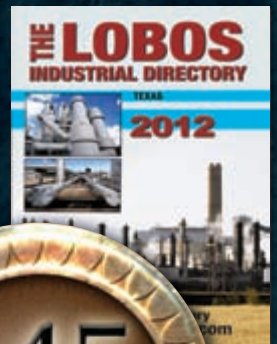
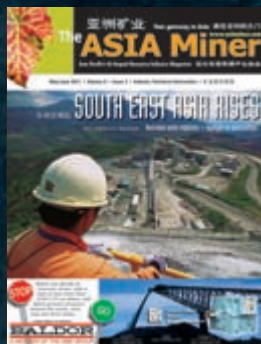


MININGmedia INTERNATIONAL

Serving the International Hard Rock, Coal,
Aggregate, Construction & Recycling
Industries



2012 Media Kit



Table of Contents

Welcome Letter	1	• Mining Media Websites	50-51
Editorial Staff Contacts	2	• Weekly News Services	52
Sales Staff Contacts	4	• World Mining Equipment	53
Magazine Audit Information	6	• Womp E-Journal	54
Engineering & Mining Journal.....	7	• Digital Edition Magazines	55
E&MJ Specials & Supplemental Issues	10	Keystone Coal Industry Manual	56
Coal Age	13	Coal Mine & Suppliers Directory.....	56
Special Issues	17	Coal Prep Directory & Handbook	57
Equipo Minero	21	North American Cement Directory	57
The ASIA Miner	25	Lobos Industrial Directories.....	58
Concrete Products	29	Industry Trade Shows	59
Rock Products	33	• Longwall USA 2013	60
Cement Americas	37	• Coal Handling & Storage 2012	60
C&D World	41	• Haulage & Loading 2013	IBC
QEM	45	• C&D World 2012	IBC
Electronic Media.....	49		

Proud Supporters of:



⊕ Circulation You Can Trust



In the competitive world of business-to-business publishing, there are a variety of publishing companies and 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 circulation 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 publisher, it is an expensive and arduous process, but it is justified in the value to advertisers.

A Letter from the President

Peter K. Johnson

President/Publisher
Mining Media International



On behalf of the almost 50 employees of Mining Media International we are pleased to present you with the 2012 Media Kit for our publications. All are leaders in their various markets and feature editorial quality that is without equal.

Over the past few years you may have noticed that Mining Media International has continued to grow while maintaining its focus as a specialty publisher in the mining and construction industries. At the beginning of 2010 we acquired *The ASIA Miner* which allowed us to open an office in Melbourne, Australia, and continue our expansion to serve the rapidly expanding Asian markets.

Regional Offices

World Headquarters

Mining Media International
8751 E. Hampden Ave., Ste B1
Denver, CO 80231 USA
Tel +1 303 283 0640
Fax +1 303 283 0641

Germany

Berghausen 29
D-42859 Remscheid, Germany
Tel +49 2191 931497
Fax +49 2191 931499

United Kingdom

Lowe's Cottage
Hixet Wood, Charlbury OX7 3SB UK
Tel +44 1608 811414

Latin America

Carlos Pezoa Véliz 0411
Gran Vía
Antofagasta, Chile
Tel +56-55-243706

Scandinavia

Vallgatan 2023432
Lomma Sweden
Tel +46 (0) 40 414178
Fax +46 (0) 40 414178

Australia

Suite 9, 880 Canterbury Rd.
Box Hill, VIC 3128, Australia
Tel +61 3 9899 2981

Indonesia

PT Laguna Karya Centreflix Boutique Office
Jln. Danau Toba 104, Bendungan Hilir
Jakarta Pusat Indonesia 10210
Tel +62 21 570 1505
Cell +62 821 24 955 888

At the end of 2010 we also acquired *Rock Products*, *Concrete Products* and *Cement Americas* from Penton Business Media and in keeping with our company's approach to quality publishing, immediately increased the number of editorial pages to better serve the readers; began printing on upgraded paper; and increased circulation. The response from advertisers and readers alike has been highly supportive.

In 2011 we launched *Quarry Equipment Marketplace* to service the aggregates industry and later acquired *Mine & Quarry Trader*, which has been merged into *Quarry Equipment Marketplace*. The circulation of the combined publications resulted in an increase of more than 30 percent compared to *Mine & Quarry Trader*, giving tremendous additional value to advertisers.

A related addition was the merging of SEMCO Productions, an Atlanta-based trade show company into the Mining Media International family. This now gives us a platform to professionally manage and produce our trade shows and conferences in the industries we serve.

Although we continue to be a print magazine publisher serving industries that have indicated via Reader Surveys, that they still prefer the print product, we acknowledge the changes in the marketplace and offer digital copies of all our magazines together with weekly News Services, Interactive Websites and other Electronic Services. Please feel free to contact your local sales representatives for additional details on any of our products. We wish you a successful and profitable 2012.

Peter K. Johnson
President

Company Contacts

President & Publisher

Peter Johnson
Tel +1 303 283 0640
Fax +1 303 283 0641
pjohnson@mining-media.com

Vice President, Editorial Director

Steve Fiscor
Tel +1 904 721 2925
Fax +1 904 721 2930
sfiscor@mining-media.com

Vice President of Sales & Marketing

John Bold
Tel +1 224 544 5594
Fax +1 224 538 2375
jbald@mining-media.com

Editorial Office Press Releases/Contact

11555 Central Pkwy, Suite 401
Jacksonville, FL, 32224 USA
Tel +1 904 721 2925
Fax +1 904 721 2930

Billing & Accounting

Lorraine Mestas
8751 East Hampden
Avenue, Suite B1
Denver, CO 80231 USA
Tel +1 303 283 0640 x 207
Fax +1 303 283 0641
lmestas@mining-media.com

Ad Traffic Manager

Erica Freeman
11555 Central Pkwy, Suite 401
Jacksonville, FL 32224 USA
Tel +1 904 721 2925
Fax +1 904 721 2930
efreeman@mining-media.com



An Editorial Team Readers Trust



**Steve Fiscor, Vice President-
Editorial Director**
sfiscor@mining-media.com

What sets Mining Media International apart from other B2B publishers in this space is its vast editorial footprint. The MMI editorial team consists of a global group of editors, many of whom are considered "the authority" in their respective fields. More than simply reporting the news, this group of professionals offers the insight and analysis that readers expect from the individual titles. These titles have more than editorial excellence in common. Each shares a commitment to safety, the environment and sustainability. With each edition, the editors provide news and market analysis, information on equipment and technology, and tips for improving operational efficiency.

MMI is a full service B2B media outlet. While print publishing is an important aspect of the business, it is one of many means by which it delivers content to readers. The company also connects with readers through websites, targeted eNewsletters and social networking. The editorial team also serves as a valuable resource in organizing the company's conferences and gathering data for its directories.

On the mining side, *Engineering & Mining Journal (E&MJ)* remains the leading international trade journal geared toward mining and mineral processing. *Coal Age* will

celebrate 100 years of dedication to coal mining and processing in 2012. *The ASIA Miner* provides an assessment of exploration and mining activities in the Asian Pacific region with a bi-lingual (Mandarin) component, while *Equipo Minero* reaches mining and processing professionals throughout Latin America in Spanish.

For the construction industry, *Rock Products* reports on quarries and sand and gravel operations. *Concrete Products* serves ready mixed and manufactured-concrete producers. *Cement Americas* remains the cement industry journal for the Western Hemisphere. *C&D World* reaches professionals in the demolition and construction and debris recycling industries. From the deepest platinum mines to the tallest concrete skyscrapers, Media Mining International's editorial team has it covered.

About Steve Fiscor

As vice president-editorial director for Mining Media International, Steve Fiscor heads a world class group of writers and editors serving the mining and construction markets. He has served as editor-in-chief for *E&MJ* since 2003 and *Coal Age* since 2001. He writes articles on mining and processing, organizes the technical programs for several conferences, and produces many of MMI's ancillary products. Based in Jacksonville, Fla., he began his career with *E&MJ* and *Coal Age* in 1991. Prior to his career in journalism, Steve worked as a project engineer for a longwall mining operation in Colorado. He holds a BSc in Mining Engineering from the University of Missouri-Rolla.

Lee Buchsbaum, Associate Editor & Photographer, *Coal Age*

lbuchsbaum@mining-media.com

Lee Buchsbaum started his career at Southern Illinois University-Carbondale's Coal Research Center as a writer and exhibition coordinator. He holds a master's in English and a Masters of Fine Arts in Photography from SIUC. A contributor to *Coal Age*, Lee also does commercial-industrial photography, specializing in mining related subjects. He has produced several coal-centric photo-text documentaries which have been exhibited internationally.



gates industry's leading magazine. In his more than 10 years at the helm, Mark developed a number of ancillary media products, such as the *Market Reference Guide*, *Equipment & Technology Handbook*, and *The Cement and Ready Mix Resource Guide*; as well as *Mining Equipment and Technology* and *Portable Plants & Equipment* magazines. He helped usher the magazine into the digital age by overseeing the development of the magazine's first website, e-newsletter, online buyers guide and podcast, as well as *Pit & Quarry University*, an industry education resource. A former winner of the Construction Writers Association's Robert F. Boger Award for Editorials and an Advanstar President's Club honoree, Mark pursued independent projects from 2006-2010, while also serving as an aggregates industry blogger, consultant and freelance writer.



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 of experience as a technical journalist, and has covered all aspects of the mining, quarrying 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.



Don Marsh, Editor, *Concrete Products*

dmarsh@mining-media.com

Don Marsh has 20-plus years' experience in the heavy building materials, construction and home improvement retailing industries. Prior to joining *Concrete Products* as editor in 1993, he worked in media relations with Portland Cement Association and as a staff editor at (pre-RBI) Cahners Publishing.

Mark S. Kuhar, Editor, *Rock Products* and *Cement Americas*

mkuhar@mining-media.com

Mark S. Kuhar, editor of *Rock Products* and *Cement Americas*, began his editorial career in 1987 as an assistant editor on *Pit & Quarry* and *Concrete* magazines. After leaving construction journalism from 1990-1995, he returned in 1996 as editor-in-chief of *Pit & Quarry*. Under his editorial direction, *Pit & Quarry* became the aggregate

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

omartin@mining-media.com

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



Mining Media Editorial Staff

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).



John Miller, Editor, ASIA Miner and Australian Editor, E&MJ

john@asiaminer.com

Based in Orange, New South Wales, Australia, John Miller has been working as a mining journalist for *The ASIA Miner* for the past four years, focusing on mining developments throughout Asia and Australia. He was promoted to editor, *The ASIA Miner*, during July 2010, is editor of *Coal Age Indonesia* and has responsibility for *E&MJ* Australian coverage. John has more than 30 years experience as a journalist. He is also an author with more than five historical books published and a biography published. He has also served his community as a city councillor and was mayor of Orange from 2002 to 2004.

Steve Prokopy, Editor, Cement Americas

sprokopy@mining-media.com

Steven Prokopy has been covering the cement, mining and construction industries in national and international trade publications since 1992. He began his career with *Rock Products* magazine and was part of the team that launched *Rock Products Cement Edition* in November 1993. He has traveled extensively throughout the world, particularly in the United States and Canada, establishing industry contacts and collecting information for these magazines. In 1997, he was appointed North American editor for *Rock Products Cement Edition* and began his editorship for the renamed *Cement Americas* in the fall of 1998. Prokopy was also managing editor of *Cement Americas*' sister publication *Concrete Products*.



Antonio Ruffini, South African Editor, E&MJ

aruffini@webafrica.org.za

Reporting from Johannesburg, Antonio Ruffini covers Africa for Mining Media. He received a BSc in electrical engineering from the University of the Witwatersrand in 1987, and later completed a MSc in high voltage engineering. After working as a transmission engineer at the South African power utility Eskom, he left engineering to pursue his interest in technical journalism and writing. He was assistant editor for South Africa's first weekly mining news-

paper and helped pioneer the first mining publication out of South Africa to cover the sector across the rest of the African continent. Antonio has won several awards for mining journalism.

Josephine Smith, Associate Editor, Rock Products, Cement Americas and Concrete Products

jsmith@mining-media.com

Based in Jacksonville, Fla., Josephine Smith is the assistant editor for *Rock Products*, *Cement Americas* and



Concrete Products. Prior to joining Mining Media, she worked as an editor for a local publishing firm, specializing in industry-specific guides and directories. Josephine holds a bachelor's in Communication from the University of North Florida.



William M. Turley, Associate Publisher and Editor, C&D World

wturley@mining-media.com

William M. Turley, previously an associate editor of *Rock Products*, is the editor of Mining Media's newest publication, *C&D World*. He previously served as director of the International Cement Seminar and is currently the executive director of the Construction Materials Recycling Association, a 13-year-old organization promoting recycling and reuse of concrete, asphalt, gypsum, wood and asphalt shingles. A consultant to C&D recyclers, William has served as a journalist covering the C&D industry for more than 12 years and helped develop the SWANA C&D Certification Course.

Gina Tverdak, Associate Editor, Coal Age, E&MJ and C&D World

gtverdak@mining-media.com

Based in Jacksonville, Fla., Gina Tverdak is the associate editor for *Coal Age*, *Engineering & Mining Journal* and *C&D World*. She has a bachelor's 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 advertising and journalism courses part-time at the University of North Florida.



Simon Walker, European Editor

simon.emj@btinternet.com

A graduate mining engineer and mining geologist with more than 40 years' experience, Simon Walker is Mining Media's European editor. He has been involved with mining journalism since the mid-1980s, and since the early 1990s has been providing research, management consulting, editorial and technical services to an international client base. His interests cover both the hard rock and coal sectors, as well as environmental issues and the socio-economic aspects of the international mining industry. Based in Charlbury, England, Simon has traveled worldwide during his career.



Lane White, Contributing Writer, E&MJ

lane.white@comcast.net

Covering the scene from Denver, Colo., Lane White has been writing for and about the metals and mining industry since 1968. From 1971 through 1988, he was an editor for *E&MJ*. From 1989 to 1995, he was director of publications and publisher of *Mining Engineering* for the Society for Mining, Metallurgy, and Exploration (SME) in Littleton, Colo. In the 16 years since he retired from SME, Lane has been a freelance mining writer, primarily working as a contributor of news and features to *E&MJ*.





Work with Us...We Can Help You Maximize the ROI on Your Marketing Investment!



John Bold, Vice President of Sales and Marketing

jbald@mining-media.com

It's all about getting the **right message** to the **right audience**, via the **right medium**, at the **right time**.

With the world's most extensive portfolio of industry leading print, digital and event marketing vehicles Mining Media International gives you unparalleled flexibility.

Whether you are focused on a global branding campaign or a regional promotion designed to generate leads we have the tools to meet your needs. If you are charged with supporting a number of unique product lines or brands that have applications in hard rock, coal or aggregate mining anywhere in the world we can build an effective program for you. No matter what your marketing objectives or budget may be we can craft a custom, multi-media solution that will help you achieve your goals.

Mining Media International is committed to providing every market it serves with world-class content that is useful and timely. This guarantees that your marketing message will be delivered to an engaged audience in a credible environment. That translates into effective communication that can move the sales needle for your company.

Key to helping you develop the most effective program possible is our team of professional sales and marketing executives. With years, and in most cases decades, of mining and construction industry experience each of these professionals is an incredibly valuable resource upon which you can draw. They can be one of your best sources of market and competitive intelligence. The best way to capitalize on all they have to offer is to view them as a member of your marketing team. Share your goals and strategies with them. By doing so, you will make it possible for them to craft the program that best suits your needs.

Take advantage of all of the resources Mining Media International offers to help you achieve your objectives and maximize the ROI on our marketing investment.

About John Bold

Heading up a global team of experienced mining and construction professionals as vice president of sales and marketing, John Bold has almost 10 years' experience in the industry. Based in suburban Chicago, he has almost 25 years of business to business publishing experience. He understands the value of providing the markets with information in a variety of different forms. He knows that successful marketing campaigns today must touch prospective buyers with an integrated mix of media executions. John has a B.S. in marketing from Northern Illinois University and attended the New York University Graduate School of Business.



Victor W. Matteucci
North America

5931 Christopher Court

Mentor, OH 44060 USA

Tel +1 440 257 7565

Fax +1 440 257 6265

vmatteucci@mining-media.com



Gerd D. Strasmann
Germany, Austria and Switzerland

Strasmann Media Promotion GmbH

Berghausen 29 • D-42859 Remscheid, Germany

Tel +49 2191 931497

Fax +49 2191 931499

gerd@strasmann-media.de



Colm Barry
Scandinavia, United Kingdom
and Western Europe

Vallgatan 20

234 32 Lomma, Sweden

Tel +46 (0) 40 414178

Fax +46 (0) 40 414178

colm.barry@telia.com



Norman Rose
Classified Ads and New Business

164 Woodhaven Way

Alpharetta, GA 30009 USA

Tel +1 770 664 0608

Fax +1 678 935 0848

nrose@mining-media.com



Jeff Draycott
Scandinavia, United Kingdom
and Western Europe

Vallgatan 20

234 32 Lomma, Sweden

Tel +44 (0) 7866922148

Fax +46 (0) 40 414178

jeff.draycott@womp-int.com



Lanita Idrus
Publisher, The ASIA Miner & Coal Age Asia;
Director, MMI international (Australia) Pty, Ltd.

880 Canterbury Road, Suite 9

Box Hill, Victoria 3128, Australia

Tel +61 3 98992981

C/M +61 417 517 863

lanita@asiaminer.com

Mining Media Sales Staff



Masao Ishiguro
Japan

IRM Inc.
1-5-3-304 Roppongi
Minato City, Tokyo 106-0032, Japan
Tel +81 (3) 3583-1161
Fax +81 (3) 3582-2576
ishiguro@irm.jp



Dimas Abdillah
Indonesia

PT. Laguna Karya Centreflix Boutique Office Jl. Danau Toba 104
Bendungan Hilir Jakarta Pusat 10210
Tel +62 021 5701505
C/M +62 821 24 955 888
dimas@lagunagroup.net



Kirk Carbo
Lobos Industrial Directories

36325 Maple Leaf Avenue
Prairieville, LA 70769 USA
Tel +1 225 363 6271
Fax +1 25 612 6392
kcarbo@loboservices.com



Orlando Green
Australia

880 Canterbury Road, Suite 9
Box Hill, Victoria 3128, Australia
Tel +61 3 98992981
C/M +61 401 056 201
orlando@asiaminer.com



Gina Kelly
Sales Manager, Quarry Equipment
Marketplace, Central & Eastern U.S.

