1
French Guyana	66
Guatemala	15
Guyana	30
Honduras	9
Mexico	787
Nicaragua	7
Panama	12
Paraguay	1
Peru	1832
Suriname	14
Uruguay	14
Venezuala	106
Total Distribution (loss show distribution)	7 201

Total Distribution (less show distribution) 7,291

# EQUIPO MINERO 2008 EDITORIAL CALENDAR

	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Focus	
Winter Close: Feb 25	Drilling & Blasting	Jumbo Drilling	Crusher Maintenance	Software	Readership Survey	
Art: Mar 7	Bonus Distributior	n: ConExpo, Las Vegas, NV	USA; ExpoMin, Santiago,	Chile; World Copper Confe	erence, Santiago, Chile	
Spring Close: May 1 Art: May 5	GPS Guidance	LHDs Diesel Engines	Leach Pad Construction	Sustainable Development	Africa Mining & Processing	
	Bonus Distribution: International Gold Symposium, Lima, Peru					
Summer Close: Aug 1	Shovel Rebuilds Tires & Fuel	Underground Mine Profile	Mill Maintenance Flotation	Safety Equipment		
Art: Aug 4	4 Bonus Distribution: MINExpo, Las Vegas, NV USA					
Fall	Pit Dewatering	Communications	SX-EW	Buyers Guide		
Close: Oct 27 Art: Nov 3						
				Editorial Calenc	dar Subject to Change	

**4 COLOR** (RATES IN US DOLLARS) Space Unit 1x 3x \$4,000 \$3,800 Full Page \$3,230 \$3,070 2/3 Page \$2,980 \$2,830 Isl. 1/2 Page \$2,770 \$2,630 1/2 Page \$2,320 \$2,200 1/3 Page \$2,000 \$1,900 1/4 Page 2 Page Spread \$6,610 \$6,300

#### **2 COLOR** (RATES IN US DOLLARS)

·			
Space Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
Isl. 1/2 Page	\$2,310	\$2,195	\$2,080
1/2 Page	\$2,100	\$2,000	\$1,890
1/3 Page	\$1,650	\$1,570	\$1,490
1/4 Page	\$1,330	\$1,265	\$1,200
2 Page Spread	\$5,615	\$5,330	\$5,050

#### BLACK & WHITE (RATES IN US DOLLARS)

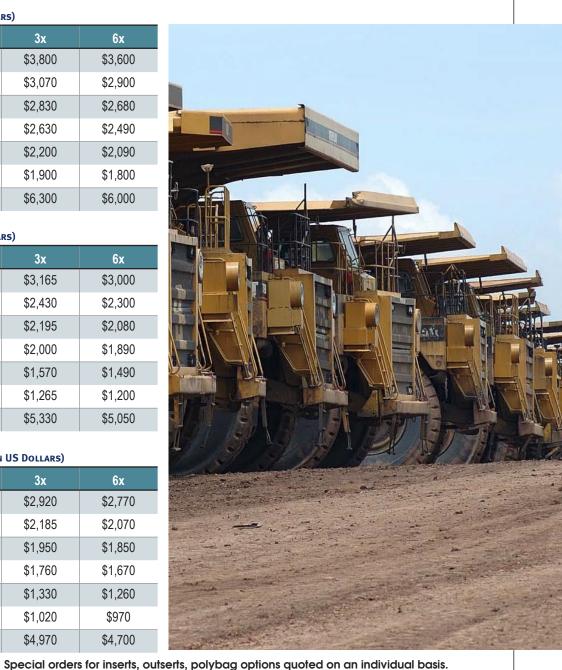
Space Unit	1x	3x	6x
Full Page	\$3,075	\$2,920	\$2,770
2/3 Page	\$2,300	\$2,185	\$2,070
Isl. 1/2 Page	\$2,050	\$1,950	\$1,850
1/2 Page	\$1,850	\$1,760	\$1,670
1/3 Page	\$1,400	\$1,330	\$1,260
1/4 Page	\$1,075	\$1,020	\$970
2 Page Spread	\$5,230	\$4,970	\$4,700

PUBLICATION DIMENSIONS	Size Full Page 2/3 Page 1/2 Page (Isl) 1/2 Page (H) 1/2 Page (V) 1/3 Page (V) 1/3 Page (Sq) 1/4 Page (V) 1/6 Page (V)	7" x 10" 4-1/2" x 10" 4-1/2" x 7-1/2" 7" x 4-5/8" 3-3/8" x 10" 2-1/4" x 10" 4-1/2" x 4-5/8" 3-3/8" x 4-5/8" 2-1/4" x 4-5/8"	Width and Depth 178 x 254 mm 114 x 254 mm 114 x 191 mm 178 x 117 mm 86 x 254 mm 57 x 254 mm 114 x 117 mm 86 x 117 mm 57 x 117 mm	1/6 Page (H) Type Page Size Book Trim Size <b>Type Columns</b> 2 Columns/Page 3 Columns/Page <b>Bleed Dimensions</b> Single Page Spread 2/3 Page (V)	8-1/8″ X 11-1/8″ 16″ X 11-1/8″	117 x 54 mm 178 x 254 mm 200 x 273 mm 86 X 254 mm 57 X 254 mm 206 X 280 mm 406 X 280 mm 114 X 280 mm
	1/01 ago (v)	2 1/4 /4 0/0	07 X 117 11111	2/3 FUGE (V)	J-1/10 X 11-1/0	114 / 200 11111
Public <i>a</i> Dimens	1/2 Page (V) 1/3 Page (V) 1/3 Page (Sq)	3-3/8" x 10" 2-1/4" x 10" 4-1/2" x 4-5/8" 3-3/8" x 4-5/8"	86 x 254 mm 57 x 254 mm 114 x 117 mm 86 x 117 mm	3 Columns/Page Bleed Dimensions Single Page	2-1/4" X 10" 8-1/8" X 11-1/8"	57 X 254 mm 206 X 280 mm

# **EQUIPO MINERO AD RATES**

6x

# EQUIPO MINERO



#### **MEETING THE GROWTH IN THE INTERNATIONAL MARKETPLACE**

The international demand for coal shows no signs of abating. According to the 2007 BP study of world energy usage, global demand for coal grew at 4.5% far ahead of the ten year average of just 2.8%. The majority of the new demand (90%) and production (80%) came from the Asia Pacific rim.

