

# 2013 MINING MEDIA INTERNATIONAL

## Media Kit and Specifications Guide



The Global Leader in Mining & Construction Materials Publications.



**MININGMEDIA**  
INTERNATIONAL



### 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 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 subscribers 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.



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**MININGMEDIA**  
INTERNATIONAL

# An Editorial Team Readers Trust



**Steve Fiscor,**  
**Vice President-**  
**Editorial Director**

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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 our audience. The company also connects with subscribers 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* boasts more than 100 years of dedication to coal mining and processing. *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*

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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.



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

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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.



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

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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 aggregates 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.



## Don Marsh, Editor, *Concrete Products*

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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*.



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

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Oscar Martinez has two degrees from a prestigious technical college in Chile: English/German Translator (1989) and Business Administration (1992). He was the regional winner of the INJUV awards, granted by the

Technical Cooperation Office of the Chilean Government in 2003 to encourage enterprising business projects involving innovative E-commerce (business-to-business) applications. His technical background also includes working in coal-fired thermal power plants and mine sites as technical translator and interpreter. Most recently, Oscar worked as a consultant for P&H MinePro Services, Hatch (a mining EPCM contractor) and Escondida (the largest copper mine in the world).

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

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Based in Melbourne, Victoria, 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*, Managing Editor, *Concrete Products***

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Steve 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. Steve is also managing editor of *Cement Americas'* sister publication *Concrete Products*.

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

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



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

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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-Slaterry, Associate Editor, *Coal Age*, *E&MJ* and *C&D World***

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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**

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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***

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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*.





# Mining Media Helps You Maximize Your Marketing ROI



## **John Bold, Vice President of Sales and Marketing**

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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 your 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.

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## Find Out How You Can Benefit from Our Experience

Mining Media's team of advertising executives understand how to maximize the ROI in 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.

With this team of seasoned professionals and a wide range of targeted publications, Mining Media is uniquely positioned to help you create the perfect plan to reach your target audience.

**Call today to start building your marketing plan.**

# Which Magazines Are Right For You?

**With Mining Media, you can spend more time on creative and less time on managing complex advertising plans.** Mining Media publications serve a wide range of industries around the world. With such a diverse line-up of magazines, we can help you craft a plan to reach your target audience on an international scale. This also gives us the flexibility to ensure that you'll get an easy-to-manage, one-stop shop for your advertising needs.

	Markets Served					Regions Served					
	Hard Rock Mining & Mineral Processing	Coal Mining & Processing	Aggregates	Construction Materials	Recycled Materials	North America	Latin America	Europe	Asia	Australia	Africa
Coal Age		•				•					
E&MJ	•	•				•	•	•	•	•	•
Equipo Minero	•	•					•				
The ASIA Miner	•	•							•	•	
Mining & Technology Australia	•	•							•	•	
Rock Products			•	•	•	•					
Concrete Products				•		•					
Cement Americas				•		•	•				
C&D World				•	•	•					
QEM			•	•	•	•					
International Specials	•	•						•	•		

## The Importance of BPA Audits

**Make Sure Your Ad Dollars are Spent Well**



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

Other magazines may promise wider circulation or international distribution, but without independent verification, can you trust those claims? With Mining Media, you can be sure that your marketing message is reaching its subscribers.

**CONTACT YOUR MINING MEDIA INTERNATIONAL SALES REPRESENTATIVE FOR ADDITIONAL DETAILS**



# E&M<sup>®</sup> ENGINEERING AND MINING JOURNAL

## E&MJ Brings Your Brand to the World of Mining

**E&MJ is Sent to More Than 20,000 of the Most Influential Industry Professionals Every Month.<sup>1</sup>**



### **E&MJ Delivers 100% Requested Circulation<sup>1</sup> Reaching the Major Mining, Consulting and Mining Engineering Companies**

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

America. In important emerging markets, there is simply no better publication to reach the international market.<sup>1</sup>

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* by far the most popular magazine with advertisers, more of whom advertise in *E&MJ* than any of our competitors.<sup>3</sup>

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 decision-makers in the markets that matter most.