Tel +1 317 802 7116
Fax +1 765 807 7951
Toll Free Number +1 866 293 5001
gkelly@mining-media.com



Rashi Mujoo
Australia

880 Canterbury Road, Suite 9
Box Hill, Victoria 3128, Australia
Tel +61 3 98992981
C/M +61 488 727 440
rashi@asiaminer.com



Christin Doran
Sales Manager, Quarry Equipment
Marketplace, Western U.S.

Tel +1 317 802 7118
Fax +1 765 807 7951
Toll Free Number +1 866 293 5001
cdoran@mining-media.com



Mike Bohan
C&D World/CMRA Marketing

17639 Patch Hill Dr.
Viola, WI 54664 USA
Cell + 608 604 9744
mbohan@mining-media.com



Bill Green
Concrete Products

Tel +1 414 212 8266
bgreen@mining-media.com



Tom Judson
Rock Products, Cement Americas

Tel +1 440 570 2488
tjudson@mining-media.com



David Jones
Marketing Manager

8751 E. Hampden Ave., Suite B1
Denver, CO 80231 USA
Tel +1 303 283 0640
Fax +1 303 283 0641
djones@mining-media.com

Mining Media's team of advertising executives understand how to maximize the ROI on your marketing dollars. From the boardrooms in Toronto to the Pilbara in Western Australia, they have helped companies of all sizes deliver their message to industry professionals in some of the most remote locations. Call today to find out how you can get into the game.

The Importance of BPA Audits

ALL MAGAZINES ARE NOT EQUAL. Most of the Mining Media International magazines are BPA audited to provide legitimate and independent verification of circulation. The readers you most want to reach are those that actually request and read the publications.



For Example:

E&MJ has a 20,023 REQUESTED circulation—100% of the total.

Mining Magazine has failed to publish their June 2011 audit statement, and as of this date has only **8,413 REQUESTED circulation – only 45% of their circulation total.**

International Mining still does not audit and claims of 13,724 “qualified distribution” has been a mix of print and electronic copies. **Electronic copies are not counted in our BPA audits.**

World Coal conducts an ABC audit each November **and adds additional copies just for that issue. Only 618 copies of Word Coal are REQUESTED – just 12% of their circulation.**

Pit & Quarry has ceased BPA auditing and their print circulation is less than BPA audited Rock Products.

Mineria Pan-Americana has also ceased BPA auditing and does not publish circulation numbers in their Media Kit.

*Circulation data collected from the following sources: E&MJ BPA statement for the six-month period ending December 2010, Mining Magazine BPA circulation statement for the six month period ending December 2010, World Coal ABC International Certificate of circulation for the period January 1, 2010 – December 31, 2010, International Mining previously published Media Information, Rock Products BPA circulation statement for the six month period ending June 2011, Mineria Pan-Americana 2010 electronic Media Kit.

CONTACT YOUR MINING MEDIA INTERNATIONAL SALES REPRESENTATIVE FOR ADDITIONAL DETAILS

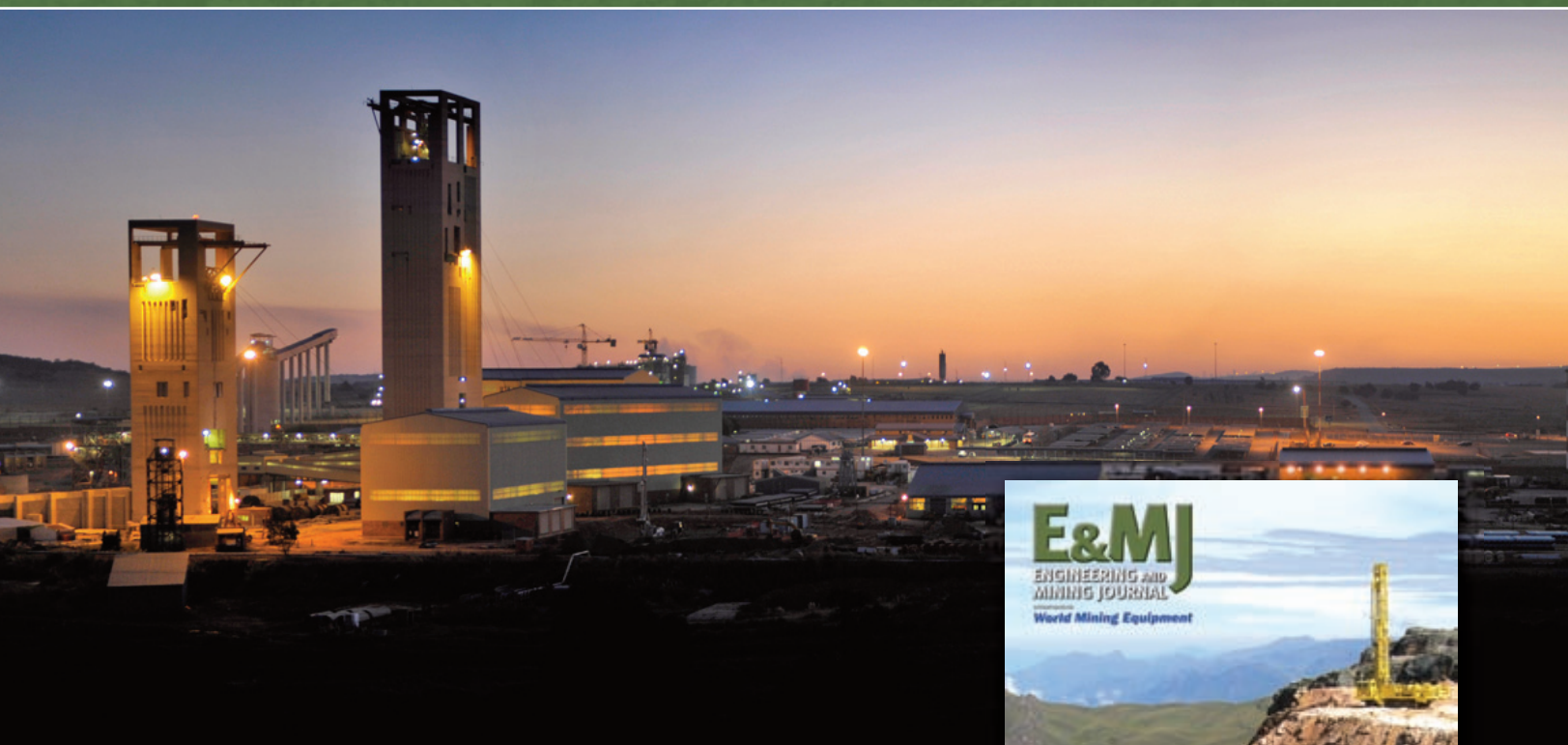


E&M

ENGINEERING AND
MINING JOURNAL

Exceptional Editorial Content and the Widest International Reach Make E&MJ the Best Buy for Your Advertising Dollars.

- Verifiable, BPA Audited Circulation You Can Trust
- Exceptional Distribution Throughout Established and Emerging Markets
- Readers in Every Major Mining, Consulting and Mining Engineering Company



If you want your advertising to be seen by the most influential readers in the industry, your best choice for international exposure in both established and emerging markets is *Engineering & Mining Journal*.

For the past 145 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. Our audited circulation is delivered to subscribers from companies such as Freeport McMoRan Copper & Gold, Anglo American, Teck, Newmont, BHP Billiton, Rio Tinto, Syncrude, Anglo Platinum and every other major company involved in the mining industry. Decision makers throughout the mining industry rely on E&MJ for the latest in industry news, trends and techniques.

E&MJ's extensive circulation will bring your brand from North America and Europe to Africa, the Asia-Pacific Rim and Latin America. In important emerging markets, E&MJ's circulation is often double or more than triple that of our competitors. There is

simply no better publication to reach the international market.

Whether the market is precious metals, copper, nickel, iron ore, lead/zinc, oil sands, diamonds or other commodities, E&MJ takes the lead in projecting trends, following development and reporting on the most efficient operating processes. Each issue is filled with regional news from the U.S. and 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 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.

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.



MININGmedia
INTERNATIONAL

E&MJ Has **100% Requested Circulation**

- The Mining Industry's Only Audited Monthly Magazine
- Highest Circulation and Most Advertising Pages
- The Only Magazine That is 100% Requested
- Bonus Distribution of 10,900 Digital Copies Per Month
- More Show Bonus Distribution Than Any Other Magazine



Who Reads E&MJ? **100% Requested Circulation**



Total Monthly Distribution

Average Monthly Qualified Circulation

***20,023**

Average Monthly Paid Circulation

***443**

Average Monthly Distribution to
Advertisers & Agencies

***1,814**

Average Monthly Shows &
Bulk Distribution

***951**

Average Bonus Digital Copies

*****10,909**

Total: 34,194

* E&MJ BPA Audit Statement, December 2010
 ** Mining Magazine BPA Audit Statement, December 2010
 *** Unaudited
 † International Mining is a mix of print and electronic copies

E&MJ Remains Your **Best Advertising Value** (Cost Per Thousand Print Only)



Compare and Decide

In a Tough Economy, Make Sure your Advertising Dollars are Spent Well



100% Requested.

Engineering & Mining Journal is 100% requested by 20,023 owners, operators and qualified individuals in the international mining business.

Adding paid subscriptions, show copies and manufacturers, the total jumps to an average of 23,231. (Source: E&MJ BPA Circulation Statement for the period ending December 2010.)

Mining Magazine has an average qualified circulation of just 16,713. Almost 50% of their circulation is from sources such as paid subscriptions,

association rosters, directories, trade show attendees and other sources. (Source: Mining Magazine BPA Circulation Statement for the period ending December 2010.)

International Mining chooses to remain unaudited and its circulation claims are still the lowest in the industry. Its self-reported circulation also includes PDF versions of the magazine, leaving it unclear about duplication between hard copy and electronic versions. (Source: International Mining media kit.)

Why Not Choose E&MJ, the Industry Leader?

E&MJ 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Surface Mining	Underground Mining	Mineral Processing	General Interest	Special Features
January Close: 12/15 Art: 12/22	Autonomous Mining	Communications	Liners & Membranes	Project Survey	VDMA Supplement
	Bonus Distribution: Mining Indaba, Cape Town, South Africa, February 6-9, 2012				
February Close: 1/19 Art: 1/26	Support: Loaders & Dozers	Safety & Rescue Equipment	Cyanide Use & Handling	GBR Report	Gold Report
	Bonus Distribution: SME, Seattle, WA, February 19-22, 2012; PDAC, Toronto, Canada, March 4-7, 2012				
March Close: 2/16 Art: 2/23	Fleet Management	Drilling	Mill Liners	Lithium & Light Metals	Pit Planning
	Bonus Distribution: Expomin, Santiago, Chile, April 9-13, 2012				
April Close: 3/15 Art: 3/22	Dispatch & Communications	Trackless Haulage	Pumps & Piping	GBR Report	Logistics
	Bonus Distribution: CIM, Edmonton, Canada, May 3-9, 2012				
May Close: 4/12 Art: 4/19	Shovels & Excavators	Power Distribution	Crushers	GBR Report	Exploration
	Bonus Distribution: UGOL Rossii & Mining, Novokuznetsk, Russia, June 5-8, 2012				
June Close: 5/17 Art: 5/24	Haul Trucks	Mine Development	Screening	Base Metals Report	Company Profiles
	Bonus Distribution: MASSMIN, Sudbury, Canada, June 11-13, 2012; Euro Mine Expo, Skelleftea, Sweden, June 12-14, 2012; Hillhead 2012, Buxton, Derbyshire UK, June 19-21; Elko Mining Show, Elko Nevada, July 6-8, 2012				
July Close: 6/14 Art: 6/21	Rotary Drilling	Shafts & Hoists	SX-EW Technology	GBR Report	Mining Software
August Close: 7/19 Art: 7/26	Dust Control	Autonomous Mining	Drives	Sustainable Development	MINExpo Preview
	Bonus Distribution: Electra Mining, Johannesburg, South Africa; September 10-14, UGOL & Mining, Donetsk, Ukraine, September 4-7, 2012				
September Close: 8/16 Art: 8/23	DTH Drilling	Backfill Technology	Filtration	Australian Technology	MINExpo Edition
	Bonus Distribution: MINExpo, Las Vegas, Nevada, September 24-26, 2012				
October Close: 9/13 Art: 9/20	Pit Dewatering	Raiseboring	Precious Metals Recovery	Conveyor Systems	Scandinavian Supplement
	Bonus Distribution: China Coal, Beijing, China; China Mining, Tianjin, China; Goldfields Mining, Kalgoorlie, Australia, October 30-November 1, 2012				
November Close: 10/18 Art: 10/25	Diesel Engines	Ventilation	Gravity Separation	Buyers Guide	Iron Ore Report
	Bonus Distribution: Northwest Mining Association; IMME, Kolkata, India, December 5-8, 2012				
December Close: 11/13 Art: 11/20	Blasting Technology	Ground Control	Tailings Management	GBR Report	Company Profiles

Editorial Calendar Subject to Change

WOULD YOU LIKE YOUR ADVERTISING MESSAGE HANDLED TO EVERY DELEGATE AT **PDAC 2012?**



Raw Materials Group (RMG) in conjunction with *Engineering & Mining Journal* has arranged to reproduce the **2012 Annual Survey of Global Mining Investment** for inclusion in the briefcase of each PDAC conference delegate.

E&M
ENGINEERING AND
MINING JOURNAL



**Raw
Materials
Group**

**Total Circulation is 10,000 with 9,000 for briefcases,
500 for booth distribution and 100 copies for each advertiser**

A limited amount of advertising is available—To advertise, contact:

Norm Rose • nrose@mining-media.com • (770) 664-0608



The German Engineering Federation, Mining Equipment Association, VDMA has long recognized the advantages of working with Mining Media International and had awarded their annual directory “Best of Germany” to MMI.

Official Supplements have been awarded to:

- *Engineering & Mining Journal*
- *Coal Age*
- *Equipo Minero*
- *The ASIA Miner*
- *Coal Age/E&MJ China*
- *Coal Age Russia*
- *Coal Age India*
- *Coal Age Indonesia*

**Contact Gerd Strasmann for more information.
gerd@strasmann-media.de**

MINING*media*
INTERNATIONAL

Engineering & Mining Journal has a long-standing relationship with Global Business Reports to provide in-depth reports on developing mining areas. 2012 will include:



Russia



Canada



China



Chile



Turkey



Indonesia



September 24-26, 2012

**Las Vegas Convention Center
Las Vegas, Nevada**

Each MINExpo International Show, the organizers conduct independent visitor surveys to determine the best-read trade magazines. *Coal Age* and *E&MJ* always end up as #1 and #2.

For MINExpo 2012, you have the additional opportunity to advertise in *Rock Products* to reach the aggregates market, as well as *The ASIA Miner* and *Equipo Minero*.

**Contact Your Sales Representative
for Additional Details.**



E&MJ Display Ad Rates and Sizes

4 Color (Rates in U.S. 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
Island 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 U.S. 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	\$4,056/\$4,525	\$3,879/\$4,365	\$3,723/\$4,215	\$3,572/\$4,070
Island 1/2 Page	\$3,957/\$4,440	\$3,775/\$4,265	\$3,650/\$4,145	\$3,505/\$4,005	\$3,364/\$4,215	\$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 U.S. 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
Island 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	\$8,160	\$8,150	\$7,860	\$7,495	\$7,400	—

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

Classified Advertising

E&MJ Listing (Rates in U.S. Dollars)

1x	3x	6x
\$120	\$110	\$90

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA

For more information:

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

E&MJ Dimensions	Ad Size	Width and Depth		Page	Width and Depth		For More Information
	Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm	
	2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm	
	1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width and Depth		
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	2 Columns/Page	3-3/8" x 10"	86 x 254 mm	
	1/2 Page (H)	7" x 4-5/8"	178 x 117 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	Bleed	Width and Depth		
	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	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	
	1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm				

For all of your sales needs, see the sales staff contact information located on pages 4 and 5.

For all of your sales needs, see the sales staff contact information located on pages 4 and 5.

Coal Age®

Covering Every Aspect of the Coal Mining Industry, Coal Age is North America's Premier Coal Publication

- Extensive, Verifiable, BPA Audited Circulation
- Distributed to Coal Mining Operations Throughout the United States and Canada
- Editorial Content Second to None



Low cost energy is one of America's strengths. The use of coal as a major fuel source for U.S. power plants will keep energy costs low for the foreseeable future.

For 100 years, *Coal Age* has been the magazine readers can trust for guidance and insight on this important industry. It remains the most widely read and most respected magazine in the industry.

Globally, the demand for coal continues to grow as industrialized and developing nations' demand for low-cost energy increases. Over the next two decades, the U.S. Department of Energy has forecast total worldwide energy demand will grow more than 55% and coal use is forecast to grow 74%.

The U.S. produces more than 1 billion tons of coal annually and the industry was expected to match or exceed those production levels in 2011. More than 93% of coal consumption in the U.S. is used for electrical power generation. As a fuel source, coal continues to provide nearly 50% of total electricity generation in the U.S. Electricity demand is a function of gross domestic product and residential demand.

More recently, coal exports and the seaborne coal trade have attracted a lot of at-

tention. Demand for coal worldwide, especially coking coals used to make steel, has pushed delivered prices to highs of more than \$300/ton. The market fundamentals are expected to remain the same for the foreseeable future. This is a considerable premium over steam coals, which are used for power generation and selling for about \$65/ton. Some of the best coking coals can be found in West Virginia, Virginia and Alabama.

Coal Age remains the best choice for advertisers selling machinery and services to reach coal mining and processing professionals. As *Coal Age* nears its centenary, we are proud not only of our longevity, but of the quality of the publication we continue to create. As the industry changes and responds to new challenges, *Coal Age* will continue to lead with meaningful—and fearless—editorial that commands respect from a demanding and loyal readership.