With such an increase in production in the Far East, Mining Media has recognized an opportunity for manufacturers world wide to enter these vital, emerging markets. The Coal Age International Editions launch this year to address these new opportunities. In 2007, Mining Media will publish Coal Age China, a quarterly publication with circulation of 10,000 of the top mining officials in China.

A special, Russian Language edition of Coal Age will also be distributed at Ugol Rossi & Mining 2008 in Novokuznetsky, Russia, Ugol & Mining 2008 in Donetsk, Ukraine, and World Mining Congress in Poland.

# COAL AGE AND E&MJ COME TO TWO OF THE WORLD'S VITAL EMERGING MARKETS: CHINA AND RUSSIA

### THE COAL AGE CHINA AND **E&MJ CHINA OPPORTUNITY**

- **IMPORTANT, EXPANDING MARKET**
- LAUNCH CIRCULATION OF 10,000
- DEDICATED CHINESE EDITORIAL **STAFF GIVES TRUE LOCAL** REPRESENTATION

#### **CHINESE COAL PRODUCTION HAS NEARLY DOUBLED SINCE 2000**

Not only is China one of the world's largest users of coal, but China is the world's largest producer of coal. The boom in production over the last seven years, serving an economic expansion, looks to continue for the foreseeable future. AFX News, a financial news provider, estimates that China's economy will grow by 11.2% in 2007—growth fueled largely by coal.

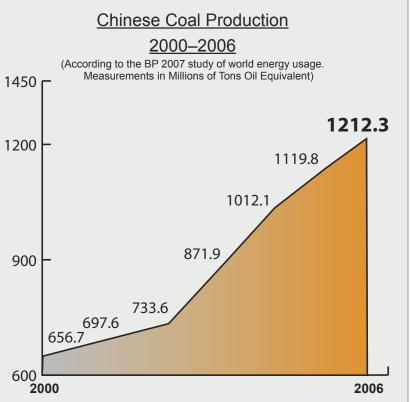
#### COAL AGE CHINA AND E&MJ CHINA WILL BRING YOUR BRAND TO CHINESE PRODUCERS

Each magazine will launch with a circulation of 10,000 of China's top mining officials. These publications will provide advertisers with a unique opportunity to deliver their message to the buyers in this important, expanding market.

Coalf Ball & Goal Age #1288

> Человеческая сторона шахтёрского Аела

Угольный



# WHY COAL AGE RUSSIA?

#### • REACH A NEW MARKET: ONE OF THE TOP 5 **INTERNATIONAL COAL PRODUCERS**

- EXTENSIVE SHOW DISTRIBUTION
- EXCEPTIONAL EDITORIAL

#### SUPPORTED BY VDMA, DISTRIBUTED AT THREE IMPORTANT **INTERNATIONAL EVENTS**

Distributed at Ugol Rossi & Mining 2008 in Novokuznetsky, Russia, Uaol & Minina 2008 in Donetsk, Ukraine, and World Mining Congress in Poland, Coal Age Russia will reach thousands of potential clients. With support from VDMA, the Russian language magazine is sure to be of the highest editorial quality.

Coal Age Russia presents a unique chance to reach the vast Russian market for such a reasonable cost.

## **CALL YOUR SALES REPRESENTATIVE** TO RESERVE SPACE TODAY

## COAL AGE CHINA 2008 EDITORIAL CALENDAR

	Surface Mining	Underground Mining	Coal Preparation	General Interest	Bonus Distribution
Winter Close Art	Draglines	Longwall Mining	Plant Upgrades	Safety Equipment	
Spring Close Art	Shovels & Excavators	Development with Continuous Miners	Screens & Screening Machines	Communications	China International Coal & Mining Shanghai, China
Summer Close Art	Haul Trucks	Roof Support	Fine Coal Processing	Conveyor Systems	<b>EME 2008</b> Shanghai, China
Fall Close Art	Overburden Drills	Hoisting Systems	Refuse Handling Systems	Pumping & Drainage	China Int'l Coal Exhibition Beijing, China

Editorial Calendar Subject to Change

#### **PRINT SPECIFICATIONS**

#### **Easily Upload Files Directly**

- Go to http://mining-media.com/uploads/
- Select the appropriate publication
- Follow upload directions

#### **Color Requirements**

Submit all artwork in CMYK format. Artwork requiring conversion from RGB will be charged accordingly. Total ink saturation should not exceed 280%. Pantone colors must be paid for and clearly specified. If a Pantone equivalent is to be created from process colors, specify the PMS number for matching. Color matching can only be guaranteed when using Pantone spot colors.

#### **Image Resolution and Formats**

All placed images should be 300 dpi at final size. Lower resolutions will result in poor ad quality. Images should be saved as CMYK .tiff or .eps files. Do not embed images into final layout file.

#### **Accepted Applications**

QuarkXPress, Adobe Photoshop, Illustrator, Indesign, and Freehand, and Press Quality PDFs.

#### **Mailing and Contact**

Artwork should be mailed to:

Lillian Rojo, Production Manager Regency Tower, Suite 1108 9550 Regency Square Blvd Jacksonville FL 32225 USA

Contact Production Department for more information:

Tel +1 904 721 2925 Fax +1 904 721 2930 E-mail Irojo@mining-media.com

Publication Dimensions	<b>Size</b> Full Page 2/3 Page (V) 1/2 Page (Isl) 1/2 Page (H) 1/2 Page (V) 1/3 Page (V) 1/3 Page (H)	7-1/8" x 9-5/8" 4-5/8" x 10" 4-5/8" x 7-1/2" 7-1/8" x 4-5/8" 3-1/2" x 9-5/8" 2-1/4" x 9-5/8" 7-1/8" x 3-1/16"	Width and Depth 179.5 x 244 mm 118 x 244 mm 118 x 157 mm 179.5 x 122 mm 87 x 244 mm 56.5 x 244 mm 179.5 x 77 mm	Type Page Size Book Trim Size <b>Type Columns</b> 2 Columns/Page 3 Columns/Page <b>Bleed Dimensions</b> Single Page Spread	8-1/2″ X 12″ 16-3/4″ X 12″	179.5 x 244 mm 210 x 297 mm 86.6 X 244 mm 55.6 X 244 mm 216 X 306 mm 426 X 306 mm
	1/4 Page (V)	9-7/8″ x 5-3/4″	100 x 148 mm	2/3 Page (V)	5-3/16" X 12"	134 X 306 mm