For the past 146 years, *Engineering & Mining Journal* (E&MJ) has been the voice of the international mining community providing in-depth, unmatched editorial to an extensive audience. Our audited circulation is requested by 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.<sup>2</sup> 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

# E&MJ

## ENGINEERING AND MINING JOURNAL®

## 100% Requested Circulation<sup>1</sup>

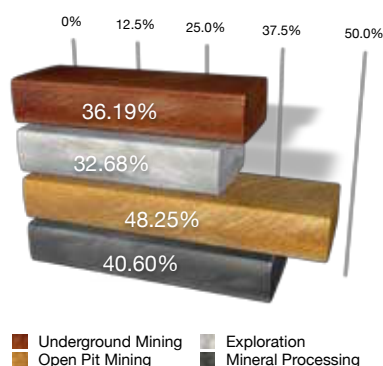
- The Industry's Only Audited Monthly Magazine<sup>2</sup>
- Highest Circulation and Most Advertising Pages<sup>1,3</sup>
- The Only Magazine That is 100% Requested<sup>1</sup>
- Bonus Distribution of 12,174 Digital Copies Per Month<sup>2</sup>
- More Show Bonus Distribution Than Any Other Magazine<sup>2</sup>



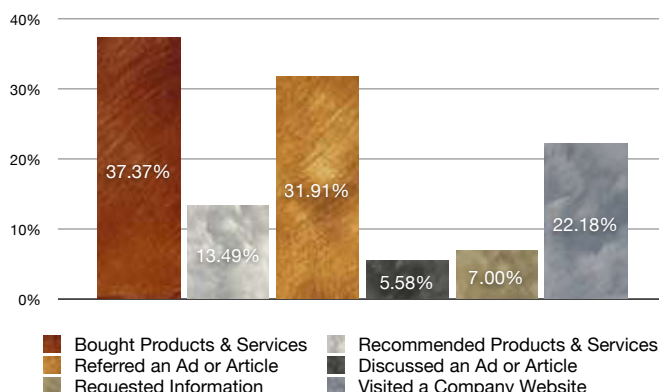
**E&MJ**, with two-thirds of subscribers working for multi-national companies involved in the mining of all primary metals and materials,<sup>4</sup> truly covers the world of mining. Written by an editorial staff that is unmatched in its mining industry experience, *E&MJ* focuses on engaging subscribers with trusted views of the issues and technology that matter most.

Mining professionals continue to rely on *E&MJ* with 75% of respondents preferring *E&MJ* over *International Mining*, *Mining Engineering*, and *Mining Magazine* as their preferred source of industry news.<sup>4</sup> That level of engagement is what makes the magazine a great cornerstone for your international mining industry marketing plan.

### Reach Subscribers in Every Facet of Mining Operations<sup>4</sup>



### E&MJ Subscribers Take Action on the Articles They Read and on the Ads They See<sup>4</sup>



### Reach More of Your Market with *E&MJ*:

- ▶ 70% of *E&MJ* subscribers don't receive *International Mining*, *Mining Magazine*, or *Mining Engineering*.<sup>4</sup>
- ▶ *E&MJ*'s pass-along readership is unmatched: 2.67 readers per copy<sup>4</sup>
- ▶ Subscribers in More Than 120 Countries<sup>1</sup>
- ▶ #1 in Circulation in Asia, Africa and Latin America<sup>1</sup>
- ▶ #1 in Requested Circulation<sup>1</sup>

### Average Monthly Qualified Circulation<sup>1</sup>

## 20,015

Sources of Average Monthly Non-Qualified Circulation Including:

- Advertisers & Agencies<sup>1</sup>  
1,731
- Paid and Other Non-Qualified<sup>1</sup>  
1,835

Average Bonus Digital Copies<sup>2</sup>  
12,174

Qualified and Non-Qualified Total

## 35,757

Sources: 1. BPA Circulation Statement *E&MJ*, December, 2011. 2. Publishers Own Data 3. IMS Share of Market Report 2012. 4. 2012 Readership Survey