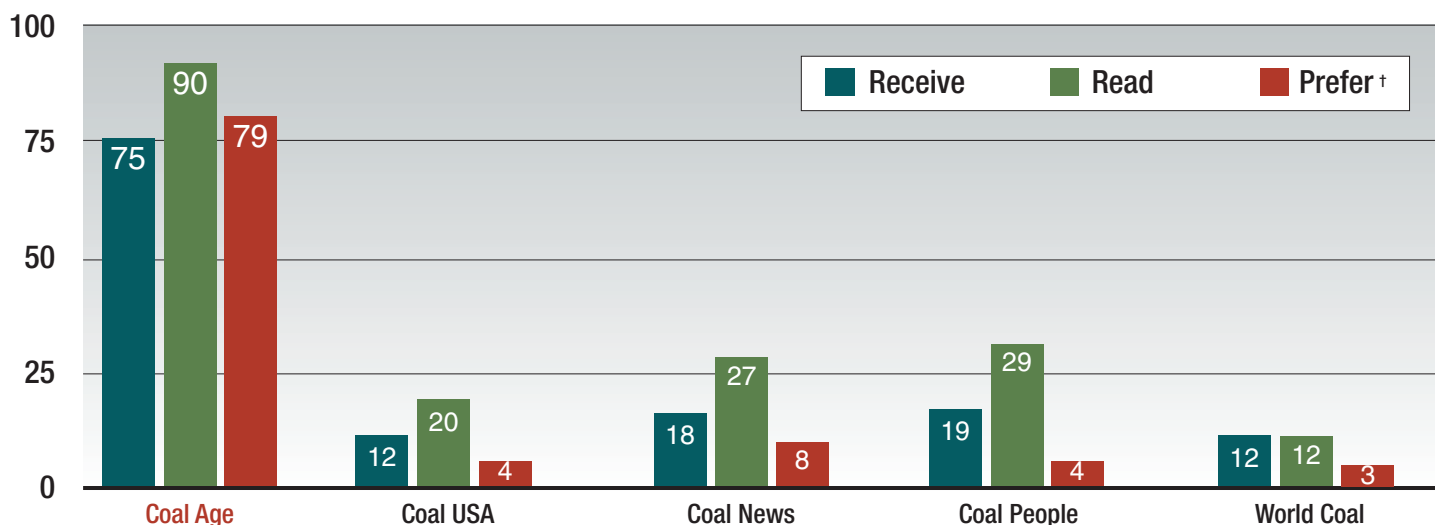
No other publication comes close to *Coal Age's* circulation and no other publication can promise advertisers the return on their advertising investment. The most widely read and most respected magazine in the industry is still your best choice to reach your audience.



MININGmedia
INTERNATIONAL

Coal Age is **Received by More People** in the Industry and **Preferred 10-to-1** Over Its Competitors

Is it Any Surprise That More Than 79% of Readers Rank Coal Age Editorial as Better Than All Other Industry Publications?*



Independent Surveys of Both Longwall USA and MINExpo Attendees Show Coal Age is the Best Read Publication in the Industry.

As *Coal Age* nears its centenary, we are proud not only of our longevity, but of the quality of the publication that we continue to create. As the industry changes and responds to new challenges, *Coal Age* will continue to lead with meaningful—and fearless—editorial that commands respect from a demanding and loyal readership.

No other publication comes close to *Coal Age*'s circulation and no other publication can promise advertisers the return on their advertising investment. The most widely read and most respected magazine in the industry is still your best choice to reach your audience.

† Responses from Reader Preference of Magazines and Newspapers in the Coal Market. Survey performed by Fortec Research, September, 2011.
* From 2011 Coal Age Readership Survey.

16,017

Total Average Qualified Monthly Circulation of Coal Age. By Far the Most Extensive Circulation in the Industry.

All circulation information from *Coal Age*'s June 2011 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 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Surface Mining	Underground Mining	Coal Preparation	General Interest	Special Features
January Close: 12/22 Art: 12/29	Drilling & Blasting	Communications	Material Handling	Annual Forecast	VDMA Supplement
Bonus Distribution: SME, February 19-22, 2012					
February Close: 1/19 Art: 1/26	Support: Loaders & Dozers	Bleeder Systems	Screening Machines	Inland Waterways	U.S. Longwall Census
March Close: 2/23 Art: 3/1	Electric Shovels	Power Distribution	Dewatering & Drying	Safety & Rescue Equipment	Export Terminals
April Close: 3/22 Art: 3/29	Dragline Mining	Shafts & Hoists	Prep Plant Profile	Logistics	Coal Prep Preview
Bonus Distribution: Coal Prep, May 1-3, 2012					
May Close: 4/19 Art: 4/26	GPS Guidance	Roof Bolting	Slurry Pumps	Fuels & Lubricants	Coking Coal
June Close: 5/24 Art: 5/31	Scheduling Systems	Longwall Mining	Fine Coal Processing	Mine Reclamation	Company Profiles
July Close: 6/21 Art: 6/28	Contour Mining	Feederbreakers	Plant Upgrade	Buyers Guide	MINExpo Preview
August Close: 7/26 Art: 8/2	Truck Dumps	Room-and-Pillar Mining	Crushers & Sizers	Mine Surveying	MINExpo Edition
Bonus Distribution: MINExpo, September 24-26, 2012					
September Close: 8/23 Art: 8/30	Hydraulic Excavators	Fire Fighting	Magnetite Recovery	Dust Control	Utility Roundup
October Close: 9/20 Art: 9/27	PRB Roundup	Submersible Pumps	Prep Plant Census	Coal Bed Methane	Emergency Planning
Bonus Distribution: Coaltrans World Coal Conference; China Coal Beijing					
November Close: 10/25 Art: 11/1	Haul Trucks	Active Roof Support	Quality Control	Mining Software	Conveyor Engineering
December Close: 11/22 Art: 11/29	Pit Dewatering	Ventilation	Plant Maintenance	Extending Tire Life	Company Profiles

Editorial Calendar Subject to Change



Coal Age Display Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. 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
Island 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	—

Coal Age Listing (Rates in U.S. Dollars)

1x	3x	6x
\$120	\$110	\$90

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA

For more information:

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

2 Color/Matched Color (Rates in U.S. 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	\$4,056/\$4,525	\$3,879/\$4,365	\$3,723/\$4,215	\$3,572/\$4,070
Island 1/2 Page	\$3,957/\$4,440	\$3,775/\$4,265	\$3,650/\$4,145	\$3,505/\$4,005	\$3,364/\$4,215	\$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 U.S. 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
Island 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	\$8,160	\$8,150	\$7,860	\$7,495	\$7,400	—

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

For More Information

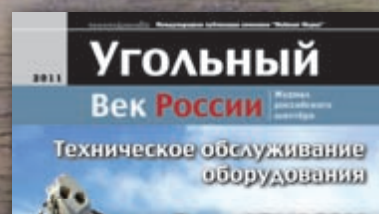
For all of your sales needs, see the sales staff contact information located on pages 4 and 5.

Coal Age Dimensions

Ad Size	Width and Depth		Page	Width and Depth	
Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm
2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm
1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width and Depth	
1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	2 Columns/Page	3-3/8" x 10"	86 x 254 mm
1/2 Page (H)	7" x 4-5/8"	178 x 117 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	Bleed	Width and Depth	
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	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
1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm			

SPECIAL ISSUES

With Regional Specials and an International Focus, Mining Media has the Tools to Help You Meet Your Global Needs.



Mining Media continues to bring a global perspective to its publications by publishing regional specials

For 2012, Mining Media will publish *Coal Age Russia*, *Coal Age/E&MJ China*, *Coal Age India* and *Coal Age Indonesia* in conjunction with some of the largest exhibitions in the world. With the full support of the VDMA, these magazines will have unique content and information specifically designed to appeal to local

markets (and to give advertisers exceptional international exposure). The markets chosen for special editions are markets that, year after year, continue to show the kind of growth and maturity that translates into exceptional opportunity for mining companies.

With these unique opportunities, Mining Media continues to help mining companies grow their brands throughout the world.

Coal Age/E&MJ China



Reserve space by

September 21, 2012

Materials due by

September 28, 2012

- **FREE Translation of Your Original Ad Materials**
- **Distribution at Important Local Events**
- **Unique, Chinese Language Content**

China's importance to the global mining market is readily apparent. China leads the world in the production of gold and coal, and it is the number three silver producer. It produces more than 1 million tons of copper annually. With Chinese mining interests continuing to grow, there will continue to be tremendous investment in technology to help the industry modernize.

Mining Media, with a well-established Chinese language edition of its magazines, can help your organization expand its global reach by bringing your message to China.

Companies who supply mining machinery and services in the Chinese market will continue to see their opportunities broaden. *Coal Age/E&MJ China* is published in Chinese and distributed to a list of more than 8,500 decision-makers in China's mining industry. It provides a unique opportunity for advertisers looking to break into the Chinese market or looking to extend their relationships through a quality, local publication with extensive experience and knowledge in that market.

Publication Distribution



China Coal Expo 2012

Beijing, China - 1,000



China Mining 2012

Tianjin, China - 500

In addition, Mining Media has developed a Chinese circulation of more than 8,500 industry professionals

Total Distribution: 10,000

Compare to World Coal Chinese Circulation of 145*

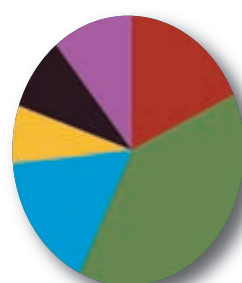
**Coal Age/E&MJ
China Issues Total
Circulation: 10,000**

Regional Distribution



North China (19.1%)
Northeast (9.9%)
Eastern China (22.7%)
North Central (21.9%)
South Central (11.8%)
Southwest (8.6%)
Western (6%)

Industry Category



Washeries (17%)
Coal Mines (41%)
Commercial (17%)
Government (5%)
Design Institutes (8%)
Research (12%)

Coal Age India



Reserve space by

October 12, 2012

Materials due by

October 19, 2012

- **Make Your Presence Felt in One of the Fastest Growing Economies in the World**
- **Published in Association with Indian Trade Associations**

Boasting one of the world's fastest growing economies, the Indian coal industry is still lagging behind its domestic energy needs. Dirk Fourie, vice president of consulting company Wood MacKenzie, stated that he expects coal demand in India to grow at a faster rate than in any other country in the world.

With power plant coal use projected to increase about 2% per year for the foreseeable future, the expanding development of domestic sources of coal to supplement growing imports will drive the need to import technology. In recent years, Coal India Limited has explored partnership and investing opportunities both in India and abroad.

Following the successful inaugural issues in 2010 and 2011, Mining Media International will once again produce a special issue of *Coal Age India* in November, 2012. Distribution comes from a variety of sources including trade associations, export bodies and companies already doing business in India.

Publication Distribution



IMME 2012

Kolkata, India, 2,000

In addition, 1,000 copies will be mailed to Indian mining professionals.

Total Distribution: 3,000

Compare to World Coal Indian Circulation of 169*

Coal Age Russia



Reserve space by

April 15, 2012

Materials due by

April 22, 2012

- **FREE Translation of Your Original Ad Materials**
- **Distribution at Important Local Events**
- **Unique, Russian Language Content**

With the world's second highest reserves and high quality coal deposits, Russia and the Commonwealth of Independent States (CIS) are poised to be able to answer the growing need for coal everywhere from Poland to Pacific Rim markets. In anticipation of a global recovery, local coal operations continue to invest money in upgraded machinery to support a Russian coal industry that has proven in recent years to be aggressively competitive in the world coal market.

Albert Abkarian, president of commodities trader Cyrios, Inc, believes there will be tremendous growth in the Russian coal market. "Growing world coal consumption and domestic demand on current coal exporters over the next 10 years undeniably leaves room for Russia to position itself as one of the top three exporters of coal in the world."

That level of growth will require massive recapitalization and investments in greenfield projects. Mining Media's *Coal Age Russia* continues to introduce countries from around the world to this important market through a targeted distribution designed to get new companies noticed.

Publication Distribution



Ugol & Rossii Mining 2012

Novokuznetsk, Russia - 2,000



Ugol & Mining 2012

Donetsk, Ukraine - 2,000

In addition, 1,000 copies will be mailed to the top mine operating officials inside Russia

Total Distribution: 5,000

Compare to World Coal Russian Circulation of 187*

NEW INTERNATIONAL ISSUE

Coal Age Indonesia



Reserve space by

February 17, 2012

Materials due by

February 24, 2012

- **Focus on the Booming Indonesian Market**
- **Distribution at Several Important Local Events**
- **Published in English and Bahasa Indonesia**

Following the acquisition of *The ASIA Miner* by Mining Media International, it was quickly identified that there were no publications specifically serving the coal industries in Indonesia, Thailand, the Philippines and Vietnam. Starting in November 2012, MMI will have an office in Jakarta, Indonesia, and will begin publishing operations.

Coal Age Indonesia will initially focus on the booming Indonesian market and will be published in cooperation with several of the local mining associations and distributed to their membership and at local mining events. In addition, the publication will be made available at the international coal shows such as Coaltrans Asia and McCloskey Asia Pacific Coal Outlook 2012, Mining Vietnam and Mining Mongolia.

Publication Distribution



Coaltrans Asia 2012

Bali, Indonesia - 1,000

8th Balikpapan Expo 2012

Balikpapan, Indonesia - 1,000

In addition, 3,000 copies will be mailed to the top coal mine operating officials in Indonesia, Thailand, Philippines, Vietnam and the balance distributed throughout the year.

Total Distribution: 5,000

Compare to World Coal Indonesian Circulation of 72*



Coal Age International Display Ad Rates and Sizes

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$4,000	\$3,800	\$3,600
2/3 Page	\$3,230	\$3,070	\$2,900
Island 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 U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
Island 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 U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,075	\$2,920	\$2,270
2/3 Page	\$2,300	\$2,185	\$2,070
Island 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, belly bands and polybag options quoted on an individual basis

Advertising Art

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

*Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA*

For more information:

Tel +1 904 721 2925 • Fax +1 904 721 2930

E-mail efreeman@mining-media.com

Coal Age Int'l Dimensions

Ad Size	Width and Depth		Page	Width and Depth	
Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm
2/3 Page	4-1/4" x 10"	108 x 254 mm	Book Trim Size	8-1/4" x 11"	210 x 280 mm
1/2 Page (Isl)	4-15/8" x 7-1/2"	118 x 191 mm	Type Columns	Width and Depth	
1/2 Page (V)	3-3/4" x 10"	95 x 254 mm	2 Columns/Page	3-7/16" x 10"	87 x 254 mm
1/2 Page (H)	7" x 5"	178 x 127 mm	3 Columns/Page	2-3/16" x 10"	56 x 254 mm
1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width and Depth	
1/3 Page (Sq)	4-1/2" x 4-1/2"	114 x 114 mm	Single Page	8-1/2" x 11-1/4"	216 x 286 mm
1/4 Page	4-1/2" x 3"	114 x 76 mm	Spread	16-3/8" x 11-1/4"	415 x 286 mm
			2/3 Page (V)	5-3/16" x 11-1/4"	134 x 286 mm

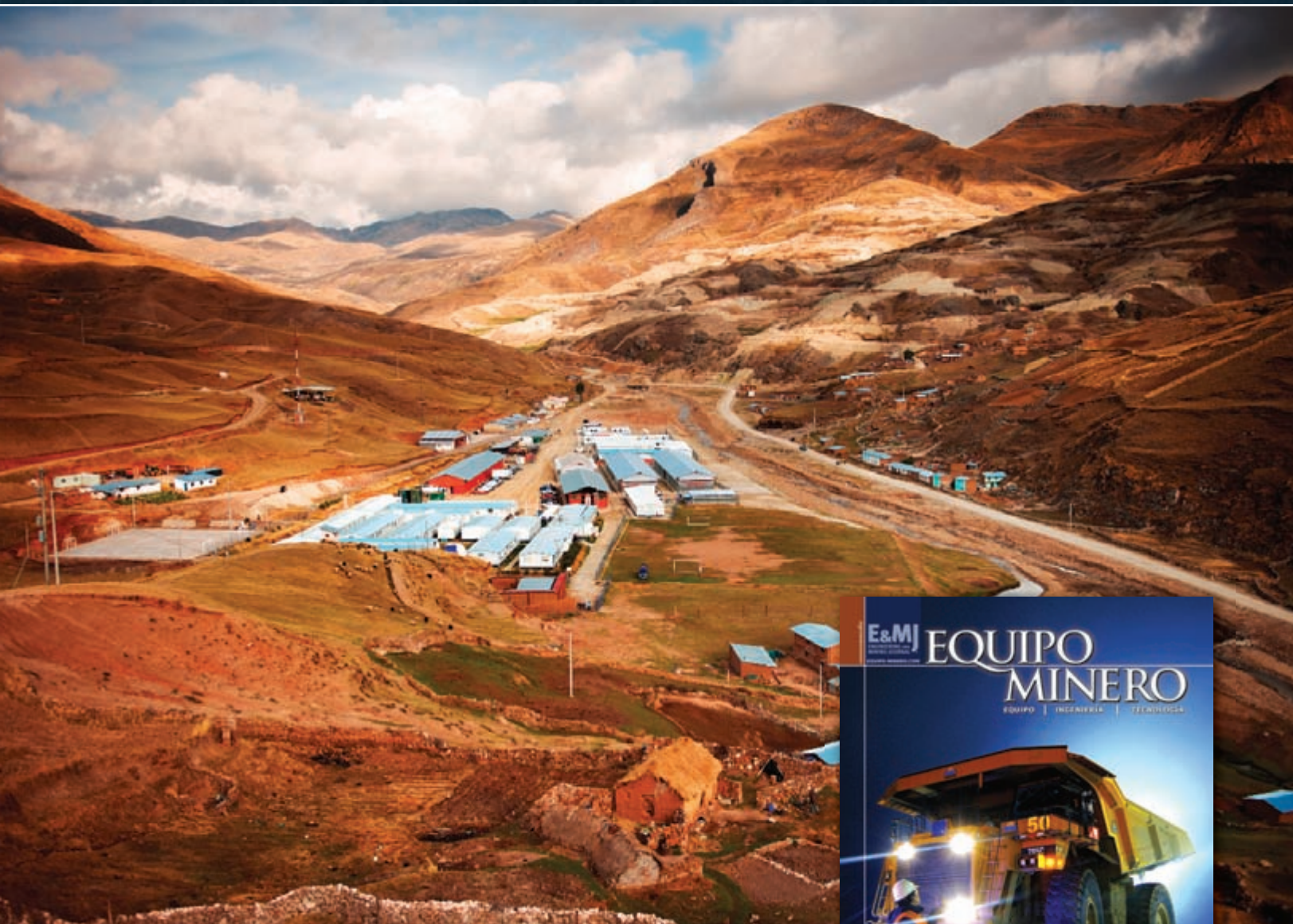
For More Information

For all of your sales needs, see the sales staff contact information located on pages 4 and 5.

EQUIPO MINERO

Advertisements in Equipo Minero
Reach Latin America's Most
Important Mining Projects

- More Than 33,000 Readers Throughout Latin America
- Growing in Readership and Influence
- Bonus Distribution at Important Latin American Events
- Editorial Covering All of Latin America



As a mining region, Latin America represents the largest destination for investment dollars. Whether it's Chilean copper, Mexican silver, Peruvian gold, or Brazilian iron ore, Equipo Minero (mining equipment) reaches the front line managers that speak Spanish. While there are several regional titles serving the market, only a few cover all of Latin American mining and only one has the expertise to deliver the technical content mine and plant managers expect.

A quarterly publication with a heavy digital presence, Equipo Minero combines boots on the ground reporting from Latin American mining operations with technical articles translated from Engineering & Mining Journal (E&MJ). The format is a neutral form of Spanish that pleases the entire audience. If your company is considering this market, Mining Media can assist with translations to promote goods and service throughout the region.