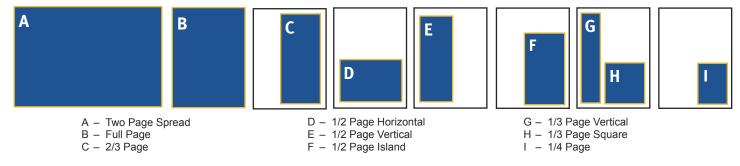
# **COAL AGE CHINA & RUSSIA AD RATES**

Space Unit	1x	3x	6x	
Full Page	\$4,000	\$3,800	\$3,600	
2/3 Page	\$3,230	\$3,070	\$2,900	
I. 1/2 Page	\$2,980	\$2,830	\$2,680	
1/2 Page	\$2,770	\$2,630	\$2,490	
1/3 Page	\$2,320	\$2,200	\$2,090	
1/4 Page	\$2,000	\$1,900	\$1,800	
ge Spread	\$6,610	\$6,300	\$6,000	
COLOR (RAT	es in US Dolla	NRS)		
Space Unit	1x	3x	6x	
Full Page	\$3,330	\$3,165	\$3,000	
2/3 Page	\$2,560	\$2,430	\$2,300	
. 1/2 Page	\$2,310	\$2,195	\$2,080	
1/2 Page	\$2,100	\$2,000	\$1,890	
1/3 Page	\$1,650	\$1,570	\$1,490	the second second
1/4 Page	\$1,330	\$1,265	\$1,200	FT The
ge Spread	\$5,615	\$5,330	\$5,050	
аск & W	HITE (RATES IN	N US DOLLARS)		
Space Unit	1x	3x	6x	
Full Page	\$3,075	\$2,920	\$2,770	
2/3 Page	\$2,300	\$2,185	\$2,070	
. 1/2 Page	\$2,050	\$1,950	\$1,850	
1/2 Page	\$1,850	\$1,760	\$1,670	
1/3 Page	\$1,400	\$1,330	\$1,260	
1/4 Page	\$1,075	\$1,020	\$970	
ge Spread	\$5,230	\$4,970	\$4,700	

Space Unit	1x	3x	6x
Full Page	\$4,000	\$3,800	\$3,600
2/3 Page	\$3,230	\$3,070	\$2,900
Isl. 1/2 Page	\$2,980	\$2,830	\$2,680
1/2 Page	\$2,770	\$2,630	\$2,490
1/3 Page	\$2,320	\$2,200	\$2,090
1/4 Page	\$2,000	\$1,900	\$1,800
Page Spread	\$6,610	\$6,300	\$6,000
2 COLOR (RA	tes in US Dolla	RS)	
Space Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
Isl. 1/2 Page	\$2,310	\$2,195	\$2,080
1/2 Page	\$2,100	\$2,000	\$1,890
1/3 Page	\$1,650	\$1,570	\$1,490
1/4 Page	\$1,330	\$1,265	\$1,200
Page Spread	\$5,615	\$5,330	\$5,050
LACK & W	HITE (RATES IN	US Dollars)	
Space Unit	1x	3x	6x
Full Page	\$3,075	\$2,920	\$2,770
2/3 Page	\$2,300	\$2,185	\$2,070
Isl. 1/2 Page	\$2,050	\$1,950	\$1,850
1/2 Page	\$1,850	\$1,760	\$1,670
1/3 Page	\$1,400	\$1,330	\$1,260
1/4 Page	\$1,075	\$1,020	\$970
Page Spread	\$5,230	\$4,970	\$4,700
	Spe	cial orders fo	r inserts, outser

Space Unit	1x	3x	6x
Full Page	\$4,000	\$3,800	\$3,600
2/3 Page	\$3,230	\$3,070	\$2,900
. 1/2 Page	\$2,980	\$2,830	\$2,680
1/2 Page	\$2,770	\$2,630	\$2,490
1/3 Page	\$2,320	\$2,200	\$2,090
1/4 Page	\$2,000	\$1,900	\$1,800
ge Spread	\$6,610	\$6,300	\$6,000
	ATES IN US DOLLA	NRS)	
bace Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
1/2 Page	\$2,310	\$2,195	\$2,080
1/2 Page	\$2,100	\$2,000	\$1,890
1/3 Page	\$1,650	\$1,570	\$1,490
1/4 Page	\$1,330	\$1,265	\$1,200
Spread	\$5,615	\$5,330	\$5,050
аск & М	HITE (RATES II	N US DOLLARS)	
pace Unit	1x	3x	6x
ull Page	\$3,075	\$2,920	\$2,770
2/3 Page	\$2,300	\$2,185	\$2,070
1/2 Page	\$2,050	\$1,950	\$1,850
1/2 Page	\$1,850	\$1,760	\$1,670
1/3 Page	\$1,400	\$1,330	\$1,260
1/4 Page	\$1,075	\$1,020	\$970
e Spread	\$5,230	\$4,970	\$4,700
	Spe	ecial orders for	inserts outser





2008 Marketing Portfolio

#### THE BI-MONTHLY JOURNAL OF CONSTRUCTION, DEMOLITION, AND RECYCLING

The construction and demolition recycling industry has been growing rapidly for several years, as has the Construction Materials Recycling Association (CMRA), the industry's trade association. The CMRA is the recognized leader of the C&D industry, and it is working with Mining Media to publish *C&D*, the most knowledgeable news source on the C&D industry. With an editorial staff that has been focusing solely on C&D longer than anyone else, no other publication can provide the insight

and depth of knowledge on the C&D recycling and demolition industries than our expert staff.

As the official publication of CMRA, C&D will have unparalleled access to what is really going on in the demolition and recycling industry. The C&D recycling industry can be defined into two segments—concrete and asphalt recycling, and mixed C&D recycling— Comparing Cover both of concrete, asphalt, wood, plastics, OCC, shingles, metals, and drywall has taken off in recent years as support from the green building movement and profit opportunities have expanded. The CMRA has been there every step of the way, helping to make the news. That is why C&D is the leading

news source and must read publication in the demolition and recycling industry.



# **C&D BRINGS VITAL NEWS FROM THE CONSTRUCTION, DEMOLITION, AND RECYCLING INDUSTRIES**

### **C&D WILL HELP YOU REACH YOUR MARKET**

- CIRCULATION OF OVER 5,000
- **COMPETITIVE PRICING**
- KNOWLEDGEABLE & EXCLUSIVE EDITORIAL

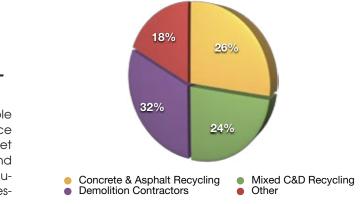
#### **C&D WILL REACH IMPORTANT INDUSTRY DECISION MAKERS**

With targeted circulation developed by knowledgeable industry professionals and the kind of editorial excellence that Mining Media is known for, C&D will come to market with at least 5,000 qualified readers. Affordable pricing and extensive reach make C&D a great opportunity for manufacturers and service providers looking to extend their message throughout the market.