# E&MJ 2013 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

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	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
<b>January</b> Close: 12/14 Art: 12/21	Digital Mapping	Mine Design	Modular Plants	Project Survey	Bauxite & Alumina
	<b>Bonus Distribution:</b> ISEE Annual Conference 2014, Fort Worth, TX USA; Indaba, Cape Town, South Africa; Asia Mining, Singapore				
<b>February</b> Close: 1/18 Art: 1/25	Safety & Training	Production Drilling	Heap Leach	Wear & Corrosion Resistance	Gold
	<b>Bonus Distribution:</b> SME, Denver, CO USA; PDAC, Toronto, Canada				
<b>March</b> Close: 2/15 Art: 2/22	Rigs, Tools & Bits	Narrow Vein Mining	Instrumentation	Power Systems	bauma Preview
<b>April</b> Close: 3/15 Art: 3/22	Haulage & Loading Preview	Shafts & Raises	Pumps, Piping & Valves	Mining Software	VDMA Supplement
	<b>Bonus Distribution:</b> bauma, Munich, Germany; Coal Prep, Lexington, KY USA; CIM, Toronto, Canada; Haulage & Loading, Phoenix, AZ USA; Arminera, Buenos Aires, Argentina				
<b>May</b> Close: 4/12 Art: 4/19	Slope Monitoring	Utility Equipment	SX-EW	Water Management	
	<b>Bonus Distribution:</b> Exponor, Antofagasta, Chile; Longwall USA, Pittsburgh, PA USA; Ugol Rossii & Mining, Novokuznetsk, Russia				
<b>June</b> Close: 5/17 Art: 5/24	Maintenance	Haulage	Crushers	Autonomous Mining	Company Profiles Exploration
<b>July</b> Close: 6/14 Art: 6/21	Mapping & Surveying	Ground Control	Plant Design	Diesel Engines	AIMEX Preview
	<b>Bonus Distribution:</b> Extemin, Arequipa, Peru; World Mining Congress, Montreal, Canada; AIMEX, Sydney, Australia				
<b>August</b> Close: 7/19 Art: 7/26	Loading Technology	Production Blasting	Flotation	Pit Dewatering	Oil Sands
	<b>Bonus Distribution:</b> Ugol Mining, Donetsk, Ukraine; China Coal & Mining, Beijing, China				
<b>September</b> Close: 8/16 Art: 8/23	Fleet Management	Ore Passes & Drawpoints	Screens	Sustainable Development	Copper
	<b>Bonus Distribution:</b> Mining Indonesia, Jakarta, Indonesia				
<b>October</b> Close: 9/13 Art: 9/20	Haul Trucks	Communications	Pyro Metallurgy	Conveyor Design	Nordic Supplement
	<b>Bonus Distribution:</b> China Mining, Tianjin, China				
<b>November</b> Close: 10/18 Art: 10/25	Continuous Mining	Pumps	Tailings Management	Buyers Guide	Iron Ore
	<b>Bonus Distribution:</b> Northwest Mining Association, Spokane, WA USA				
<b>December</b> Close: 11/13 Art: 11/20	Blasting	Ventilation	Maintenance	Tires	Company Profiles
	<b>Bonus Distribution:</b> ISEE Annual Conference 2014; IMME, Kolkata, India				

Editorial Calendar Subject to Change



# E&MJ 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
Isl. 1/2 Page	\$4,905	\$4,730	\$4,610	\$4,470	\$4,290	\$4,025
1/2 Page	\$4,560	\$4,400	\$4,300	\$4,170	\$4,005	\$3,850
1/3 Page	\$3,810	\$3,690	\$3,615	\$3,515	\$3,375	\$3,245
1/4 Page	\$3,290	\$3,200	\$3,140	\$3,070	\$2,950	\$2,835
2 Page Spread	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365	\$9,035

## Classified Ads

Magazine	1x	3x	6x
E&MJ	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month of 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: [www.mining-media.com/uploads/](http://www.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 resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email 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	\$4,046/\$4,525	\$3,879/\$4,365	\$3,723/\$4,215	\$3,572/\$4,070
Isl. 1/2 Page	\$3,957/\$4,440	\$3,775/\$4,265	\$3,650/\$4,145	\$3,505/\$4,005	\$3,364/\$3,845	\$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
Isl. 1/2 Page	\$3,385	\$3,210	\$3,090	\$2,950	\$2,920	\$2,805
1/2 Page	\$3,040	\$2,880	\$2,780	\$2,650	\$2,615	\$2,515
1/3 Page	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895
1/4 Page	\$1,770	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470
2 Page Spread	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	\$7,130