MININGmedia
INTERNATIONAL

Equipo Minero Reaches the Spanish Speaking Miners

Latin America is a huge and growing mining region

Equipo Minero Distribution by Latin American Country

Country	Operations	Projects	EM Readers
Argentina	15	16	299
Bolivia	6	7	88
Brazil	167	35	592
Chile	71	30	1855
Colombia	6	5	222
Ecuador	1	6	63
Guyana	—	1	15
Mexico	82	15	583
Paraguay	—	2	1
Peru	63	50	1770
Suriname	3	—	10
Uruguay	1	—	22
Venezuela	11	4	157
Other	—	—	59

Total Circulation: 30,736

* September 2011



EQUIPO MINERO

Equipo Minero is intended to reach an extensive audience throughout Latin America, including mines and personnel that are in remote areas not reachable by regular mail. For that reason, in addition to the BPA audited print circulation of 5,736, Mining Media International has compiled a list of more than 25,000 e-mail addresses of Latin American mine operators and service providers who are sent a digital copy of the magazine.

Latin America represents one of the most vital mining regions.

The region from the Tex-Mex border to the tip of South America is rich in natural resources. Chile is the world's largest copper producer. More than half of the copper is produced by Codelco (Corporacion del Cobre), the state-owned mining company. Peru is the world's largest silver producer and the No. 10 gold producing country. Although it's known primarily for agriculture, Argentina represents a new frontier for mining in South America. Several new large scale Argentinean mines have opened in the last few years and many projects are on the books. Brazil is home to Vale, one of the world's largest mining companies. Domestically, Brazil leads the world in iron ore production. Both Colombia and Venezuela have coal, gem stones and precious metals. Several new mining operations have opened in Central America. Farther to the north, Mexico has a very healthy mining industry that includes gold, silver, iron ore, base

metals and coal. Estimates indicate nearly 70% of the Latin American land mass remains unexplored.

Many mining professionals (engineers, geologists and metallurgists) were educated in mining schools where English was the primary language and they read *E&MJ*. For many mid-level managers who were trained at the mine sites throughout Latin America, however, Spanish is the primary language and *Equipo Minero* was created to reach them.

Equipo Minero is published four times per year. It carries organic reports on mining and mineral processing operations as well as technical articles from *E&MJ* translated into Spanish. The magazine also carries news on the mines as well as the equipment and services they use. *Equipo Minero* has won many admirers throughout the Latin American mining sector and has quickly become a trusted source for technical information.

All circulation information from *Equipo Minero's* June 2011 BPA circulation statement. *Equipo Minero* is proud to be BPA audited to protect your advertising investment. Ask your sales representative how our audited circulation benefits your company.



Equipo Minero 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Surface Mining	Underground Mining	Mineral Processing	General Interest	Special Features
Quarter 1: March Close: 2/9 Art: 2/16*	Autonomous Mining	Communications	Tailings Management	VDMA Supplement	Company Profiles
	Bonus Distribution: Expomin, April 9-13, 2012				
Quarter 2: June Close: 5/10 Art: 5/17*	Shovels & Excavators	Production Drilling	Cyanide Use & Handling	Demand for Water	MINExpo Preview
Quarter 3: September Close: 8/9 Art: Dec 8/16*	Haul Trucks	Power Distribution	Crushers	Logistics	MINExpo Edition
	Bonus Distribution: MINExpo, September 24-26, 2012				
Quarter 4: December Close: 11/8 Art: 11/15*	Blasting Technology	Mine Development	Mills, Liners & Drives	Buyers Guide	Company Profiles

* Advertising artwork requiring translation services should be submitted 7-10 days prior to listed date. In addition to original artwork, a copy-free version should be submitted to permit flowing translated copy over the advertising artwork.



Editorial Calendar Subject to Change

Equipo Minero Display Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$4,000	\$3,800	\$3,600
2/3 Page	\$3,230	\$3,070	\$2,900
Island 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

Equipo Minero Listing (Rates in U.S. Dollars)

1x	3x	6x
\$80	\$70	\$60

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

*Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA*

For more information:

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

2 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
Island 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 U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,075	\$2,920	\$2,770
2/3 Page	\$2,300	\$2,185	\$2,070
Island 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, belly bands and polybag options quoted on an individual basis

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

For More Information

For all of your sales needs, see the sales staff contact information located on pages 4 and 5.

亚洲矿业 The ASIA Miner

The Voice of New Mining and
Resource Projects Around the
Asia Pacific Region



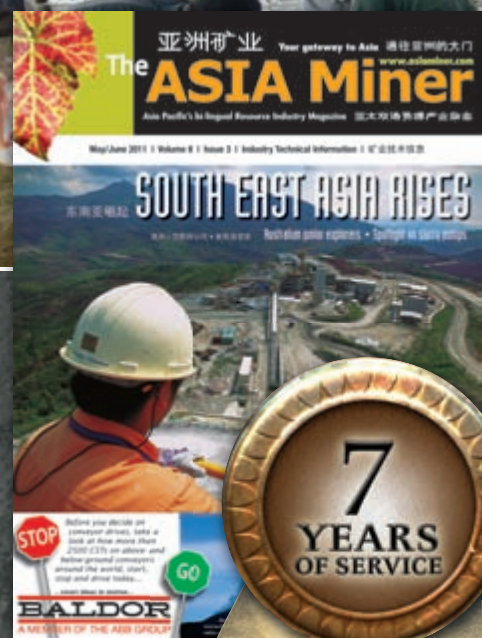
From Oceania to Northern and Central Asia, high metal prices and strong Asian demand for all resources have prospectors and developers combing new ground and revisiting old mining districts in the quest for precious metals, base metals and energy resources. Demand for natural resources throughout Asia continues to grow as societies in China, India and other countries evolve from export orientation to reliance on imports. Looking to integrate vertically, many companies from Asia and around the world are seeking to invest in mining in order to secure a source of raw materials. Australia provides a fundamental link to Asia both as a natural resource supplier and source of mining expertise.

Last year, China surpassed the U.S. as the world's largest energy consumer and is now the second largest economy while also leading the world in coal and gold production. Indonesia is home to massive coal developments along with Grasberg, the world's largest copper-gold mine, while Mongolia is quickly

becoming a mining power with major coal and copper projects. Miners and prospectors also view the Philippines, Papua New Guinea, Indochina, Oceania and Central Asia as fertile grounds.

Following mining and resource development projects throughout the Asia-Pacific region, **The ASIA Miner** provides exploration, project development, investment and technical information to readers throughout Asia, Australia and further afield. Using both print and electronic formats, it has steadily grown to become a trusted media outlet covering the region. **The ASIA Miner** magazine is published six times per year and is also available in an easy-to-download PDF version from www.asiaminer.com.

The ASIA Miner's editorial content for 2012 will continue to explore the most recent developments and activities in the resources industry, particularly related to the Asia-Pacific mining sector. Each edition profiles a different region and commodity.



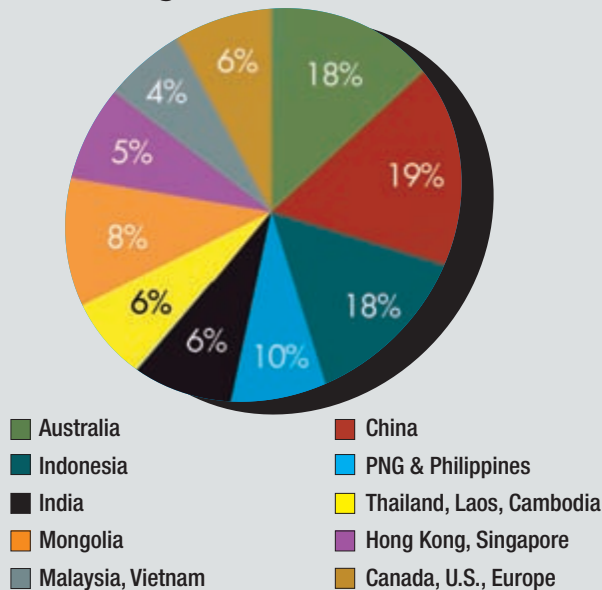
MININGmedia
INTERNATIONAL



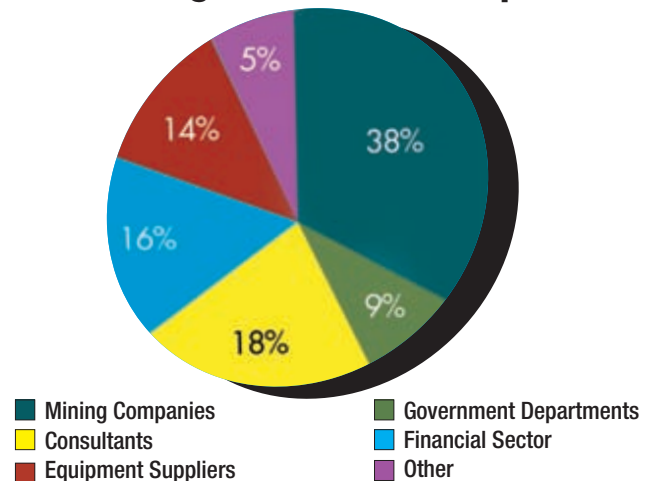
Asia Pacific's Resource Industry Magazine Features Editorial Content in **Both English and Chinese Languages**

The goal of The ASIA Miner is to provide extensive coverage to the mining industry, both small and large, throughout the Asia Pacific region. Many of the mines are located in remote areas that are unreachable by regular mail service. For that reason it is a mix of print and digital issues, 5,200 print copies are mailed each two months and more than 17,000 digital copies are e-mailed for a bi-monthly total of more than 22,000.

Magazine Distribution



Mining Sector Readership



Total Circulation: 22,347

* September/October 2011

Reader Classification

The ASIA Miner is global in its reach to the mining industry in the Asia Pacific. More than 77% of the readers of *The ASIA Miner* work for companies that have locations in more than one country. And, almost 39% operate in six countries or more! Advertise in the *Asia Miner* and you reach companies penetrating the entire Asia Pacific market.

The readers of *The ASIA Miner* are progressive and rely on receiving the magazine in an electronic format. With remote locations all over the Asia Pacific, 60% of *The ASIA Miner* readers actually prefer reading their trade publications electronically. Advertise in *The ASIA Miner* and you can be sure your ad will be seen in any and all countries in the Asia Pacific.

We bring the readers of *The ASIA Miner* directly to you. Did you know that your advertisements and our editorial content have actually driven 69% of our readers to independent company websites? Advertise in *The ASIA Miner* and let us bring our readers to your front door.

Readers of *The ASIA Miner* love the magazine so much, they share it with others. Almost 50% have physically passed along an editorial article or an advertisement they have read to others; 55% have discussed an article or an ad with others; and more than 67% have actually passed along

their entire magazine to another in their organization. Advertise in *The ASIA Miner* and make sure your ad is the topic of discussion and pass-along.

*Source: 2010 ASIA Miner Readership Survey conducted in July 2010 by Fortec Research.

Add The ASIA Miner Weekly News Service



Check with Your Local Sales Representative

The ASIA Miner 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Regional Profile	Special Topics	Commodity	Technical Features
January/February Close: 11/25 Art: 12/2	Papua New Guinea	Chinese Investments Abroad	Copper	Exploration Drilling Front-End Loaders
	Bonus Distribution: INDABA 2012, Johannesburg, South Africa; IME 2012, Kolkata, India; Mineral Exploration Roundup, Vancouver, Canada; Coaltrans Asia Coal Trading Forum, Singapore			
March/April Close: 2/3 Art: 2/10	Indonesia	International Project Survey India	Coal	Conveyors Drilling & Blasting
	Bonus Distribution: PDAC, Toronto, Canada; OZMINE 2012 Jakarta, Indonesia; Coaltrans China, Mines and Money, Hong Kong; Coaltrans India, New Delhi; Global Leaders OHS, Kuala Lumpur, Malaysia; Mining Vietnam; Construction & Mining Equipment Expo, Perth, WA			
May/June Close: 3/30 Art: 4/6	Central Asia	VDMA Supplement	Gold	Cone Crushers, Slurry Pumps
	Bonus Distribution: CIM, Canada; Coaltrans Asia, Bali Indonesia; Central Asia Mining, Almaty Kazakhstan; Resources & Energy Symposium, Broken Hill, NSW; Mines & Money, Beijing, China; 8 th Balikpapan Expo, Balikpapan Indonesia; Coaltrans Mongolia, Future Mongolia, Ulaanbaatar, Mongolia; AMEC Convention, Perth			
July/August Close: 6/1 Art: 6/8	Philippines	Australian Junior Explorers	Nickel	Paste Thickening, Grinding Mills
	Bonus Distribution: Mining Investment Fundamentals, Sydney, Australia; 4 th Mining Investment Summit, Singapore; 11 th Australia & NZ Conference on Geomechanics; QME 2012, McKay, Qld, Australia			
September/October Close: 7/27 Art: 8/3	Mongolia	Australian Technology Supplement	Iron Ore	Screen Systems, Truck Shovel Mining
	Bonus Distribution: Discover Mongolia; Mining Mongolia 2012; Coaltrans Australia; Electra Mining, South Africa; Mill Operators, Launceston, Tasmania, Australia; MinExpo 2012, Las Vegas, USA; McCloskey China Coal Import & Export Forum, Beijing; McCloskey Indian Coal Markets, New Delhi			
November/December Close: 9/28 Art: 10/5	China	South East Asia	Bauxite	Longwall Mining Process Controls
	Bonus Distribution: McCloskey Asia Pacific Coal Outlook, Bali, Indonesia; International Mine Management, Melbourne, Victoria			

Editorial Calendar Subject to Change



The ASIA Miner Display Ad Rates and Sizes

4 Color 1x to 3x (Rates in U.S. Dollars)

Space Unit	1x	2x	3x
Full Page	\$4,545	\$4,415	\$4,285
1/2 Page	\$3,070	\$2,950	\$2,830
1/4 Page	\$2,050	\$1,980	\$1,910
1/3 Page	\$2,560	\$2,465	\$2,370
Business Card	\$500	\$500	\$500
Front Cover	\$5,590	\$5,440	\$5,290
Back Cover	\$5,260	\$5,110	\$4,960
Inside Covers	\$5,160	\$4,985	\$4,810

4 Color 4x to 6x (Rates in U.S. Dollars)

Space Unit	4x	5x	6x
Full Page	\$4,155	\$4,025	\$3,765
1/2 Page	\$2,715	\$2,595	\$2,360
1/4 Page	\$1,840	\$1,770	\$1,630
1/3 Page	\$2,275	\$2,180	\$1,970
Business Card	\$500	\$500	\$500
Front Cover	\$5,140	\$4,990	\$4,690
Back Cover	\$4,810	\$4,660	\$4,380
Inside Covers	\$4,635	\$4,460	\$4,120

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

Advertising Art

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA

For more information:

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

For More Information

For all of your sales needs, see the sales staff contact information located on pages 4 and 5.

The Asia Miner Dimensions

Ad Size	Width and Depth
Spread	16-1/4" x 11-1/2" (includes bleed)
Full Page	8-1/2" x 11-1/2" (includes bleed)
*2/3 Page	4-7/8" x 9-11/16" (no bleed)
*1/2 Page (Island)	4-7/8" x 8-1/8" (no bleed)
1/2 Page (Vertical)	3-5/8" x 9-11/16" (no bleed)
*1/2 Page (Horizontal)	7-1/2" x 4-7/8" (no bleed)
*1/3 Page (Square)	4-7/8" x 4-7/8" (no bleed)
1/3 Page (Vertical)	2-3/8" x 9-11/16" (no bleed)
1/4 Page (Square)	3-5/8" x 4-7/8" (no bleed)
1/4 Page (Vertical)	1-7/8" x 9-11/16" (no bleed)
1/4 Page (Horizontal)	7-1/2" x 2-7/16" (no bleed)
1/6 Page (Square)	3-5/8" x 3-1/4" (no bleed)
1/6 Page (Vertical)	2-3/8" x 4-7/8" (no bleed)
1/8 Page	3-5/8" x 2-7/16" (no bleed)

* Includes gutter

Concrete[®]

PRODUCTS

**Concrete Products is the
Market's #1 Source for
Executive Decision Makers**

- Reaches 100% Qualified Readers
- The Most Management Titles in the Industry

PHOTO: Lynne Napton, Williston, N.D.



www.ConcreteProducts.com

The concrete industry looks to 2012 optimistic that construction market conditions will continue to show stability characterizing 2011. After contending with historic drops in product and project demand from 2008–2010, concrete producers and their contractor customers approach 2012 with disciplined capital investment plans drawn toward a projected industry rebound beginning next year. As with prior business cycles, concrete producers will time plant and fleet equipment investments with escalating product demand.

An industry fixture since 1947, *Concrete Products* is the business reference for ready mixed and manufactured-concrete producers. The monthly *Concrete Products* print edition, weekly *Concrete Currents* e-newsletter and daily www.concreteproducts.com posts cover a range of topics affecting company owners and operators: equipment and material technology, market development, plant and fleet management, construction practice, plus regulatory or legislative matters.

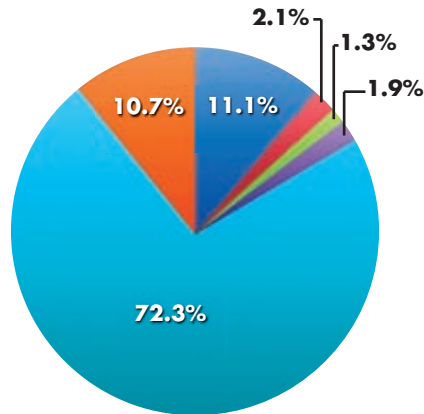


MININGmedia
INTERNATIONAL

The **Leading** Publication in **Management** Circulation and the Only Monthly.

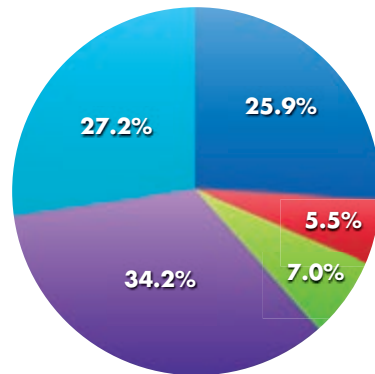
Reaching more than 18,000 print subscribers, *Concrete Products* is the leading information source in the ready mixed and manufactured-concrete market.