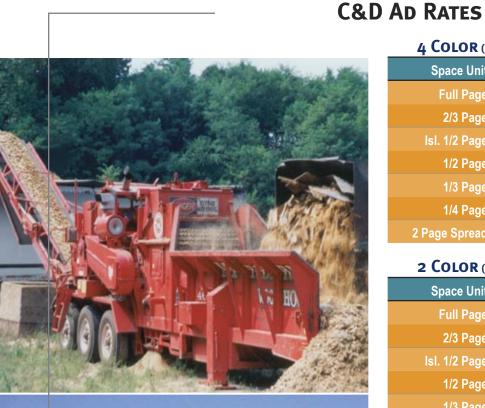
#### C&D 2008 EDITORIAL CALENDAR

	Focus	Recycled Material	Equipment	Bonus Distribution
Jan/Feb Close: Dec 10 2007 Art: Dec 14 2007	State of the C&D Industry	Asphalt Shingles	Portable Crushers	National Demolition Association Las Vegas, NV USA Southeast Recycling Conference Orange Beach, AL USA
Mar/Apr Close: Feb 11 Art: Feb 15	Buyers Guide	Concrete	Shredders	ConExpo-Con/Agg Las Vegas, NV USA CMRA Annual Meeting Las Vegas, NV USA
May/Jun Close: Apr 7 Art: Apr 11	Recycling at the Landfill	C&D Wood	Concrete/Asphalt Screens	WasteExpo Chicago, IL USA
July/Aug Close: Jul 7 Art: Jul 11	Dust Control	Gypsum	Loaders / Excavators	NRC Pittsburgh, PA USA
Sep/Oct Close: Sep 8 Art: Sep 12	Demolition Industry	Mixed C&D	Excavator Attachments	SWANA/WASTECON Tampa Bay, FL USA
Nov/Dec Close: Oct 13 Art: Oct 17	Sorting Technology	Concrete/Asphalt	Mobile Crushers	GreenBuild Chicago, IL USA

#### **C&D CIRCULATION GOALS**



Editorial Calendar Subject to Change





4 COLOR (R	ATES IN US DOLLA	rs)	
Space Unit	1x	3x	6x
Full Page	\$2,500	\$2,250	\$2,000
2/3 Page	\$2,100	\$1,890	\$1,780
Isl. 1/2 Page	\$1,900	\$1,710	\$1,520
1/2 Page	\$1,750	\$1,575	\$1,400
1/3 Page	\$1,300	\$1,170	\$1,040
1/4 Page	\$1,100	\$990	\$880
2 Page Spread	\$4,000	\$3,600	\$3,200

#### **2 COLOR** (RATES IN US DOLLARS)

2 Page Spread

Space Unit	1x	3x	6x
Full Page	\$2,250	\$2,025	\$1,800
2/3 Page	\$1,850	\$1,665	\$1,480
Isl. 1/2 Page	\$1,650	\$1,485	\$1,320
1/2 Page	\$1,500	\$1,350	\$1,200
1/3 Page	\$1,050	\$945	\$840
1/4 Page	\$850	\$765	\$680
2 Page Spread	\$3,750	\$3,375	\$3,000

#### BLACK & WHITE (RATES IN US DOLLARS)

1x	3x	6x
\$2,000	\$1,800	\$1,600
\$1,600	\$1,440	\$1,280
\$1,400	\$1,260	\$1,120
\$1,250	\$1,125	\$1,000
\$800	\$720	\$640
\$600	\$560	\$500
\$3,500	\$3,150	\$2,800
	\$2,000 \$1,600 \$1,400 \$1,250 \$800 \$600	\$2,000 \$1,800   \$1,600 \$1,440   \$1,400 \$1,260   \$1,250 \$1,125   \$800 \$720   \$600 \$560

#### Special orders for inserts, outserts, polybag options quoted on an individual basis.

Publication Dimensions	<b>Size</b> Full Page 2/3 Page 1/2 Page (Isl) 1/2 Page (H) 1/2 Page (V) 1/3 Page (V) 1/3 Page (Sq)	7" x 10" 4-1/2" x 10" 4-1/2" x 7-1/2" 7" x 4-5/8" 3-3/8" x 10" 2-1/4" x 10" 4-1/2" x 4-5/8"	<b>Width and Depth</b> 178 x 254 mm 114 x 254 mm 114 x 191 mm 178 x 117 mm 86 x 254 mm 57 x 254 mm 114 x 117 mm	1/6 Page (H) Type Page Size Book Trim Size <b>Type Columns</b> 2 Columns/Page 3 Columns/Page <b>Bleed Dimension</b> Single Page	8-1/8" X 11-1/8"	117 x 54 mm 178 x 254 mm 200 x 273 mm 86 X 254 mm 57 X 254 mm 206 X 280 mm
	1/4 Page (V)	3-3/8″ x 4-5/8″	86 x 117 mm	Spread	16″ X 11-1/8″	406 X 280 mm
	1/6 Page (V)	2-1/4″ x 4-5/8″	57 x 117 mm	2/3 Page (V)	5-1/16″ X 11-1/8″	114 X 280 mm

Magazine	1x	3x	6x	12x
E&MJ	\$120	\$110	\$100	\$90
Coal Age	\$120	\$110	\$100	\$90
Aggregates & Cement Equipment	\$120	\$110	\$100	\$90
Equipo Minero	\$80	\$70	\$60	NA
C&D	\$80	\$70	\$60	NA
Coal Age China & Coal Age Russia	\$80	\$70	\$60	NA

#### FOR MORE INFORMATION

For quotes on large classified advertisements, Annual Buyers Guides, or to reserve advertising space, contact Tanna Holzer at +1 303 283 0640 x 206 or email tholzer@mining-media.com

#### PRINT SPECIFICATIONS (SEE AD RATES PAGES FOR SIZES) **Easily Upload Files Directly**

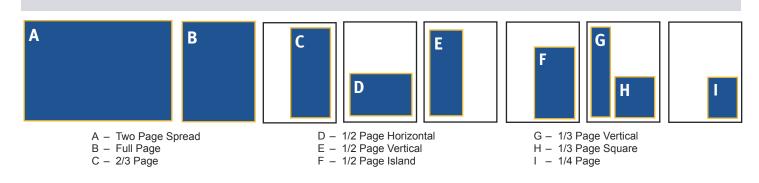
- Go to http://mining-media.com/uploads/
- Select the appropriate publication
- Follow upload directions

#### **Color Requirements**

Submit all artwork in CMYK format. Artwork requiring conversion from RGB will be charged accordingly. Total ink saturation should not exceed 280%. Pantone colors must be paid for and clearly specified. If a Pantone equivalent is to be created from process colors, specify the PMS number for matching. Color matching can only be guaranteed when using Pantone spot colors.