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

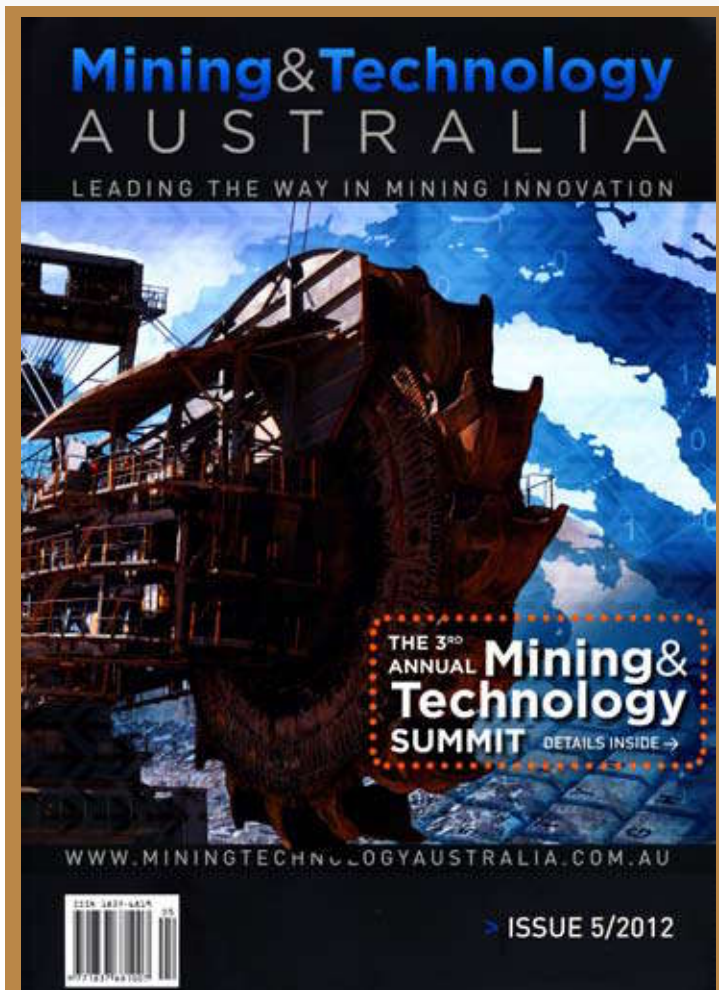
Publication Dimensions	Ad Size	Width x Depth		Page	Width x Depth
	Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10" 178 x 254 mm
	2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4" 200 x 273 mm
	1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width x Depth
	1/2 Page (H)	7" x 4-5/8"	178 x 117 mm	2 Columns/Page	3-3/8" X 10" 86 X 254 mm
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10" 57 X 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width x 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, see sales staff contact information on pages 4 and 5.

# NEW OPPORTUNITY FOR 2013

## Mining Media Expands Coverage in Australia with **Mining&Technology** AUSTRALIA



### Mining Media International, Pty. Ltd.

#### Melbourne Office

Suite 9, 880 Canterbury Road  
Box Hill, VIC 3128, Australia  
Tel +61 39899 2981

#### Sydney Office

Suite 804, Level 8  
37 Bligh Street  
Sydney, NSW 2000, Australia  
Tel +61 02 8246 7400

As part of the Mining Media strategy to serve readers and advertisers around the globe, we have recently acquired *Mining & Technology Australia*. Published three times in 2013, we look forward to bringing their expert insight and knowledge of the market to our line-up of industry magazines.

#### Issue 1/2013

Published in January 2013, this issue will also have bonus distribution at the **Mining Skills Australia Conference** in the Hunter Valley.

#### Issue 2/2013

Published in June 2013, the second issue is the official publication of the **4th Annual Mining & Technology Summit**, Perth, and will have additional bonus distribution at **AIMEX 2013**, Sydney.

#### Issue 3/2013

The October 2013 issue will focus on coal mining and preparation and is the official publication of the **Coal Mining & Technology Summit** in Brisbane.

#### Circulation<sup>1</sup>

8,500 copies distributed to a circulation list consisting of CEOs, directors, procurement managers, and senior managers of the most important operating companies in Australia and New Zealand.

#### Partners:



Source: 1. Publishers Own Data

# WOULD YOU LIKE YOUR MARKETING MESSAGE HANDED TO EVERY DELEGATE AT **PDAC 2013**?



IntierraRMG and *E&MJ* will produce the **2013 Annual Survey of Global Mining Investment** for inclusion in the briefcase of each PDAC conference delegate—a great opportunity for you to deliver your marketing message directly to this important group.