Job Title



- Sales/marketing administrative
- Engineering
- Purchasing
- Foreman
- Management
- Production

Business and Industry



- Producers of both ready mix and concrete units
- Manufacturers, distributors, dealers, suppliers, allied industries
- Concrete Contractors
- Producers of ready mix only
- Producers of concrete units only

Reader Comments

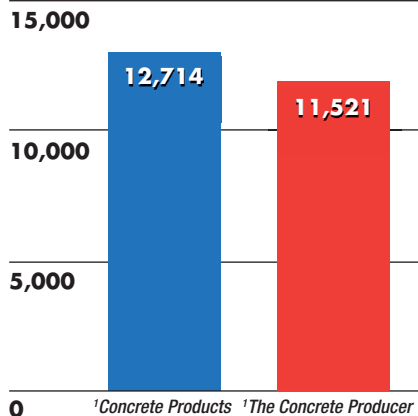
"We read your publication and use it as a very important part of our market research."

Spencer Weitman, President
National Cement Co.,
(Kirkpatrick, Walker Concrete parent)
Birmingham, Alabama

"Your approach is so much more effective than your competitive industry publications."

Paul Wienke, Vice President/General Manager
Kirchner Block & Brick
Bridgeton, Missouri

Total Copies to Producers and Contractors with Management Titles



¹Source: BPA Worldwide Statement, June 2011

^{*}Source: 2009 Reader Profile Study

^{**}Source: 2009 Subscriber Profile Study

Subscriber Profile Study**

75% Took Some Action as a Result of Reading Ads/Articles in *Concrete Products*

87% Read 3 Out of 4 or 4 Out of 4 Issues

45 Minutes: The Average Time Spent Reading Each Issue



***CONCRETE PRODUCTS HAS A LOYAL AND ENGAGED AUDIENCE.**

Concrete Products 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Feature	Equipment /Products	Supplement and Directory	Concrete Currents Newsletter
January Close: 12/2 Art: 12/9	Value-Added Materials, Products	Admixtures Flatwork Coloring	Precast Edition	1/4, 1/11, 1/18, 1/25
Bonus Distribution: 2012 World of Concrete, Las Vegas, January 24-27				
February Close: 1/13 Art: 1/20	National Concrete Masonry Association Chairman's Report National Precast Concrete Association Chairman's Report	Precast Plant Profiles Block & Paver Machinery	Precast Edition	2/1, 2/8, 2/15, 2/22, 2/29
Bonus Distribution: 2012 Precast Show and Icon Expo, Orlando, March 1-3				
March Close: 2/10 Art: 2/17	National Ready Mixed Concrete Association Chairman's Report NRMCA Drivers of the Year	Ready Mixed Plant Profiles Plant Controls		3/7, 3/14, 3/21, 3/28
April Close: 3/9 Art: 3/16	American Concrete Pipe Association Chairman's Report Precast/Prestressed Concrete Institute Chairman's Report	Pipe & Precast Machinery	Precast Edition	4/11, 4/18, 4/25
May Close: 4/6 Art: 4/13	Trucks & Components	Fleet Tracking Management Software		5/2, 5/9, 5/16, 5/23
June Close: 5/4 Art: 5/11	Block & Paver Plant Profiles	Masonry Pigments Admixtures	Precast Edition	6/6, 6/13, 6/20, 6/27
July Close: 6/8 Art: 6/15	Buyers Guide Issue Concrete Plant Profiles		Precast Edition	7/11, 7/18, 7/25
August Close: 7/6 Art: 7/13	Environmental Management Water Recycling	Concrete Reclaimers Process Water Treatment		8/1, 8/8, 8/15, 8/22, 8/29
September Close: 8/3 Art: 8/10	Precast/Prestressed Plant Profiles	Precast Formwork Magnets	Precast Edition	9/5, 9/12, 9/19, 9/26
Bonus Distribution: 2012 PCI Convention and National Bridge Conference, Nashville, September 30-October 3				
October Close: 8/24 Art: 8/31	Pipe, Precast Plant Profiles	Truck-Mounted Cranes Plant Mixers	Precast Edition	10/3, 10/10, 10/17, 10/24, 10/31
November Close: 10/5 Art: 10/12	Ready Mixed Plant Profiles	Mixer Trucks Washout Containment		11/7, 11/14, 11/28
December Close: 11/2 Art: 11/9	2013 Market Forecast Precast Stone Veneer Update	Batch Plants	Precast Edition	12/5, 12/12, 12/19
Newsletter Guide: Dates Indicate Time of Delivery				

Editorial Calendar Subject to Change

Concrete Products Display Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	24x
Full Page	\$4,750	\$4,535	\$4,370	\$4,290	\$4,210	\$3,975
2/3 Page	\$4,190	\$4,050	\$3,950	\$3,835	\$3,735	\$3,455
Island 1/2 Page	\$3,585	\$3,465	\$3,335	\$3,265	\$3,180	\$3,000
1/2 Page	\$3,120	\$3,045	\$2,920	\$2,885	\$2,810	\$2,660
1/3 Page	\$2,790	\$2,725	\$2,660	\$2,600	\$2,470	\$2,335
1/4 Page	\$2,310	\$2,270	\$2,210	\$2,085	\$2,040	\$1,930
2 Page Spread	\$8,560	\$8,160	\$7,870	\$7,720	\$7,580	\$7,150
2-Color: Deduct 15%						
Black & White: Deduct 20%						
Matched Color: Add 15%						

Concrete Mart (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	24x
1/6 Page	\$800	—	\$675	—	\$525	—
2-Color: Add \$175						
4-Color: Add \$275						

Precast Demographic Edition* (Rates in U.S. Dollars; No Charge for Bleed)

Space Unit	1x	3x	6x	12x
Full Page	\$3,600	\$3,435	\$3,275	\$3,050
2/3 Page	\$3,035	\$2,965	\$2,775	\$2,605
Island 1/2 Page	\$2,955	\$2,775	\$2,650	\$2,495
1/2 Page	\$2,650	\$2,550	\$2,445	\$2,290
1/3 Page	\$2,185	\$2,065	\$2,005	\$1,895
1/4 Page	\$1,950	\$1,850	\$1,795	\$1,700
2 Page Spread	\$5,970	\$5,690	\$5,405	\$5,030

* Published eight times a year as an insert in the regular issue of **Concrete Products**, this edition is tailor-made for reaching potential buyers involved in manufactured concrete. Producers of block and paver, pipe and precast and prestressed concrete turn to the **Demographic Precast Edition** for news, product equipment briefs, and pertinent feature stories.

Per Column-Inch (Rates in U.S. Dollars)

1x	3x	6x
\$120	\$110	\$90

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA

For more information:

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

Concrete Products Dimensions

Ad Size	Width and Depth		Page	Width and Depth	
** Full Page	8" x 11"	203 x 279 mm	Type Page Size	6-15/16" x 9-1/16"	178 x 230 mm
* 2/3 Page	4-9/16" x 9-1/16"	116 x 230 mm	Book Trim Size	7-3/4" x 10-3/4"	197 x 273 mm
* 1/2 Page (Isl)	4-9/16" x 7-9/16"	116 x 192 mm	Type Columns	Width and Depth	
1/2 Page (V)	3-3/8" x 9-1/16"	86 x 230 mm	2 Columns/Page	3-3/8" x 9-1/16"	86 x 230 mm
* 1/2 Page (H)	6-15/16" x 4-1/2"	176 x 114 mm	3 Columns/Page	2-1/4" x 9-1/16"	57 x 230 mm
1/3 Page (V)	2-1/4" x 9-1/16"	57 x 230 mm	Bleed	Width and Depth	
* 1/3 Page (Sq)	4-9/16" x 4-1/2"	116 x 114 mm	Single Page	8" x 11"	203 x 279 mm
1/4 Page	3-3/8" x 4-1/2"	86 x 114 mm	** Spread	15-3/4" x 11"	401 x 279 mm
1/6 Page (V)	2-1/4" x 4-1/2"	57 x 114 mm	* Includes gutter ** Only full pages and spreads will need bleeds		
1/6 Page (H)	3-3/8" x 2-1/4"	86 x 57 mm			

For More Information

For all of your sales
needs, contact

Bill Green

Tel: 414-212-8266

E-mail:

bgreen@mining-media.com

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

Rock PRODUCTS®

Processing Technology, Management
Issues and Market Analysis for
Aggregates Professionals

www.RockProducts.com

A solid infrastructure is the key to a sound economy. And the nation's infrastructure is dependent upon aggregates production. More than 90 percent of asphalt road pavement, and more than 80 percent of a concrete sidewalk, for instance, is comprised of aggregates.

Rock Products is the leading source of industry information for U.S. and Canadian ag-

gregates operations. Since 1896, stone producers have turned to *Rock Products* for market analysis and technology solutions. *Rock Products'* industry-specific content, from its monthly print publication, special supplements and directories; to its website, digital editions and e-news alerts, maintains the same high editorial standard that was set more than a century ago.



MININGmedia
INTERNATIONAL



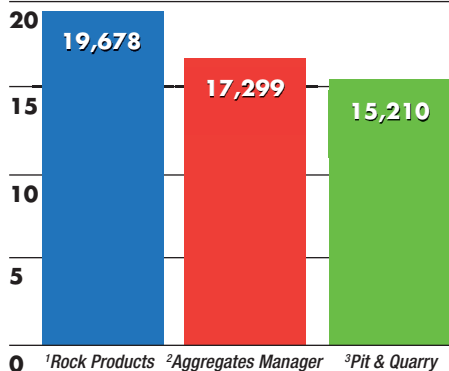
- **The Aggregate Industry's Leading Publication for 116 years**
- **The Highest Qualified and Paid Circulation of All Magazines in the Industry**
- **The Highest Producer Circulation of Any Industry Magazine**
- **The Only Industry Magazine with More Than 1,000 Canadian Readers**

► **Rock Products reaches more producers than any other industry magazine.**

Your advertisement in Rock Products is seen by more producers (readers who make purchasing decisions) than any other aggregates publication.

Total Producer Circulation

(Thousands)



¹Source: Source: BPA Audit June 2011

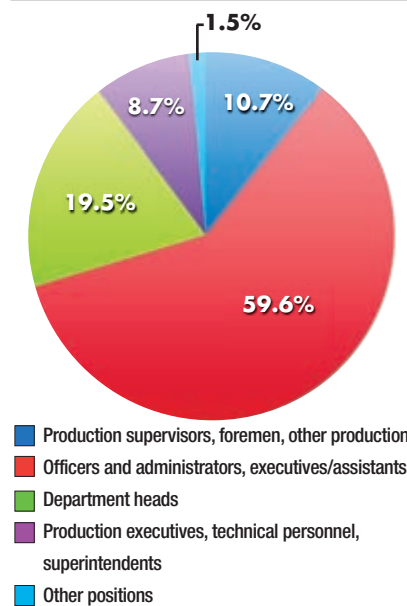
²Source: BPA Audit June 2011

³Source: VAC Audit: March 2011

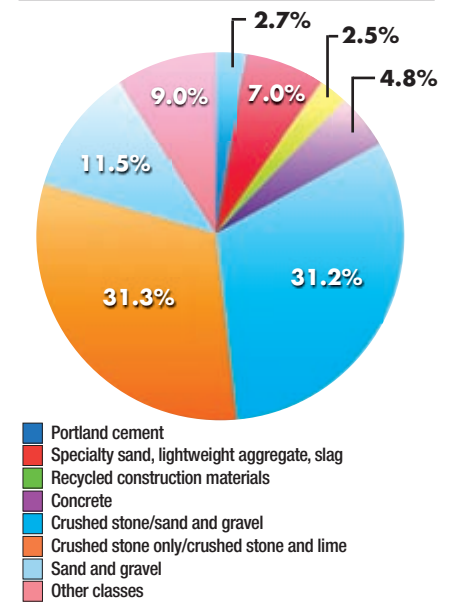
► **Rock Products is received by 20,164 print subscribers, the largest circulation in the aggregate industry.**

Your advertisement will be seen by subscribers who are actively seeking the information in Rock Products, providing a high-readership environment for your advertisement.

Job Title



Business Class



Rock Products: The Digital Media Leader

www.rockproducts.com: Website traffic increased **300%** in 2011 since being acquired by Mining Media International

Breaking Rock News: Weekly e-newsletter offers latest news and timely information via e-mail or smartphone

More than 20,100* Print Subscribers Per Month

More than 22,000** Unique Online Readers Each Month

More than 10,000 Subscribers to Our E-newsletters

* June 2011 BPA Statement

** September 2011 Online Data



Rock Products 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Special Focus	Equipment & Technology	Material Processing	Management & Operations	Bonus Feature	Supplement & Directory
January Close: 12/6 Art: 12/13	Crushing/ Breaking	Conveying	Manufactured Sand	Winter Maintenance	Outlook/ Forecast 2012	
Bonus Distribution: World of Concrete, Las Vegas, January 24-27; Condex 2012, National Harbor, Md., January 18-20						
February Close: 1/10 Art: 1/17	Agg1 Preshow Issue	Loading/ Hauling	Screening/ Sizing	Off-Highway Tires	Drilling/ Blasting	<i>Cement Americas Magazine</i>
Bonus Distribution: ISEE, Nashville, February 12-15						
March Close: 2/7 Art: 2/14	Agg1 Show Issue	Mobile Crushing & Screening/Recycling	Washing/ Classifying	Pumps/Motors	Emerging Technologies	
Bonus Distribution: NSSGA Convention, Charlotte, N.C., March 11-14; Agg1, Charlotte, N.C., March 12-15; C&D World, Nashville, March 24-27						
April Close: 3/6 Art: 3/13	Conveying	Oils/Lubricants	Wear Parts	Plant Engineering	Sustainable Production Practices	<i>Cement Americas Magazine</i>
Bonus Distribution: Coal Prep, Lexington, Ky., April 30-May 3						
May Close: 4/3 Art: 4/10	Loading/ Hauling	Crushing/ Breaking	Screening/ Sizing	The Rock 100 Top Crushed Stone Producers	Agg1 Product Roundup	<i>Cement Americas Magazine</i>
Bonus Distribution: IEEE-IAS/PCA Cement Industry Technical Conference, San Antonio, May 13-17						
June Close: 5/8 Art: 5/15	U.S. and Canadian Buyers Guide & Directory	Crushing/ Breaking	Washing/ Classifying	Safety & Health	Dealer List	
Bonus Distribution: Hillhead 2012, Buxton, Derbyshire, UK, June 19-21						
July Close: 6/5 Art: 6/12	Screening/ Sizing	Off Highway Tires	Conveying	Sustainable Business Practices	The S&G 100 Top Sand & Gravel Producers	
August Close: 7/10 Art: 7/17	MINExpo Preview Issue	Crushing/ Breaking	Pumps/Motors	Vehicle Scales/ Loadout	Canadian Market Report	<i>Cement Americas Magazine</i>
September Close: 8/7 Art: 8/14	MINExpo Show Issue	Loading/ Hauling	Washing/ Classifying	Screening/ Sizing	Executive Interview	
Bonus Distribution: MINExpo, Las Vegas, September 24-26						
October Close: 9/4 Art: 9/11	Washing/ Classifying	Drilling/ Blasting	Oils/Lubricants	Plant Engineering		<i>Cement Americas Magazine, Crushing & Breaking Supplement</i>
November Close: 10/9 Art: 10/16	Oils/Lubricants	Conveying	Mobile Crushing & Screening/Recycling	Environment	MINExpo Product Roundup	
December Close: 11/6 Art: 11/13	2012 Year-End Product Showcase	Crushing/ Secondary Breaking	Loading/ Hauling	Motors/Pumps	Rock Products Register: 2012 Award Winners	<i>Cement Americas Magazine</i>

Editorial Calendar Subject to Change

Rock Products Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	18x	24x
Full Page	\$6,335	\$6,115	\$5,825	\$5,710	\$5,595	\$5,510	\$4,455
2/3 Page	\$5,390	\$5,200	\$5,070	\$4,970	\$4,870	—	—
Island 1/2 Page	\$4,685	\$4,520	\$4,405	\$4,315	\$4,230	—	—
1/2 Page	\$4,315	\$4,165	\$4,060	\$3,940	\$3,820	—	—
1/3 Page	\$2,890	\$2,790	\$2,720	\$2,665	\$2,610	—	—
1/4 Page	\$2,700	\$2,600	\$2,560	\$2,490	\$2,450	—	—
1/6 Page	\$1,870	\$1,805	\$1,760	\$1,725	\$1,700	—	—
2 Page Spread	\$10,960	\$9,305	\$9,075	\$8,895	\$8,720	\$8,620	\$8,435

Per Column-Inch (Rates in U.S. Dollars)

1x	3x	6x
\$120	\$110	\$90

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

*Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA*

For more information:

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

2 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	18x	24x
Full Page	\$5,730	\$5,530	\$5,390	\$5,285	\$5,180	\$5,105	\$5,055
2/3 Page	\$4,870	\$4,700	\$4,585	\$4,495	\$4,450	—	—
Island 1/2 Page	\$4,235	\$4,085	\$3,985	\$3,905	\$3,825	—	—
1/2 Page	\$3,900	\$3,765	\$3,670	\$3,595	\$3,525	—	—
1/3 Page	\$2,810	\$2,710	\$2,645	\$2,595	\$2,545	—	—
1/4 Page	\$2,440	\$2,355	\$2,295	\$2,250	\$2,205	—	—
1/6 Page	\$1,680	\$1,620	\$1,580	\$1,550	\$1,520	—	—
2 Page Spread	\$9,856	\$8,476	\$8,265	\$8,100	\$7,940	\$7,820	\$7,740

Black & White (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	18x	24x
Full Page	\$5,280	\$5,075	\$4,945	\$4,845	\$4,745	\$4,670	\$4,595
2/3 Page	\$4,490	\$4,335	\$4,225	\$4,140	\$4,060	—	—
Island 1/2 Page	\$3,905	\$3,770	\$3,675	\$3,600	\$3,525	—	—
1/2 Page	\$3,595	\$3,470	\$3,385	\$3,320	\$3,255	—	—
1/3 Page	\$2,500	\$2,435	\$2,410	\$2,380	\$2,330	—	—
1/4 Page	\$2,250	\$2,170	\$2,115	\$2,075	\$2,035	—	—
1/6 Page	\$1,550	\$1,495	\$1,460	\$1,430	\$1,400	—	—
2 Page Spread	\$9,085	\$7,860	\$7,665	\$7,515	\$7,635	\$7,255	\$7,155

Rock Products Dimensions

Ad Size	Width and Depth		Page	Width and Depth	
Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm
2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm
1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width and Depth	
1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	2 Columns/Page	3-3/8" x 10"	86 x 254 mm
1/2 Page (H)	7" x 4-5/8"	178 x 117 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	Bleed	Width and Depth	
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	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
1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm			

For More Information

For all of your sales
needs, contact
Tom Judson
Tel: 440-570-2488
E-mail:
tjudson@mining-media.com

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

CementTM AMERICAS

**Cement Americas has the Leading
North and South American Circulation
of any Cement Publication in the World**

- Bi-Monthly Publication from the Publishers of *Rock Products* Magazine
- The Only Publication that Exclusively Targets Cementitious Materials Suppliers in North and South America
- Highly Respected for its Editorial Coverage of Operations, Environmental, Government and Market Matters



www.CementAmericas.com



Despite the continued slowdown in both the U.S. economy and construction activity, gains are being seen in cement consumption until 2013. According to the most recent economic forecasts, double-digit increases are on the horizon. This combined with a major push for increased highway spending legislation and government policy have cement manufactur-

ers gearing up for a major demand bump in 2013, led by sustained improvement in private sector fundamentals, such as job creation, investment and ease of lending standards.