#### **Image Resolution and Formats**

All placed images should be 300 dpi at final size. Lower resolutions will result in poor ad quality. Images should be



2008 Marketing Portfolio

# **CLASSIFIED ADS**

Mining Media offers some of the most costeffective classified advertising in the business. Price for classifieds is per column inch and space is sold in 1/2 inch increments with a 1 inch minimum.

#### **SPECIFICATIONS**

- Column inch is 2 1/8" wide by 1" deep.
- For color add \$50 per.
- Supply in PDF format, 300 dpi minimum.
- Email art to: Irojo@mining-media.com
- Classified advertising closes 1st of the month preceding month of issue.

saved as CMYK .tiff or .eps files. Do not embed images into final layout file.

#### **Accepted Applications**

QuarkXPress, Adobe Photoshop, Illustrator, Indesign, and Freehand, and Press Quality PDFs.

#### **Mailing and Contact**

Artwork should be mailed to:

Lillian Rojo, Production Manager Regency Tower, Suite 1108 9550 Regency Square Blvd Jacksonville FL 32225 USA

Contact Production Department for more information:

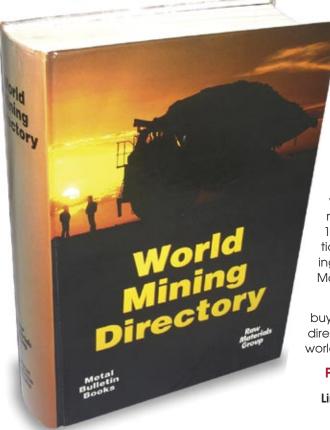
+1 904 721 2925 Tel Fax +1 904 721 2930 Email Irojo@mining-media.com

## PURCHASE MINING MEDIA'S DIRECTORIES ONLINE

New this year: Mining Media directories can be purchased through our online store. Using Visa, Mastercard, or American Express, you can go to Mining-Media.com and order the 2008 World Mining Directory, the current Keystone Coal Industry Manual, the Coal Prep Directory & Handbook, and all of the Lobos Industrial Directories.

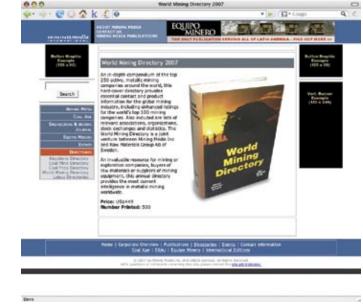
These directories make useful tools for the sales force and marketing departments of companies doing business in the mining and industrial industries.

Visit www.Mining-Media.com and order your directories.



# DIRECTORIES





## 2008 WORLD MINING DIRECTORY

An in-depth compendium of the top 250 active, metallic mining companies around the world, this hard-cover directory provides essential contact and product information for the global mining industry, including enhanced entries for the world's top 100 mining companies. Also included are lists of relevant associations, organizations, stock exchanges and statistics. The World Mining Directory is a joint venture between Mining Media Inc and Raw Materials Group AB of Sweden.

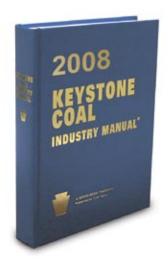
An invaluable resource for mining or exploration companies, buyers of raw materials or suppliers of mining equipment, this annual directory provides the most current intelligence in metallic mining worldwide.

#### Price: US\$499

#### Limited Quantities—Order Yours Now!

# THE WORLD MINING DIRECTORY IS A POWERFUL RESOURCE FOR ANY COMPANY DEVELOPING MARKETING CONTACTS IN THE MINING INDUSTRY

#### 2008 KEYSTONE COAL INDUSTRY MANUAL



Considered the bible of the coal industry, the Keystone Coal Industry Manual has been serving the mining industry since 1918. With the publication of each consecutive issue, this single reference authority provides critical information on where coal is mined, by whom, its qualities and quantities, modes of transportation and its major consumers.

Divided into tabbed categories, this hard-cover reference book is user-friendly for mining industry professionals and as an educational resource for those interested in entering this booming industry.

#### Price: US\$369

Number printed: 1,000

Listing and advertising deadline: 31 July 2008

Bookmark		olay Advertising	Disp	
Each	\$3,240.00	Each	\$4,010.00	2 Page Spread
fessional Services Ad Column Inch	<b>Prof</b> \$105.00	3 Ads 2 Ads	\$1,935.00 \$2,005.00	Full Page
Each to add Color	\$100.00	1 Ad	\$2,085.00	
Web Mart Advertising		3 Ads	\$1,705.00	2/3 Page
\$640.00	1/6 Page Full Color	2 Ads 1 Ad	\$1,760.00 \$1,810.00	
for Display Advertisers	\$100 Discount	3 Ads	\$1,135.00	1/2 Page
Specifications		2 Ads 1 Ad	\$1,170.00 \$1,210.00	
8-1/8" x 10-7/8"	Full Page	3 Ads	\$875.00	1/3 Page
5″ x 7-1/4″	1/2 Page	2 Ads	\$910.00	i/or age
3-1/2" x 7-1/4"	1/3 Page	1 Ad	\$955.00	
2-1/4″ x 7-1/4″	1/4 Page Horizontal	3 Ads	\$650.00	1/4 Page
3-1/2″ x 5″	1/4 Page Block	2 Ads	\$670.00	
Production		1 Ad	\$710.00	
Mining Media Inc		ay Advertising)	Charges (Displ	Color C
c/o Lillian Rojo ency Tower, Suite 1108	Ŭ	2 Page Spread Per Page	\$1,885.00 \$990.00	Four Color
Regency Square Blvd. cksonville FL 32225 USA		2 Page Spread Per Page	\$1,120.00 \$670.00	Matched Color
Tel: +1 904 721 2925 Fax: +1 904 721 2930 o@mining-media.com	Iroid	2 Page Spread Per Page	\$615.00 \$350.00	Two Color
	liojc	Logo Listing		
Discounts		Each	\$105.00	First
1 Free Copy	1/2 Page Display Ad	Each	\$95.00	Additional
2 Free Copies	Full Page Display Ad	Basic Listing		
4 Free Copies	2 Page Spread	Each	\$65.00	Consultants & Services