**E&MJ**  
ENGINEERING AND  
MINING JOURNAL



**Total Circulation is 12,000 with 11,000 for briefcases, 500 for booth distribution and 100 copies for each advertiser.**  
**Ad space for this special opportunity is limited. Reserve your space today:**  
**Norm Rose • [nrose@mining-media.com](mailto:nrose@mining-media.com) • (770) 664-0608**



**VDMA**

## **2013 VDMA SUPPLEMENT**

The German Engineering Federation, Mining Equipment Association, VDMA has long recognized the advantages of working with Mining Media International and has awarded its annual directory "Best of Germany" to MMI. In 2013, this relationship continues and gives German manufacturers an exceptional opportunity to reach established and developing markets.

**Official Supplements have been awarded to:**

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



**Email Gerd Strasmann at [gerd@strasmann-media.de](mailto:gerd@strasmann-media.de) for more information.**



# Coal Age®

## The Coal Miner's Choice: Preferred Over Every Competitor

Independent Surveys Confirm that *Coal Age* Editorial is Preferred Over All Other Industry Publications<sup>1</sup>



**Distributed Throughout the United States and Canada,  
*Coal Age's* Circulation is Audited by BPA**

For more than 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 approximately 1 billion tons of coal annually. More than 93% of coal consumption in the U.S. is used for electrical power generation. As a fuel source, coal continues to provide the largest percentage of total electricity generation in the U.S.

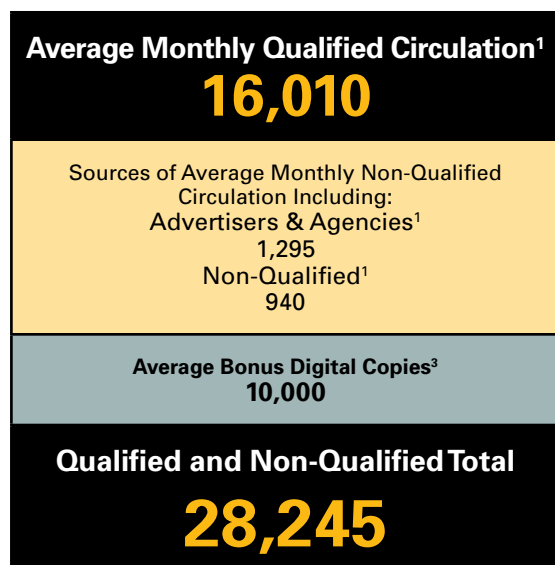
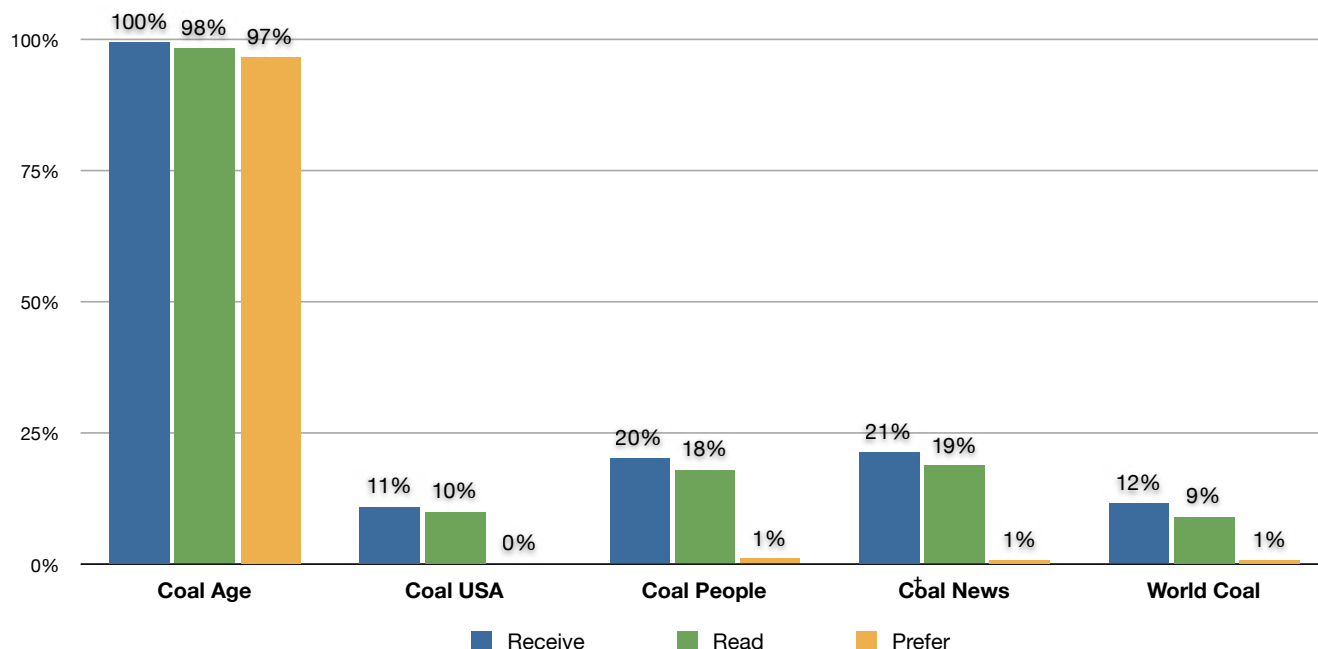
Electricity demand is a function of gross domestic product and residential demand.