As a result, cement producers are beginning to build and upgrade both plants and terminals at an impressive pace; equipment makers are meeting their needs.

MININGmedia
INTERNATIONAL



Cement
AMERICAS

The Only Magazine Covering the Cement Industry in North and South America

Cement
AMERICAS

- **Cement Americas** is a Bi-Monthly Publication from the Publishers of **Rock Products**.
- **Cement Americas** is the **ONLY** Publication that **Exclusively Targets** Cementitious Materials Suppliers in North and South America.
- **Cement Americas** is Highly Respected for its Editorial Coverage of Operations as well as Environmental, Government and Market Development Matters.

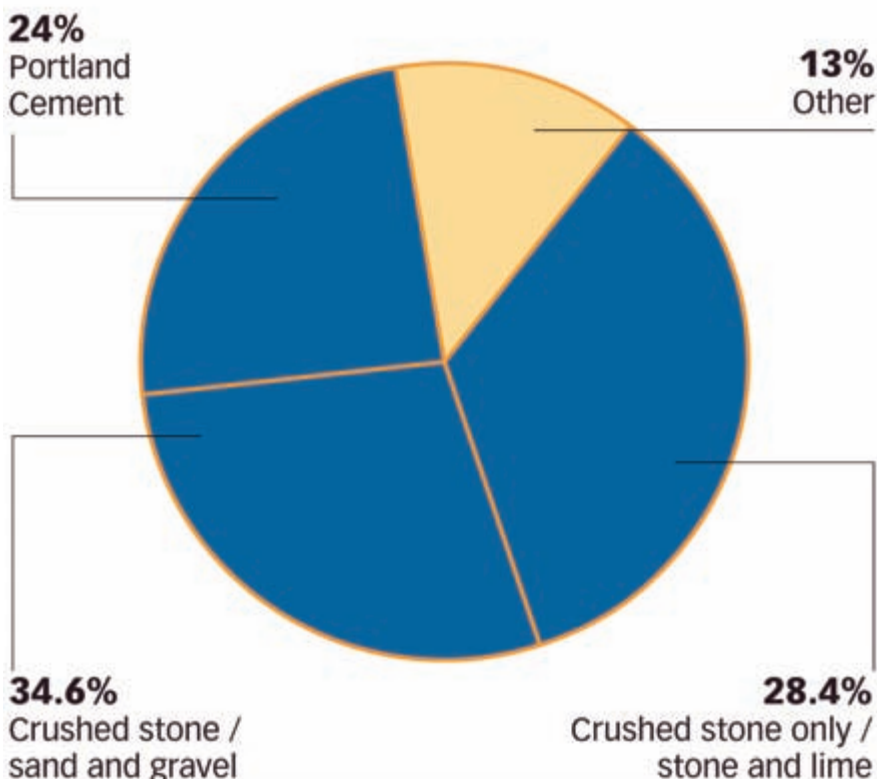
Geographical Distribution¹

Canada & USA.....5,524
All Other Countries243
Total5,767

Cement Americas circulation is drawn from the circulation of Rock Products, June 2011 BPA Worldwide Statement.

TOTAL CIRCULATION 5,767

Business and Industry



Subscriber Profile Study***

- 88%** ► Have Involvement in Purchasing and/or Specifying Aggregate and Cement Products or Services
- 83%** ► Read 3 Out of 4 or 4 Out of 4 Issues
- 70%** ► Of Our Readers Took Action as a Result of Reading/Seeing an Ad in **Cement Americas** in the Past 12 Months

* June 2011 BPA Statement ** September 2010 Online Data *** 2008 Subscriber Profile Study

North American Cement Directory

95.6 MILLION
TOTAL CEMENT CONSUMPTION
PER METRIC TONS***

THE NORTH AMERICAN
CEMENT DIRECTORY
REACHES 120 TOTAL
PLANTS IN THE U.S.



Contact Tom Judson to Advertise in the 2013 Directory
Tel: 440-570-2488; E-mail: tjudson@mining-media.com

Cement Americas 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Special Reports	Equipment Focus	Distribution
January/February Close: 1/10 Art: 1/17	2012 U.S. Cement Industry Forecast	Automation Systems & Software: From Production to Loadout	<i>Rock Products</i> February
March/April Close: 3/6 Art: 3/13	Cement & The Environment Issue (Compliance Issues, Sustainability Issues, Emissions Controls, Filters, Baghouses, etc.)	Waste Fuel Handling/Processing Equipment, Including Hazardous Waste, Alternative Fuels, Tires, etc.	<i>Rock Products</i> April
May/June Close: 4/3 Art: 4/10	IEEE-IAS/PCA Exhibitor Preview/ Show Issue		<i>Rock Products</i> May
Bonus Distribution: IEEE-IAS/PCA Cement Industry Technical Conference, San Antonio, May 13-17, 2012			
July/August Close: 7/10 Art: 7/17	Critical Trends Survey: The Results of a Cement Industrywide Survey on All Facets of the Workplace, Regulations, Labor, etc.	Bulk Storage (Including Silos, Bins, Domes, Level Indicators, etc.)	<i>Rock Products</i> August
September/October Close: 9/4 Art: 9/11	2012 Buyers Guide Issue	Safe Practices Spotlight: Case Study Illustrating a Cement Operation's Exceptional Safety Practice or Program	<i>Rock Products</i> October
November/December Close: 11/6 Art: 11/13	Interview with Cement Industry Leader	Bags & Bagging Equipment—What's New in Clinker Cooler Technology & Maintenance	<i>Rock Products</i> December

Editorial Calendar Subject to Change

Forecast: What to Expect from the Cement Market

Although domestic cement manufacturers are among the most highly regulated enterprises in the country, they recently faced an avalanche of new regulations. A recent study found that just one of these regulations would force the closure of approximately 18 of the United States' nearly 100 cement manufacturing plants, a statistic that would run counter to expected demand increases, forcing the United States to rely heavily on imported cement. But good news seems to be around the corner as a bipartisan effort in Congress is under

way to lessen the unique regulatory burden cement companies are facing today.

Perhaps the best news for the construction industry as a whole is that residential construction is projected to grow by more than 10% in the latest upswing, for both new homes, but more impressively, for home improvements and expansion. The nonresidential forecast is also looking up, with hotel construction and retail continuing to see steady growth from 2011 levels.



Cement Americas Display Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,870	\$3,775	\$3,655
2/3 Page	\$3,150	\$3,085	\$2,990
Island 1/2 Page	\$2,775	\$2,735	\$2,635
1/2 Page	\$2,680	\$2,610	\$2,550
1/3 Page	\$2,105	\$2,060	\$2,020
1/4 Page	\$1,900	\$1,865	\$1,825
2 Page Spread	\$6,400	\$6,220	\$6,030

Per Column-Inch (Rates in U.S. Dollars)

1x	3x	6x
\$80	\$70	\$60

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

*Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA*

For more information:

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

2 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,320	\$3,215	\$3,100
2/3 Page	\$2,580	\$2,500	\$2,415
Island 1/2 Page	\$2,205	\$2,150	\$2,070
1/2 Page	\$2,110	\$2,040	\$1,975
1/3 Page	\$1,535	\$1,495	\$1,450
1/4 Page	\$1,385	\$1,350	\$1,310
2 Page Spread	\$5,540	\$5,360	\$5,170

Black & White (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$2,945	\$2,830	\$2,720
2/3 Page	\$2,215	\$2,140	\$2,050
Island 1/2 Page	\$1,845	\$1,780	\$1,705
1/2 Page	\$1,750	\$1,670	\$1,615
1/3 Page	\$1,175	\$1,135	\$1,085
1/4 Page	\$1,025	\$995	\$945
2 Page Spread	\$4,880	\$4,700	\$4,320

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

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

For More Information

For all of your sales
needs, contact

Tom Judson

Tel: 440-570-2488

E-mail:

tjudson@mining-media.com

C&D WORLD®

The Best Editorial, Combined with BPA Audited Circulation, Make C&D World the Industry Leader in C&D Recycling and Demolition Industries

- More Than 9,000 in Audited Circulation
- Growing in Readership and Influence
- Bonus Distribution at Key Industry Events

Official Publication of the CMRA



With a BPA audit, along with in-depth industry coverage, no other publication can match *C&D World*. *C&D World* has built a deservedly loyal readership with decision-makers in the industry. Between highly affordable advertising prices (with no rate

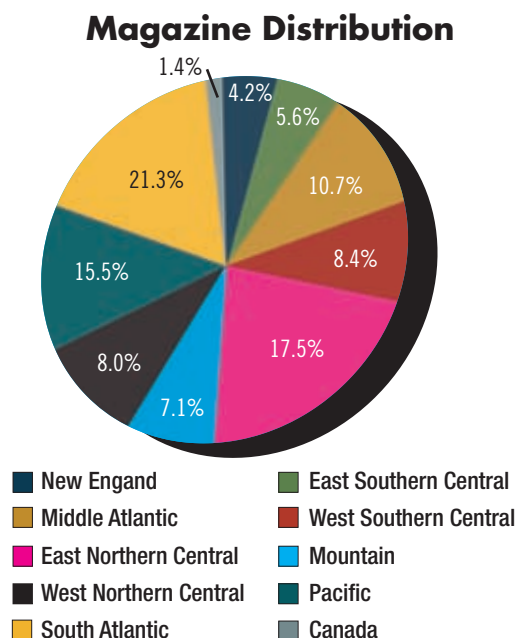
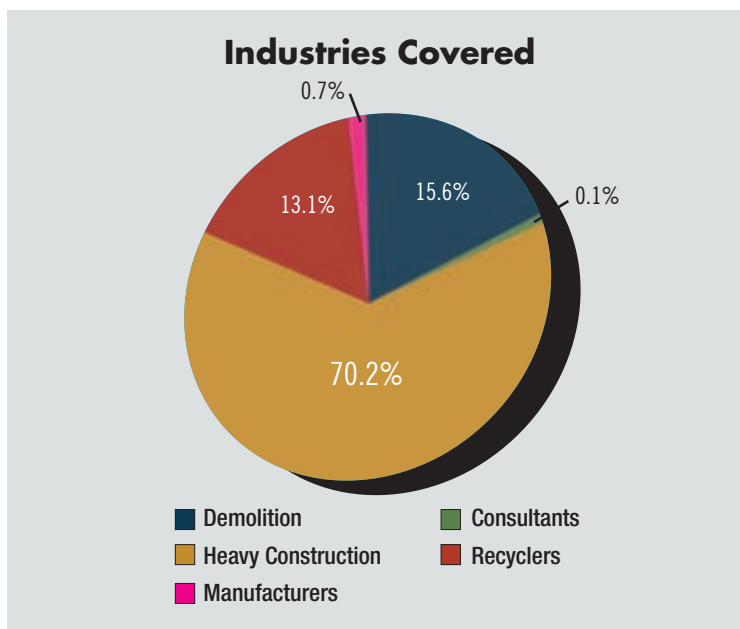
increase for 2012) and the magazine's extensive reach, *C&D World* is by far the best opportunity for manufacturers and professional service providers looking to extend their message throughout the entire market.



MININGmedia
INTERNATIONAL

What Elevates C&D World Above the Competition? Let Us Count the Ways.

- Only Magazine with Staff Dedicated to Only the C&D Industry
- Contains the Most In-Depth Editorial Produced by the Staff with the Longest Tenure in C&D
- Official Publication of the CMRA—New Members are Added Automatically to Ensure Leaders of the C&D Industry get C&D World First
- Producers of the Leading Trade Show Dedicated to the C&D Recycling Industry



C&D World is the Official Publication of the C&D Industry

As the official publication for the industry's trade association, the Construction Materials Recycling Association, *C&D World* has earned the respect of an entire marketplace. And why not? Thanks to top-notch editorial by people who really know the industry, and a BPA audited circulation that covers all corners of the market, *C&D World* has a loyal readership base with decision-makers in the industry. Between highly affordable advertising prices (with no rate increase for 2012) and the magazine's extensive reach, *C&D World* is the best opportunity for manufacturers and service providers looking to extend their message throughout the entire market.

More than 9,000 average monthly circulation read every one of *C&D World*'s six issues, and new relevant and targeted readers are added constantly. With the loyalty and respect of being the official publication of the

CMRA, *C&D World* is your company's vehicle to get your message to the leaders and decision-makers in the demolition and C&D recycling industries.

But the best part of *C&D World* is we don't rely on slick sizzle for our success. We bring our readers the latest news, trends and innovations in the marketplace. *C&D World*'s affiliation with the CMRA provides insider information to make the articles in the magazine worth the attention of the readers. The editorial staff is headed by Associate Publisher/Editor William Turley, executive director of the CMRA and, by at least a decade, the only journalist who has exclusively covered only the C&D industry. Recycling and demolition is our total focus at *C&D World*, and, because of our long reach and influence in the marketplace, we are providing the type of information readers want and need, which makes *C&D World* the place where your marketing message will be seen.

C&D World 2012 Editorial Calendar



Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

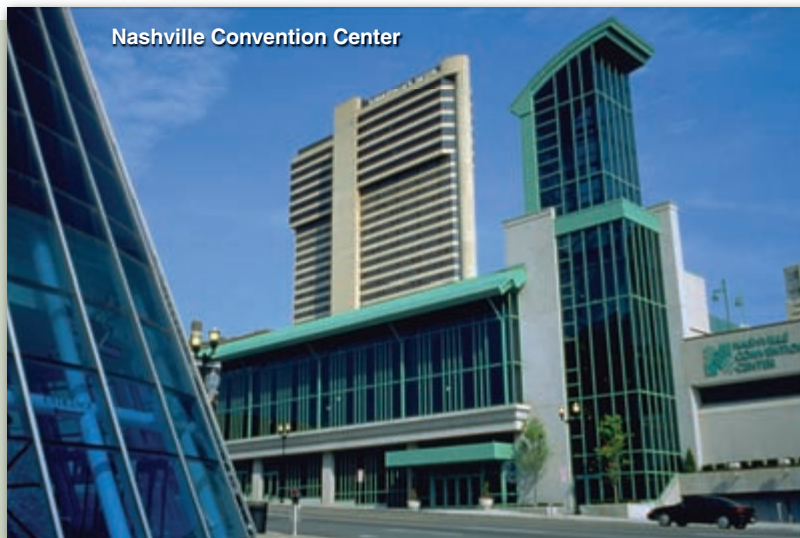
Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Editorial Topics		
January/February Close: 12/8 Art: 12/15	State of Demolition Industry	Concrete	Demolition Processors
	Bonus Distribution: National Demolition Association , San Antonio, TX, March 10-13		
March/April Close: 2/2 Art: 2/9	Buyers Guide	Asphalt Shingles	Shredders
	Bonus Distribution: CMRA Annual Meeting , Nashville, TN, March 25-27		
May/June Close: 4/6 Art: 4/13	Recycling at the Landfill	C&D Wood Advertiser Profiles Issue	Crusher Wear Parts
	Bonus Distribution: Waste Expo , Las Vegas, NV, May 1-3		
July/August Close: 6/8 Art: 6/15	State of C&D Recycling	Gypsum	Small Sorting Systems
	Bonus Distribution: SWANA/WASTECON , Washington D.C., August 14-17		
September/October Close: 8/9 Art: 8/16	Processing Technology	Mixed C&D	High Reach Excavators
November/December Close: 10/12 Art: 10/19	Sorting Technology	Concrete/Asphalt Advertiser Profiles Issue	Mobile Crushers
	Bonus Distribution: GreenBuild , San Francisco, CA, November 14-16		

Editorial Calendar Subject to Change

Nashville Convention Center



C&D World 2012

March 25-27, 2012 • Nashville Convention Center

Any advertisement in the show issue of C&D World is a great way to extend your presence beyond the show floor. For more information, contact Mike Bohan at +1 608 538 3552.



*Circulation information from June 2011 BPA circulation statements of C&D World.



C&D World Display Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$2,500	\$2,250	\$2,000
2/3 Page	\$2,100	\$1,890	\$1,780
Island 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

C&D World Listing (Rates in U.S. Dollars)

1x	3x	6x
\$80	\$70	\$60

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
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

*Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA*

For more information:

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

2 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$2,250	\$2,025	\$1,800
2/3 Page	\$1,850	\$1,665	\$1,480
Island 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 U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$2,000	\$1,800	\$1,600
2/3 Page	\$1,600	\$1,440	\$1,280
Island 1/2 Page	\$1,400	\$1,260	\$1,120
1/2 Page	\$1,250	\$1,125	\$1,000
1/3 Page	\$800	\$720	\$640
1/4 Page	\$600	\$560	\$500
2 Page Spread	\$3,500	\$3,150	\$2,800

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

C&D World Dimensions	Ad Size	Width and Depth		Page	Width and Depth		For More Information
	Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm	
	2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm	
	1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width and Depth		
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	2 Columns/Page	3-3/8" x 10"	86 x 254 mm	
	1/2 Page (H)	7" x 4-5/8"	178 x 117 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	Bleed	Width and Depth		
	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	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	
	1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm				
For all of your sales needs, contact Mike Bohan Tel: 608-604-9744 E-mail: mbohan@mining-media.com							

QEM Quarry Equipment Marketplace

Covering North & South America with the highest, most proven and targeted circulation of any comparable magazine, and the best value



www.MiningMarketplace.com

Combined with Mine and Quarry Trader, QEM targets the aggregate, equipment and services industries.