## 2008 COAL PREPARATION DIRECTORY & HANDBOOK

Focused entirely on the preparation aspect of the coal industry, this annual, softcover directory contains technical specifications and conversion tables which are used daily by prep plant engineers as well as a complete listing of US suppliers and manufacturers of coal preparation equipment and services. Distributed on a complimentary basis to more than 2,000 preparation industry professionals in the top coal prep associations and at the Coal Prep Show in Lexington, Ky., this handbook is most often found on truck dashboards rather than office bookcases.

#### Price: US\$95

#### Number printed: 2,000

Listing and advertising deadline: 28 Feb 2008

Advertising Opportunity	Specifications	Price	Per	Print Art Requirements
Outside Back Cover	(5.25" x 8.25")	\$2,400.00		Resolution should be no less than 300 dpi at
Inside Front Cover	(5.25" x 8.25")	\$2,200.00		actual size.
Inside Back Cover	(5.25" x 8.25")	\$2,000.00		Saved in a .tif or .eps or PDF format.
Full Page Black & White	(5.25" x 8.25")	\$1,500.00	each	Email to Irojo@mining-media.com.
Full Page 4-Color	(5.25" x 8.25")	\$1,800.00	each	Fax hard copy to +1 904 721 2930 attention
Half Page Black & White	(5.25" x 4.125")	\$800.00	each	Fax hard copy to +1 904 721 2930, attention Production Department.
Half Page 4-Color	(5.25" x 4.125")	\$1,000.00	each	For More Information, Contact:
Display Ad	(5.25" x 1.5")	\$350.00	each	Tanna Holzer
Strip Ad	(5.25" x 1")	\$250.00	each	tholzer@mining-media.com

### 2008 COAL MINE DIRECTORY



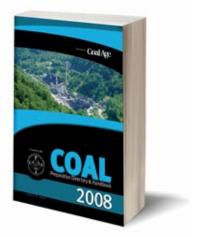
Taken directly from the Keystone Coal Industry Manual, this specialized section includes mine and preparation plant data for both U.S. and Canadian mines. A large, soft-cover format, the directory includes an extensive compilation of production and marketing-oriented statistics covering output, productivity and quality. Readers can readily identify, select, locate and understand the current status and makeup of these mining companies, coal mines, preparation plants and the personnel operating them.

Advertise in this annual handbook and benefit from its year-long shelf life!

Price: US\$185

Listing and advertising deadline: 31 July 2008

Please use Keystone Coal Industry Manual charts for ad s



A heavily used industry resource chosen by industry professionals across North America, the Coal Mine Directory is modestly priced and easy to use.

sizes and dimensions.	For More Information, Contact:	
	Tanna Holzer	
	tholzer@mining-media.com	



# ...... . . . . . . . . . . . . . . ....... .... ................ ...... ...

# **E-INITIATIVES**

### MINING MEDIA'S NEW WEB SITE MEANS OPPORTUNITIES FOR YOU

#### **INTRODUCING THE NEW MINING-MEDIA.COM**

Mining-Media.com has been redesigned to be easier to navigate, more informative, and better looking than before. Encompassing all of our publications, directories, and events, our new site promises to serve the mining industry better by becoming a hub for news and information.

The new site will also make it easier for advertisers to see upcoming opportunities to exhibit and advertise in markets around the world.

#### **ADVERTISING OPPORTUNITIES**

Banner ad placement will be offered throughout the main sections of the Mining Media site, allowing advertisers to target their ad placement for best effect. Each section will feature just a handful of placed ads, and each ad position will have no more than three banners in rotation, to ensure advertisers maximum exposure.

Mining Media is committed to offering opportunities that extend your brand and message to our audience in the most effective way possible.

#### **BANNER AD SPECIFICATIONS**

Banner Size	Pixel Size	Notes	
Top Banner	468 x 60		
Side Button	120 x 90	Premium Top Left and Right Column Positions	
Vertical Banner	120 x 600	Right Column Skyscraper	
Interstitial "Half Page" Ad	600 x 300	Mining-Media.com interstitial ads are only available on the front pages of each site sectior and only available by special arrangement. Please contact your sales representative for more information.	
Formats and Sizes			
Banners and Buttons	Mining Media accepts JPEG and GIF (including animated GIF) files for all banners and buttons. Total file size should not exceed 20kb. File and link information should be submitted to djones@mining-media.com.		
Interstitial	Mining Media accepts JPEG, GIF (including animated GIF), and Flash files for interstitials. Total file size should not exceed 30kb. File and link information should be submitted to djones@mining-media.com. If a Flash file is submitted, some reporting features may not be		

available.



### **BANNER COST PER MONTH (BY SITE SECTION)**

Section	Top Banner	Side Button	Side Vertical	Interstitial
Main Site mining-media.com	\$750	\$450	\$600	\$2,000
Coal Age coalage.com E&MJ e-mj.com	\$750	\$450	\$600	\$2,000
Equipo Minero equipo-minero.com Modern Aggregates modernaggregates.com	\$600	\$375	\$475	\$1,500
C&D World canddworld.com	\$450	\$275	\$375	\$1,000

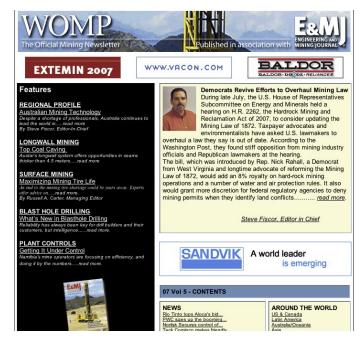
• All prices in US dollars.

• A maximum of three advertisers will be accepted per available space each month. Reserve space early to assure availability.

• Some incentives are available to regular print advertisers. Contact your sales representative for more information.