MININGmedia
INTERNATIONAL

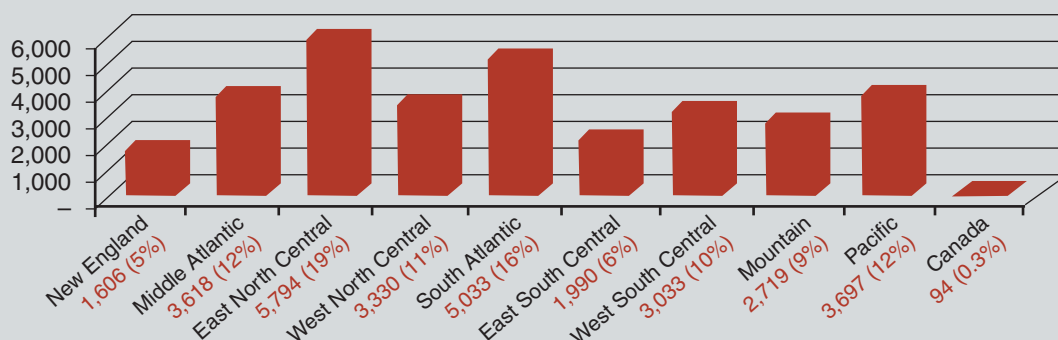
If you are trying to buy or sell in the aggregates, quarrying, recycling or related industries, there is no better publication than

QEM Quarry Equipment Marketplace

Now Combined with *Mine and Quarry Trader*

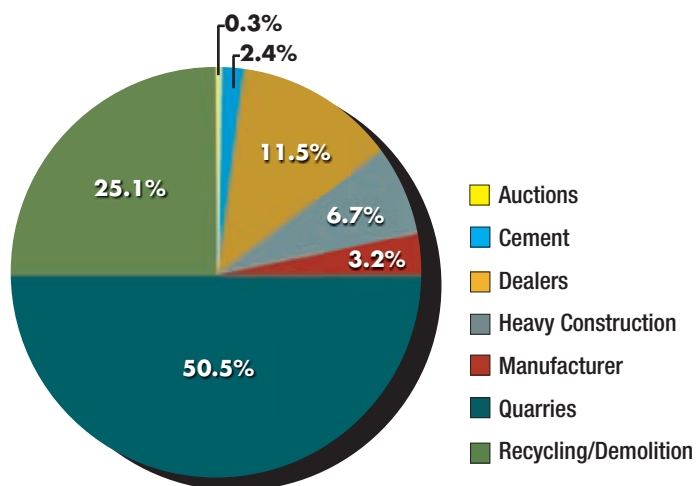
Quarry Equipment Marketplace (QEM) reaches the quarrying, heavy construction and recycling/demolition industries in North America. Our goal is to connect buyers to the sellers of equipment and services in this field in a 100% advertising format. The circulation of **QEM** is drawn from the most current names in the business.

Geographical Breakout



Demographic	Circ Breakdown
Quarries	15,602
Recycling/Demolition	7,775
Dealers	3,645
Heavy Construction	2,075
Manufacturer	981
Cement	754
Auctions	82
Circ Total	30,914

Circulation Breakdown



Total Circulation: 30,914

Publisher's Sworn Circulation Statement September 2011

QEM 2012 Deadlines

January 2012 Issue	July 2012 Issue
December 15, 2011	June 20, 2012
February 2012 Issue	August 2012 Issue
January 18, 2012	July 18, 2012
March 2012 Issue	September 2012 Issue
February 22, 2012	August 22, 2012
April 2012 Issue	October 2012 Issue
March 21, 2012	September 19, 2012
May 2012 Issue	November 2012 Issue
April 18, 2012	October 24, 2012
June 2012 Issue	December 2012 Issue
May 23, 2012	November 19, 2012

Reaching the Latin American Markets with Our Newest Supplement

- Starting with the September 2011 issue of *Equipo Minero*, we included a Spanish language supplement of *QEM* called *Mercado de Equipo Mineros (MEM)* to approximately 10,000 names throughout Latin America. If you advertise in *Quarry Equipment Marketplace*, simply deduct 50% from your current rate to determine your cost.
- In addition, we also offer an electronic version in Spanish which will be distributed monthly to our database of over 27,000 people in the mining and quarrying business in Latin America. Simply deduct 60% from your current *QEM* rate to determine your cost.
- To find out more about *MEM*, and to order your Spanish language advertising, contact Gina Kelly (Central & Eastern U.S. Sales Manager), or Christin Doran (Western U.S. Sales Manager).



4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$1,850	\$1,720	\$1,600
2/3 Page	\$1,620	\$1,490	\$1,415
1/2 Page	\$1,390	\$1,250	\$1,180
1/3 Page	\$1,220	\$1,130	\$1,040
1/4 Page	\$1,130	\$995	\$935
1/6 Page	\$1,020	\$935	\$875
2 Page Spread	\$3,450	\$3,190	\$3,005

2 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$1,380	\$1,330	\$1,250
2/3 Page	\$1,140	\$1,095	\$1,040
1/2 Page	\$920	\$825	\$740
1/3 Page	\$760	\$720	\$700
1/4 Page	\$630	\$610	\$580
1/6 Page	\$560	\$550	\$520
2 Page Spread	\$2,520	\$2,390	\$2,200

Black & White (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$1,210	\$1,160	\$1,010
2/3 Page	\$975	\$920	\$875
1/2 Page	\$740	\$705	\$655
1/3 Page	\$580	\$555	\$520
1/4 Page	\$460	\$430	\$410
1/6 Page	\$380	\$365	\$345
2 Page Spread	\$2,180	\$2,060	\$1,950

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

Quarry Equipment Marketplace Dimensions

	Inches	Millimeters
Full Page - Trim	7-1/2" x 10-1/8" (7.5" x 10.125")	190.5 x 257.175
Full Page - Live Area	6-3/4" x 9-1/16" (6.75" x 9.0625")	171.45 x 230.1875
Full Page - Bleed*	7-3/4" x 10-3/8" (7.75" x 10.375")	196.85 x 263.525
2/3 Page Vertical - Live	4-7/16" x 9-1/16" (4.438" x 9.0625")	112.7252 x 230.1875
2/3 Page Vertical - Bleed	5-1/2" x 10-3/8" (5.5" x 10.375")***	139.7 x 263.525

***Critical information MUST fit within the Live area stated above

2/3 Page Horizontal - Live	6-3/4" x 6" (6.75" x 6")	171.45 x 152.4
2/3 Page Horizontal - Bleed	7-3/4" x 7-5/16" (7.75" x 7.313")***	196.85 x 185.7502

***Critical information MUST fit within the Live area stated above

1/2 Page Vertical - Live	3-1/3" x 9-1/16" (3.33" x 9.0625")	84.582 x 230.1875
1/2 Page Vertical - Bleed	4-1/3" x 10-3/8" (4.33" x 10.375")***	109.982 x 263.525

***Critical information MUST fit within the Live area stated above

1/2 Page Horizontal - Live	6-3/4" x 4-1/2" (6.75" x 4.5")	171.45 x 114.3
1/2 Page Horizontal - Bleed	7-3/4" x 5-13/16" (7.75" x 5.8125")***	196.85 x 147.6375

***Critical information MUST fit within the Live area stated above

1/3 Page Vertical	2-3/16" x 9-1/16" (2.198" x 9.0625")	55.8292 x 230.1875
1/3 Page Horizontal	6-3/4" x 3" (6.75" x 3")	171.45 x 76.2
1/3 Page Square	4-15/32" x 4-1/2" (4.47" x 4.5")	113.538 x 114.3
1/4 Page	3-1/3" x 4 1/2" (3.33" x 4.5")	84.582 x 114.3
1/6 Page Vertical	2-1/4" x 4-1/2" (2.25" x 4.5")	57.15 x 114.3
1/6 Page Square	3-1/3" x 3" (3.33" x 3")	84.582 x 76.2
Rock Shop Ad	2-1/8" x 1-13/16" (2.125" x 1.8125")	53.975 x 46.0375
Spread Trim	15" x 10-1/8" (15.0" x 10.125")**	381 x 257.175
Spread Live Area	14-1/4" x 9-1/16" (14.25" x 9.0625")**	361.95 x 230.1875
Spread Bleed*	15-1/4" x 10-3/8" (15.25" x 10.375")**	387.35 x 263.525

All live matter not intended to bleed should be kept 1/4" (0.25") from trim.

* All bleed dimensions include a 1/8" (0.125") head, foot, face and gutter trim.

** For best results, make sure words and critical information are not split over crossover. Gutter clearance: 3/16" total (.1875").

The Rock Shop Advertising

Ad Size	Price
2-1/8" x 1-13/16"	\$150/Issue

Specifications

- Supply in PDF format, 300 dpi minimum
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes first of the month preceding month issue

Easily Upload Files Directly

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

Color Requirements

Send artwork in CMYK format. 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

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, Freehand and Press Quality PDFs.

Artwork Mailing Contact

Artwork should be mailed to:

Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA

For more information:

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

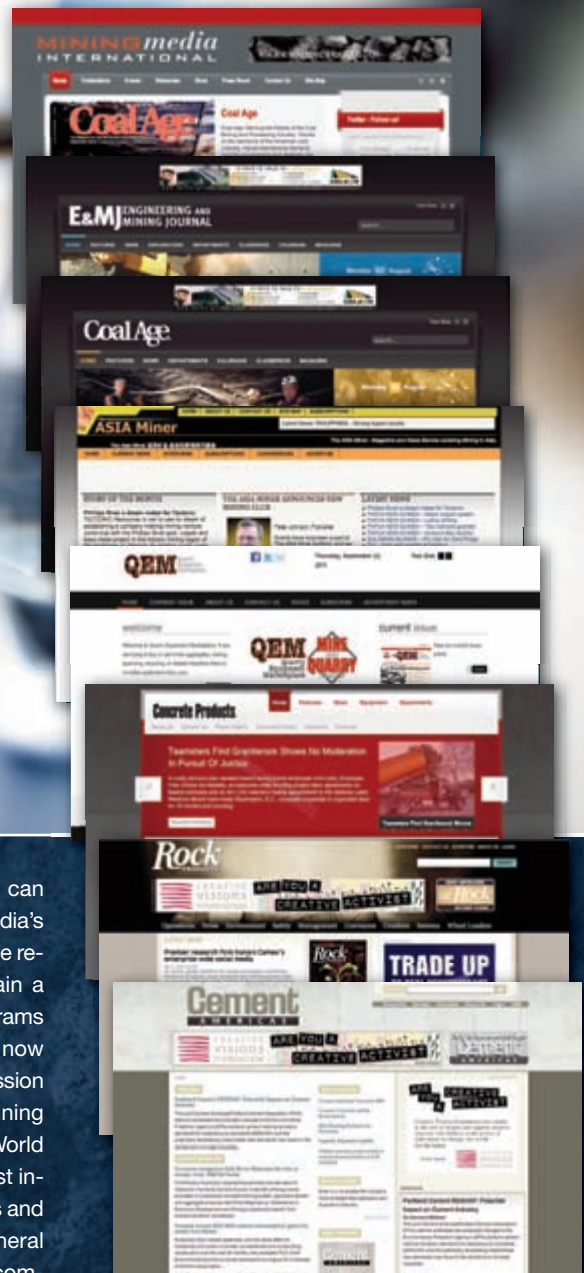
For More Information

For all of your sales needs, see the sales staff contact information for **Gina Kelly** and **Christin Doran** or call **Toll Free at (866) 293 5001**

Electronic Media

The Internet Transformed the World and Mining Media Embraces the Change

- Electronic editions offer new marketing opportunities
- Weekly E-newsletters keep readers informed
- Interactive Websites



The impact of digital media on the world today is undeniable. The Internet, E-mail, and social networking all offer an alternative means to reach the people who specify and buy equipment and services. During the last two years, Mining Media's digital efforts have evolved from a simple "Web presence" to an interactive digital marketplace. Each of the magazines has an updated Website and a weekly E-newsletter. The interactive connection with readers allows the company to maintain its quality readership levels; it also gives marketers another means to stay in touch. Similar electronic initiatives allow delegates to reg-

ister for different events. Marketers can plan strategies surrounding Mining Media's conferences and trade shows using the respective Web sites and then maintain a connection with buyers after the programs end. The company's directories are now beginning to make that natural progression to print with online availability. Mining Media has successfully established World Mining Equipment as one of the largest interactive online databases of suppliers and service providers for mining and mineral processing facilities. Eventually the company's other directories will make that same leap.



Mining Media Applies Its Proven Approach to Websites—Offering High Quality Content for Free and Providing Marketers Another Means to Reach Mining and Mineral Processing Professionals Worldwide



A fresh look with superior functionality.

Advertising opportunities are available on all Mining Media Websites. Marketers can choose from banners, buttons and sponsorships (see specifications below). Sales will be limited to no more than three vendors for each available position.

During 2011, Mining Media upgraded all of the company's Websites. The Websites for the magazines offer readers an alternative method for accessing content.

The company also established new Websites for its conferences and will soon roll out new sites for the directories.

Much of the current editorial content is made available on the individual Websites as the magazines go to press (www.e-mj.com, www.coal-age.com, www.equipo-minero.com, www.asiaminer.com, www.cdworldmag.com). The difference, however, is the sites are in-

teractive. For example, the online *E&MJ* Calendar of Events has twice as many listings as what could be published in the magazine and each listing has a URL that takes users to the source. Similarly, services traditionally provided through classified advertising, such as listings for jobs or used equipment, are posted in a more timely fashion.

The Websites also include a business news feed that is updated

E-MJ.com



CoalAge.com



Equipo-Minero.com



ConcreteProducts.com



RockProducts.com



CementAmericas.com





continuously. An RSS feed and social networking, Facebook, Twitter, etc., will allow readers to stay abreast of the latest updates.

In addition to current magazine content, each site also offers access to past editions in an electronic format. Readers find the magazine archive section interesting; they can search for specific content or browse through old editions as the company posts them. The marketers that placed ads in those editions get the added benefit of their ads theoretically living on forever electronically.

The Websites also provide an intuitive way of doing business. Read-

ers can manage their subscriptions and the information that marketers desire is also available. PDFs of media kits are available on the Mining Media home page (www.mining-media.com). Advertising can be uploaded through the site as well, saving time and money.

The Websites for the established trade shows and conferences, Longwall USA (www.longwallusa.com) and Haulage & Loading (www.haulage-andloading.com), offers tools for both delegates and marketers. A current program and floor plan for the next show/conference is available on the sites. Delegates can register for upcoming events. Likewise, marketers

can purchase exhibit space and sponsorships and review what others have already purchased. But, the service doesn't end when the conference ends. Each event has an archive with presentations from past conferences. The archive from Haulage & Loading 2009 has MP3s attached to the PowerPoint presentations. This year the company plans to launch two more conferences and they will follow the same format.

This year, much of the directory information will transition to the Internet. The data from the Keystone, Coal Prep Handbook, etc. that readers and service providers enjoy will be available digitally in 2012.

Universal Ad Package (All MMI Websites)

Ad Specifications

Banner Size	Pixel Size (w x h)	File Size Limit	Cost	Notes
Leaderboard	728 x 90 IMU	40k / :15	\$1,500	Run of site
Boom Box	300 x 250 IMU	40k / :15	\$1,200	Run of site
Rectangle	180 x 150 IMU	40k / :15	\$750	Interior pages only
Wide Skyscraper	160 x 600 IMU	40k / :15	\$450	Interior pages only

Special to ASIAMiner.com

Story of the Month	Article	\$2,400	FOR MINING COMPANIES and MINE PROJECT DEVELOPERS ONLY—The companies we feature as our Story of the Month are getting excellent exposure for their company and mining project developments to encourage more investors to the company portfolio.
Live interview	Streaming media	\$1,200	Live interview streaming for companies and their products who wish to have their company and product promoted in an interactive interview with a scrolling group of three photographs. E-mailed through the weekly news service four times each month.

- All Prices in U.S. dollars.
- Only one sponsor per month for the classifieds and calendar sponsorships.
- All banners can be gif (animated), jpg or swf. MMI accepts most third party ad tags, including DART, Acknowledge, 24/7 and L90.
- We request all third-party tags be accompanied by anti-caching documentation. All banners have a maximum of three advertisers.
- Contact your sales representative for more information.



Weekly News Services Keep Readers Informed

Mining Media's print products are published on monthly frequency or greater (bi-monthly, quarterly, etc.) Oftentimes important news breaks or regulatory decisions are made that affect readers and they need to be informed more frequently. To accommodate that need, Mining Media publishes a weekly newsletter for each of its titles. The newsletters contain four to six news stories relevant to the respective industries. Advertising opportunities are available (see specifications below).

Over the years, Mining Media has amassed extensive information on readers including E-mail addresses. The company has developed a targeted list of people who do want to receive E-newsletters. The E&MJ Weekly News Service will reach mining engineers, metallurgists and geologists on a worldwide basis. Each week, the Coal Age Weekly News Service will reach coal mining and preparation professionals. The Weekly News Service for Equipo Minero will reach front line managers throughout Latin America in Spanish. The Weekly News Service for The ASIA Miner serves the Pacific region with a Chinese component. The aggregates industry is covered with Concrete Currents, Breaking Rock News, and Cement Newslines Weekly News Services.

No matter what segment of the mining sector you're trying to reach electronically, Mining Media has it covered.



Weekly News Services—Universal Sizes (Rates in U.S. Dollars)

Position	Pixel Size (w x h)	File Size Limit	Monthly	3 Months	6 Months	12 Months	Notes
Full Banner	468 x 60 IMU	40k / :15	\$1,500	\$4,760	\$9,000	\$16,200	Top position
Square Button	125 x 125 IMU	40k / :15	\$1,000	\$2,450	\$4,520	\$7,880	Side position
Vertical Banner	120 x 240 IMU	40k / :15	\$1,100	3,000	\$5,600	9,800	Side position

Banners—All banners can be gif (animated) or jpg. MMI accepts most third party ad tags, including DART, Acknowledge, 24/7, and L90. We request all third-party tags be accompanied by anti-caching documentation.

World Mining Equipment

www.world-mining-equipment.com

The online directory of equipment, products and services for the global mining industry

- Year round promotion in *E&MJ*, *Coal Age* and *Equipo Minero* magazines
- Active promotion at mining exhibitions throughout 2012
- Promoted on every edition of Womp
- Direct linked from www.womp-int.com
- Come see for yourself at world-mining-equipment.com

With 136,966 visitors, viewing 502,855 pages (Google Analytics)—advertising in World Mining Equipment is a very cost effective way to reach the mining industry professionals that buy your products—so why not enhance your listing and **STAND OUT** from the crowd.

If your business is mining, the World Mining Equipment Directory is the place to be www.world-mining-equipment.com



World Mining Equipment - Supplier Details	World Mining Equipment - Supplier Details	World Mining Equipment - Supplier Details
Free Basic Listing	Logo Listing	Full Listing
Free	€ 350 (\$515)	€ 550 (\$805)
<ul style="list-style-type: none"> • Company Contact Details • One Category 	<ul style="list-style-type: none"> • Logo on Search Results • Company Contact Details • Active E-mail Contact • Three Categories 	<ul style="list-style-type: none"> • Company Profile with up to 100 Words • Active URL Link • Logo on Search Results • Company Info Marked on Search Results • Company Contact Details • Five Categories



Womp is a permission based, E-Journal, delivering news, features, equipment reports and video presentations the last week of each month, direct into the mail boxes of mining professionals throughout the world.

Delivered in a modern html format – the reader has no ‘flipping’ or ‘zooming’ – they simply open their mail and read the content. Original content, with critique, comment and opinion compiled by the industry’s leading editorial team at E&MJ.

Womp provides you with the opportunity to place your dynamic advertising message right into the workplace of the professionals running the global mining industry and bring our readers, your customers direct to your own web presentations.

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.

Womp E-Journal - Video Editions

In three issues per year, Womp carries a special section hosting companies video presentations of their products and services. Listed and linked in the opening screen, a Video Listing allows for a profile of up to 100 words and a screen shot linked direct to the video presentation.



Rates (In Euros & U.S. Dollars)

Position	Pixel Size (w x h)	Description	€ 1x	€ 3x	\$ 1x	\$ 3x
The Opener	200 x 45	Three positions at the top, presented in the opening window	€2,400	€2,100	\$3,360	\$2,940
The Editor	400 x 180	Single position under the editor's comment in the opening window	€3,200	€2,900	\$4,480	\$4,060
Top Section	468 x 60	Single position between the Contents and News	€3,000	€2,900	\$4,200	\$3,920
Editorial	468 x 60	Position in the editorial sections throughout the E-Journal	€1,500	€1,300	\$2,100	\$1,820
Video Listing	200 x 45	Listed and linked in the Opening Screen, 100-word profile, screen shot linked to video	€1,600	€1,200	\$2,240	\$1,680

Banners - GIF files 200k maximum. Linking URL to be submitted with the creative. At all times, in all cases, the publisher reserves the right to reject any advertising material.

Issue Content

Issue	Close	Mailing	Special Features
Vol 1	17 th January	26 th January	Autonomous Mining - Communications - Lines & Membranes - Project Survey - VDMA Supplement
Vol 2	22 nd February	23 rd February	Support: Loaders & Dozers - Safety & Rescue Equipment - Cyanide Use & Handling - Gold Report
▶ Vol 3	22 nd March	29 th March	Fleet Management - Drilling - Mill Liners - Lithium & Light Metals - Pit Planning
Vol 4	19 th April	26 th April	Dispatch & Communications - Trackless Haulage - Pumps & Piping - Logistics
Vol 5	24 th May	31 st May	Shovels & Excavators - Power Distribution - Crushers - Exploration
▶ Vol 6	21 st June	28 th June	Haul Trucks - Mine Development - Screening - Base Metals Report - Company Profiles
Vol 7	19 th July	26 th July	Rotary Drilling - Shafts & Hoists - SX-EW Technology - Mining Software
Vol 8	23 rd August	30 th August	Dust Control - Autonomous Mining - Drives - Sustainable Development - MINExpo Preview
Vol 9	13 th September	20 th September	Extending Tire Life - Backfill Technology - Filtration - MINExpo Edition
▶ Vol 10	18 th October	25 th October	Pit Dewatering - Raiseboring - Precious Metals Recovery - Conveyor Systems - Scandinavian Supplement
Vol 11	22 nd November	29 th November	Diesel Engines - Ventilation - Gravity Separation - Buyers Guide - Iron Ore Report
Vol 12	8 th December	13 th December	Blasting Technology - Ground Control - Tailings Management - Company Profiles
▶ Womp Video Editions			

Issue Content Subject to Change



Digital Magazine Editions

Accessible on desktops, tablets and smart phones

Do you advertise in one of our many print publications? If so, enhancing your existing advertisement just became easier! With a digital edition, readers can print, jump to pages or email to friends your advertisement. Each digital edition is archived and allows readers to download a pdf issue, zoom or create a social bookmark.

- **Rich Media** – create a rich media roll over for your ad. \$350
- **Page Insert** – create a page viewable only in our online edition. \$1,500

Rich Media Specs

- Full Page SWF: ActionScript3*, 31 FPS, Hyperlinks, CDN hosting
- Video: FLV*, High Motion Content (30 fps, 512 kbps, 6 sec keyframe, 2-pass VBR), Low Motion Content (15 fps, 512 kbps, 6 sec keyframe), CDN hosting
- Pod Casts: MP3*, CDN hosting

Page Insert

- A digital magazine can have an insert just like a printed version. The insert must be front and back and be smaller than the printed piece (the area around the insert will be transparent). The insert cannot be the first page in the viewer. Specs available upon request.



MINING*media*
INTERNATIONAL

Recommended Video Sizes

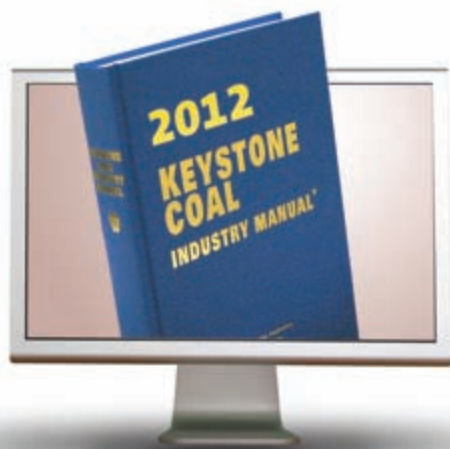
Standard Video (4:3) <input type="checkbox"/>	Wide Screen Video (16:9) <input type="checkbox"/>
320 x 240 (recommended)	256 x 144 (recommended)
384 x 288	512 x 288
448 x 336	—
512 x 384	—
576 x 432	—

Formats—Videos can be up to 50 meg in size, FLV format. Audio can be up to 50 meg, SWF format. Animation can be up to 50 meg, SWF AS3 (Action Script 3) format. Other formats converted for an additional cost. Agency commissionable.

CDN: We use a Content Delivery Network (CDN) to deliver content from servers in close proximity to the user. This will provide the best possible user experience.



2012 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 reference manual is user-friendly for mining industry professionals and is an educational resource for those interested in entering this booming industry. It is no longer available in print form, but now in a much more user-friendly interactive digital format.

Annual Subscription US\$189

Listing and advertising deadline: November 20, 2011

For ad sales, contact Norm Rose at nrose@mining-media.com or at +1 770 664 0608

2012 Coal Mine & Suppliers Directory



The *Coal Mine Directory* has been published annually since 1972 and contains the most complete information of any directory on coal mines in the United States and Canada. Directory users can quickly identify, select, locate and understand the current status and make-up of mining companies, coal mines, preparation plants and the personnel operating them.

The directory has been expanded to include a section on suppliers to the coal industry. No other resource will have the desirability or shelf life of the new *Coal Mine & Suppliers Directory*.

Complimentary copies will be sent to all active coal mines in North America and will be used as a resource for equipment and services.

Book Retail Price: US\$185

Listing and advertising deadline: May 31, 2012

Advertising Opportunity	Specifications	Black & White	Color	Print Art Requirements
Company Logo		\$200.00		Resolution should be no less than 300 dpi at actual size.
Mini Ad	3-3/8" x 2-1/4"	\$300.00		Saved in a .tif, .eps or PDF format.
1/4 Page	3-3/8" x 4-7/8"	\$700.00	\$800.00	E-mail to efreeman@mining-media.com .
1/2 Page	6-7/8" x 4-7/8"	\$1,000.00	\$1,200.00	
Full Page	6-7/8" x 9-7/8"	\$1,500.00	\$1,800.00	Fax hard copy to +1 904 721 2930, attention Production Department
Inside Front Cover	8-3/8" x 11-1/4"		\$2,600.00	
Inside Back Cover	8-3/8" x 11-1/4"		\$2,200.00	
Back Cover	8-3/8" x 11-1/4"		\$2,800.00	Norm Rose
CONTACT US TO LEARN ABOUT OUR ADVERTISERS' LOYALTY DISCOUNT				nrose@mining-media.com

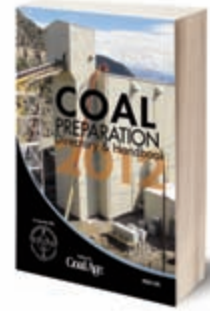
2012 Coal Preparation Directory & Handbook

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

Book Retail Price: US\$95

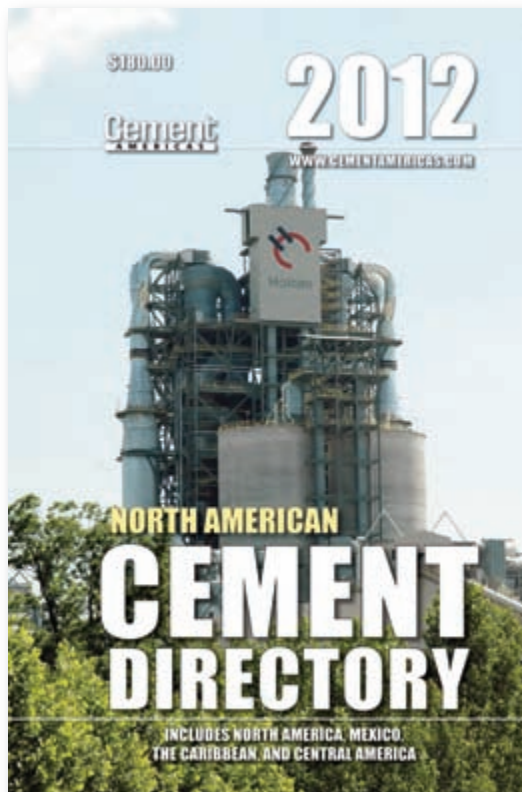
Number printed: 2,000

Listing and advertising deadline: February 28, 2012



Advertising Opportunity	Specifications	Price	Per	Print Art Requirements
Outside Back Cover	5-1/4" x 8-1/4"	\$2,400.00		Resolution should be no less than 300 dpi at actual size.
Inside Front Cover	5-1/4" x 8-1/4"	\$2,200.00		Saved in a .tif, .eps or PDF format.
Inside Back Cover	5-1/4" x 8-1/4"	\$2,000.00		E-mail to efreeman@mining-media.com.
Full Page Black & White	5-1/4" x 8-1/4"	\$1,500.00	each	
Full Page 4-Color	5-1/4" x 8-1/4"	\$1,800.00	each	
Half Page Black & White	5-1/4" x 4-1/8"	\$800.00	each	Fax hard copy to +1 904 721 2930, attention Production Department
Half Page 4-Color	5-1/4" x 4-1/8"	\$1,000.00	each	
Display Ad	5-1/4" x 1-1/2"	\$350.00	each	Norm Rose
Strip Ad	5-1/4" x 1"	\$250.00	each	nrose@mining-media.com

2013 North American Cement Directory



The North American Cement Directory is the authoritative source for cement industry professionals. Well-received since 1987, it publishes hundreds of up-to-date listings from each and every cement company and plant in the U.S., Canada, Mexico and Central America.

Showcase your Company, Products and Services. Develop buyer awareness—advertise throughout the directory listings to focus attention on your company, products and services.

Target your Market. **North America Cement Directory** users are customers—cement buyers, consumers and shippers, financiers and cement industry executives—and you are guaranteed that your sales message is delivered to every cement plant in North America.

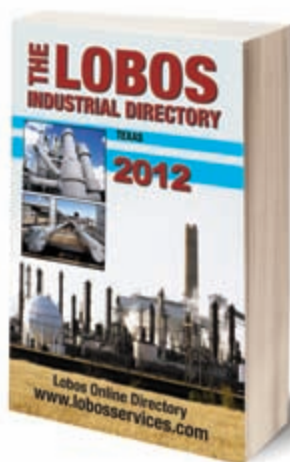
Extend your Advertising Exposure. Your Advertising reaps year-long exposure as the **Cement Directory** is kept and used for a minimum of 12 months.

Plus—with every paid full-page advertisement you run, you receive a FREE copy of the **North American Cement Directory**.

Contact Tom Judson to Advertise in the 2013 Directory
Tel: +1 440 570 2488; E-mail: tjudson@mining-media.com



2012 Lobos Industrial Directories



Serving the petrochemical, pulp and paper, marine, refining, automotive, electronic and electrical facilities in the southern U.S. for more than 25 years, these handbooks are targeted to more than 12,000 industrial buyers in Texas, Louisiana and throughout the Southeast region. Distributed free to plant personnel, the directories are also available on-line and receive more than 14,000 unique visits per month.

Advertise in print or on-line to target your message to these key industrial buyers.

Book Retail Price: US\$59

Deadlines:

Texas: January 15, 2012

Louisiana: May 15, 2012

Southeast: August 15, 2012

Number printed:

Louisiana: 5,000

Texas: 4,000

Southeast: 3,000

Advertising Opportunity	Ad Type	Specifications	Price	Per
Print Advertising	Outside Back Cover	5-1/4" x 1-1/2"	\$400.00	each
	Inside Front Cover	5-1/4" x 1-1/2"	\$350.00	each
	Inside Back Cover	5-1/4" x 1-1/2"	\$300.00	each
	Full Page Ad	5-1/4" x 8-1/4"	\$1,500.00	each
	Half Page Ad	5-1/4" x 4-1/8"	\$800.00	each
	1/5 Page Ad	5-1/4" x 1-1/2"	\$340.00	each
	Strip Ad	5-1/4" x 1-1/16"	\$240.00	each
Listings	Basic Listings		\$225.00	each
Additional Listings	Additional Offices		\$25.00	each
	Products & Services		\$5.00	each
	Manufacturer's Brands		\$5.00	each
Advertising Opportunity	Print Art Requirements			
Electronic Ads	Resolution should be no less than 300 dpi at actual size.			
	Saved in a .tif, .eps or PDF format.			
	E-mail to efreeman@mining-media.com			
	Fax hard copy to +1 904 721 2930, attention Production Department.			
Non-Electronic Ads	Will accept logos & artwork as a clean black & white laser printed image.			
	Mining Media, Inc. • c/o Erica Freeman • 11555 Central Pkwy, Suite 401 • Jacksonville, FL 32224 USA Tel: +1 904 721 2925 • Fax: +1 904 721 2930			

For More Information Contact: Kirk Carbo


Account Executive

Tel: +1 225 363 6271

E-mail: kcarbo@loboservices.com

Industry Trade Shows

Mining Media International also produces and partners with trade shows serving the mining and construction industries. With these unique opportunities, Mining Media continues to help companies grow their brands throughout the world.



**HAULAGE
& LOADING**

**Longwall
USA**



**Coal Handling
& Storage**

**C&D
WORLD**



LONGWALL USA 2013

International Exhibition and Conference • www.longwallusa.com

Don't Miss the Return of North America's Most Important Coal Mining Exhibition

For More Information, Contact
Tanna Holzer,
Show Manager

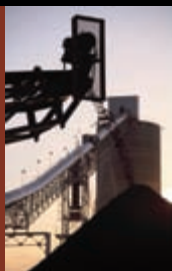
Tel: +1 303 283 0640 x206
E-mail: tholzer@mining-media.com

11-13 June 2013
David L. Lawrence
Convention Center
Pittsburgh, PA USA

- **Our Extensive Marketing Campaign of Direct Mail, Print Ads, Carefully Targeted E-mail Campaigns and Selective Telemarketing Helps Ensure Your Exhibit Success**
- **Reasonable Exhibiting Rates and Sponsorship Packages Meet a Wide Range of Budgets**
- **With Your Exhibitor Package, Mining Media Helps You Market Directly to Your Prospects and Best Customers**

After more than 20 years of serving the industry, the Longwall USA bi-annual exhibition and conference has become the largest longwall equipment trade show held in North America. Focused expressly on underground and longwall mining, the 2013 event will bring a growing list of domestic and international exhibitors and sponsors to showcase the latest in technology and techniques for show participants.

The Only Event to bring thousands of mining executives and decision makers from around the world, Mining Media's 2013 Longwall USA will offer exhibitors an unparalleled marketing opportunity



Coal Handling & Storage

November 2013 St. Louis, Missouri

Media sponsors:

Coal Age

POWER



Moving Coal from Mine to Market

Coal is handled and stored several times during its journey between the mine and eventual consumer. This conference and exhibition is unique in that it will attract producers, consumers and the complete mid-stream coal market.

For operating companies, the conference sessions provide a valuable way to keep abreast of the latest technologies and to network with others who may have different perspectives. The exhibition provides a showcase for buyers and sellers to exchange information about the latest equipment and services available to our industry.

Exhibit space is still available for companies wishing to reach this audience.

Contacts:

Exhibit & Sponsorship Sales

Mike Schoppenhorst

Tel: +1 678 822 9805

E-mail: mschoppenhorst@mining-media.com

Conference Information

David I. Johnson

Tel: +1 713 343 1872

E-mail: djohnson@mining-media.com

www.coalhandlingshow.com

MININGmedia
INTERNATIONAL



2013 EXHIBITION AND CONFERENCE

May 19-22, 2013 • www.haulageandloading.com

Mining Media's Premier International Haulage and Loading Event

- **Select Group of High-Level Executives from Around the World**
- **Multiple Social Functions Designed to Maximize One-on-One Opportunities for Exhibitors**
- **Limited Space Guarantees That Exhibitors Will be Noticed**



Haulage & Loading continues to grow: in 2007, more exhibitors than ever before took part in our most successful event, and 2009 saw an exhibit floor packed with the most important companies in the industry. With an aggressive marketing plan including print ads, direct mail, telemarketing, and targeted E-mail, Mining Media expects higher attendance for the conference than ever before. Contact us for more information about the reasonably priced exhibit space and sponsorship opportunities.

A unique event that brings a truly international array of mining executives to the beautiful Wigwam Resort, Mining Media's 2013 Haulage & Loading Conference is a remarkable opportunity for mining companies and consultants engaged in every aspect of mining industry haulage and loading.

For More Information, Contact Tanna Holzer: +1 303 283 0640 x206 • tholzer@mining-media.com



2012

March 25-27, 2012

Nashville Convention Center
Nashville, TN



The Meeting Place of the C&D Industry

Exhibiting & Sponsorship Details for Construction & Demolition Recycling Professionals

Held in conjunction with the CMRA Annual Meeting, the **2012 C&D World Exhibition & Conference** is the choice of construction and demolition recycling professionals—and that makes it a great opportunity for you.

Building on previous success, the 2012 event will offer exhibitors more opportunities to meet and mingle with the most important decision makers in the industry. With affordable rates and a program designed to ensure a successful exhibiting experience, the **2012 C&D World Exhibition & Conference** represents a unique opportunity for you and your organization.

Don't miss this opportunity to grow your market relationships and sell equipment and services.



**Interested in Exhibiting Your Equipment? Contact Mike Bohan at
+1 608 538 3552 for More Information Today**

The Power of Mining Media

Serving the International Hard Rock, Coal, Aggregate, Construction
& Recycling Industries

MINING*media*
INTERNATIONAL

Copyright 2011 Mining Media International