VISIT WWW.MINING-MEDIA.COM FOR MORE **INFORMATION ABOUT ADVERTISING OPPORTUNITIES** 

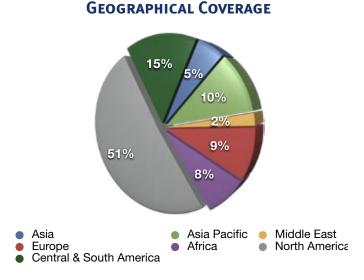
### WORLD OF MINING PROFESSIONALS E-NEWSLETTER



#### THE FACTS

E&MJ's World of Mining Professionals (WOMP), an abridged version of the current issue of E&MJ, is an electronic newsletter delivered directly to an audience of engineering and mining professionals throughout the world. WOMP provides you with a unique opportunity to place your advertising message right at the work place of the professionals running the global mining industry.

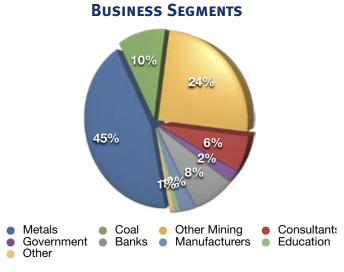
With editorial compiled from the current edition of *Engineering & Mining Journal*, the mining industry's leading print publication, the content is second to none.



World of Mining Professionals holds the attention of its readers—your customers—in a format that allows you to utilise the strength of the internet and bring potential customers direct to your web presentations. Using the latest Internet technology, all activity surrounding the editorial and advertising content in each issue is tracked, monitored and reported.

#### THE AUDIENCE

WOMP serves those working in the fields of mining, including exploration, development, milling, smelting, refining, the extractive processes of metals and nonmetallics, and the mining and preparation of coal. Mining and mineral processing consultants, educational centers and government bodies are also served.



#### THE SCHEDULE

All issues feature an Editor's Comment, Current News, Around the World Reports, This Month in Coal, Equipment News and Product Gallery, Calendar and detailed special features. The focus of the special features is detailed in the schedule on the following page.

#### THE TECHNICAL

For advertising banners, GIF or JPEG files are accepted. Maximum file size is 30K. Linking URL to be submitted with the creative. At all times, in all cases, the publisher reserves the right to reject any advertising material.

To feel the value and potential of WOMP to your marketing and communications, go to **www.womp-int.com** to see the real product for yourself—you will then immediately understand why you should be using this product as an essential part of your marketing mix.



#### SCHEDULE

Issue	Close	Art	
Vol 1	21 Feb	28 Feb	GPS Guidanc
Vol 2	20 Mar	27 Mar	Ground Enga
Vol 3	22 Apr	29 Apr	Bucket Whee
Vol 4	22 May	29 May	Shovel Rebui Deutsche Tec
Vol 5	19 Jun	26 Jun	Truck Beds, G
Vol 6	21 Aug	28 Aug	Primers & De Australian Ro
Vol 7	11 Sep	18 Sep	Tires & Fuel,
Vol 8	23 Oct	30 Oct	Pit Dewatering
Vol 9	20 Nov	27 Nov	Haul Road De
Vol 10	11 Dec	18 Dec	Blasthole Drill

#### **PRICES AND SIZES**

Position	Size - Pixels	Number of Spots	€ Month	€ Month	€ Month
	W - H		1x	2x	3x
The Opener	200 x 45	Three positions placed at the top of each edition of the newsletter and presented in the newsletters opening window.	2400	2300	2100
The Editor	400 x 70	Single position placed immediately under the editor's monthly comment and presented in the newsletters opening window.	3200	3100	2900
Section Break	300 x 45	Positioned within the editorial section breaks throughout the newsletter - two positions per row.	1900	1800	1600
News Section	300 x 45	Positioned in the News section of the newsletter - two positions per row.	1700	1600	1400
Around the World Section	300 x 45	Positioned in the Around the World section of the newsletter - two positions per row.	1700	1600	1400
'This Month in Coal' Section	300 x 45	Positioned in the 'This Month in Coal' section of the newsletter - two positions per row.	1700	1600	1400
Features Section	300 x 45	Positioned in the Features section of the newsletter - two positions per row.	1700	1600	1400
Equipment News Section	300 x 45	Positioned in the Equipment News and Product Gallery section of the newsletter - two positions per row.	1700	1600	1400
Calendar Section	300 x 45	A calendar of exhibitions and conferences appears in each edition - two positions per row.	800	700	500
Features Single	468 x 60	Positioned in the features seaction, single banner per row.	1900	1800	1600



#### **Special Features**

nce, Block Caving, Leach Pad Construction, Russian Mining

aging Tools, LHDs, Industrial Minerals, Uranium, Zambia

el, Diesel Engines, Mill Maintenance, Mexican Gold, Latin America

uilds, Jumbo Drilling, Pyrometallurgy, Maintenance & Lubricants,

Ground Control, Crushers, Motors & Drivers

etonations, Mine Surveying, Conveyors, Platinum Group Metals, oundup

, Shaft Sinking, Optimizing Mills, Sustainable Development, MINExpo

ng, Communications, Flotation, Mining Software, Scandinavia

Design, Mine Ventilation, Pipeline Construction

illing, Mine Rescue, SX-EW, Unconventional Mining, Africa Profile

# **BUYERS GUIDES**

ACE	FEBRUARY (AGGREGATES) Reserve space by 7 January 2008.
	Materials due by 11 January 2008.
	March (Cement)
	Reserve space by 12 May 2008.
	Materials due by 16 May 2008.
	March
	Reserve space by 11 February 2008.
	Materials due by 15 February 2008.
Coal Age.	July Reserve space by 23 June 2008.
U	Materials due by 3 July 2008.
	November
E84VII	Reserve space by 13 October 2008.
ENGINEERING AND MINING JOURNAL	Materials due by 20 October 2008.



# **SPECIAL ISSUES**



# CONEXPO - CON/AGG 2008

#### 11–15 MARCH 2008

Be sure that you reserve ad space early for our special ConExpo - Con/Agg issues. With more than 120,000 industry professionals expected to attend from around the world, this exhibition will be one of the most important events for any company involved in construction, aggregates, and concrete industries.

Contact your sales representative for more information.

# COAL PREP '08

#### 30 APRIL-3 MAY 2008

With more than 200 exhibitors and 1,200 attendees, the 24th annual Coal Prep show in Lexington, KY, is the only international event serving the needs of the coal preparation industry. New technology and a comprehensive, educational conference program draw visitors from around the world. Make an impression by advertising in our special issue of Coal Age for this important event.

Contact your sales representative for more information.

# **MINExpo '08**

#### 22-24 SEPTEMBER 2008

Quite simply the most important North American mining show of 2008, MINExpo occurs only once every four years. With more 30,000 visitors from over 100 countries filling a floor space of 500,000 net square feet, this is a rare opportunity to reach such a wide audience. Be sure to maximize your presence at the show by advertising in Mining Media's special show issues, distributed to thousands of show attendees.

Contact your sales representative for more information.

#### 27-30 JANUARY 2008

More than 1800 representatives from over 50 countries are expected to attend the annual conference of the International Society of Explosives Engineers. The Blasting Training Seminar and technical sessions ensure that users from around the globe are on hand to learn more about new technologies and techniques.

Contact your sales representative for more information.

2008 Marketing Portfolio

INTERNATIO

THE WORLD'S PREMIER MINING EXPOSITION

ANNUAL CONFERENCE ON

**EXPLOSIVES** & **BLASTING** 

TECHNIQUE JANUARY 27-30, 2008 **NEW ORLEANS, LOUISIANA, USA** 

# **ISEE 34TH ANNUAL CONFERENCE 2008**

# **2009 EVENTS**



#### SHOW DATES: 9-11 JUNE 2009

Over the last 20 years, Longwall USA has grown to be the largest longwall equipment trade show held in North America. With a conference devoted to new techniques America. Held biannually and focused expressly on underground/longwall mining, the 2009 event will be the largest in the show's history.

There is no other show like Longwall USA. Well established and attended by a range of delegates from all parts of the longwall mining industry, Longwall USA attracts all of the most important manufacturers and service providers. Do not miss out on exhibiting or attending this important event.



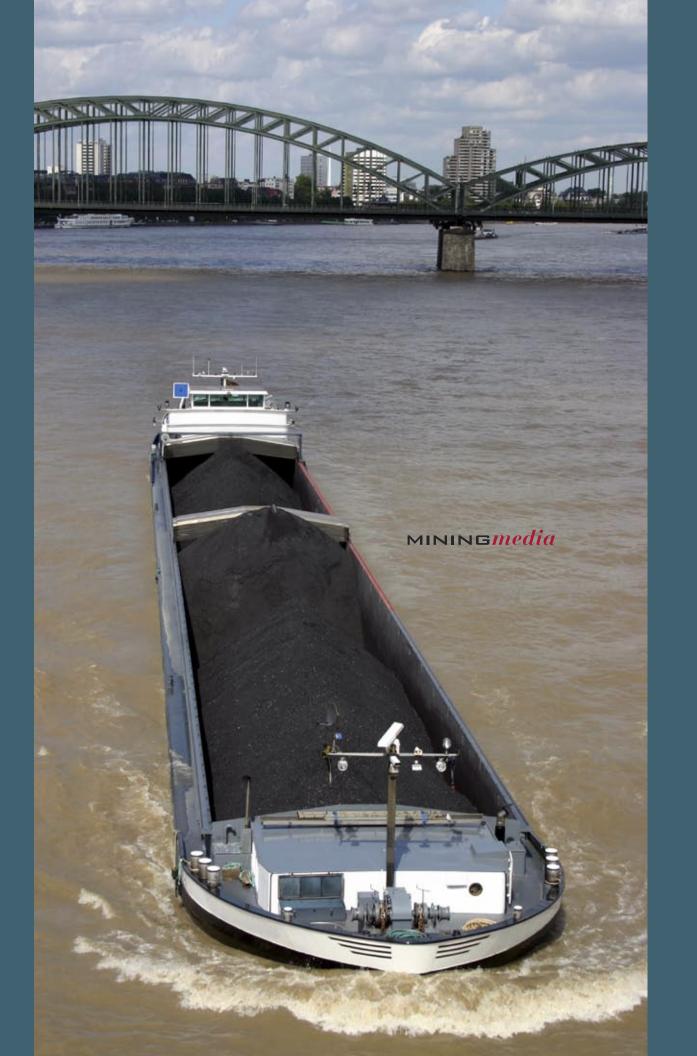
Haulage & Loading is the only event of its kind in North and technology vital to mine operators, all the major manufactureres represented, and with delegates attending from around the world, Haulage & Loading will be one of the most important mining conferences of 2009.

With participation from 30 US states and delegates from around the world, the 2009 Haulage & Loading conference and trade show is poised to continue its success as the premier international haulage and loading event.

#### For more information on attending or exhibiting at these shows, contact:

Chad Dorn International Sales Manager Tel: +1 720 855 3996 Email: cdorn@mining-media.com





# SALES CONTACTS

#### EASTERN US & CANADA

Victor W. Matteucci

5931 Christopher Court Mentor OH 44060 USA Tel +1 440 257 7565 Fax +1 440 257 6265 vmatteucci@mining-media.com

#### INTERNATIONAL, AUSTRALIA, South Africa, Western US & Canada

Chad Dorn 4009 Osceola Street

Denver CO 80212 USA Tel +1 720 855 3996 Fax +1 720 855 3957 cdorn@mining-media.com

#### UNITED KINGDOM, SCANDINAVIA AND EUROPE Colm Barry/Jeff Draycott

Vallgatan 20 234 32 Lomma, Sweden

Tel Barry +46 (0) 40 414178 Tel Draycott +46 (0) 70 2067636 Fax +46 (0) 40 414178

colm.barry@telia.com jeff.draycott@comhem.se

#### CLASSIFIED ADVERTISING Tanna Holzer

8751 East Hampden Avenue Suite B1 Denver CO 80231 USA Tel +1 303 283 0640 x 206 Fax +1 303 283 0641 tholzer@mining-media.com

#### GERMANY, AUSTRIA & SWITZERLAND Gerd D. Strasmann

Strasmann Media-Promotion GmbH Berghausen 29 D-42859 Remsheid, Germany Tel +49 2191 931497 Fax +49 2191.931499 StrasmannMedia@t-online.de

**JAPAN** Masao Ishiguro

IRM Inc. Rosei Building 1-4-2 Higashi-Azabu Minato-ku, Tokyo 106-0044, JAPAN

Tel +81(3) 3584 1241 Fax +81(3) 3582 2576 ishiguro@irm.jp

#### CHINA KT Mao

Building 9, Suite 203 Huagongdayuan Hepingli Beijie, Dongcheng Qu Beijing 100013, China

Tel +86 136 8332 1686 Fax +1 303 484 0320

kt@gmail.com