More recently, coal exports and the seaborne coal trade have attracted a lot of attention. Demand for coal worldwide, especially coking coals used to make steel, has pushed delivered prices to highs of approximately \$200/ton. The market fundamentals are expected to remain robust 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. With more than 100 years of service, 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.

## Coal Age is Received by More People in the Industry and Preferred by Far Over its Competitors

Is it Any Surprise That More Than 90% of Readers Rank *Coal Age* Editorial as Better Than All Other Industry Publications?<sup>2</sup>



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

As *Coal Age* celebrates its centenary—a milestone reached in 2012—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 audience.

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.<sup>2</sup>

**The Most Extensive Circulation in the Industry.**

Sources: 1. BPA Circulation Statement *Coal Age*, June, 2012. 2. 2012 *Coal Age* Readership Survey, Sprockets Design Group, LLC, July, 2012. 3. Publishers Own Data



# Coal Age 2013 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

	Surface Mining	Underground Mining	Coal Preparation	General Interest	Special Features
<b>January</b> Close: 12/21 Art: 12/28	Blasthole Drilling	Communications	Dewatering	Annual Forecast	Latin America
	<b>Bonus Distribution:</b> ISEE, Fort Worth, TX USA; SME, Denver, CO USA				
<b>February</b> Close: 1/18 Art: 1/25	Mine Planning	U.S. Longwall Census	Handling Refuse	Exploration	bauma Preview
	<b>Bonus Distribution:</b>				
<b>March</b> Close: 2/22 Art: 3/1	Hydraulic Excavators	Mine Design	Fine Coal Recovery	Coking Coal Report	VDMA Supplement
	<b>Bonus Distribution:</b> bauma, Munich, Germany				
<b>April</b> Close: 3/22 Art: 3/29	Haulage & Loading Preview	Roof Bolting	Coal Prep Preview	Illinois Basin	South Africa
	<b>Bonus Distribution:</b> Haulage & Loading, Phoenix, AZ USA; Coal Prep, Lexington, KY USA				
<b>May</b> Close: 4/19 Art: 4/26	Moving Overburden	Longwall USA Preview	Sampling	Mine Safety	Canada
	<b>Bonus Distribution:</b> Longwall USA, Pittsburgh, PA USA; Ugol Rossi & Mining, Novokuznetsk, Russia				
<b>June</b> Close: 5/24 Art: 5/31	Diesel Engines	Maintenance	Coarse Coal Processing	Transportation	Company Profiles
<b>July</b> Close: 6/21 Art: 6/28	Pit Dewatering	Room & Pillar Mining	Plant Operations	Buyers Guide	Indonesia
	<b>Bonus Distribution:</b> World Mining Congress, Montreal, Canada; AIMEX, Sydney, Australia				
<b>August</b> Close: 7/26 Art: 8/2	Fuels & Lubricants	Ventilation	Screens	Motors & Drives	PRB Roundup
	<b>Bonus Distribution:</b> Ugol Mining, Donetsk, Ukraine; Bluefield Coal Show, Bluefield, WV USA				
<b>September</b> Close: 8/23 Art: 8/30	Primary Crushers	Gateroad Development	Maintenance	Dust Control	Australia
	<b>Bonus Distribution:</b> China Coal & Mining, Beijing, China				
<b>October</b> Close: 9/20 Art: 9/27	Highwall Mining	Power Distribution	Prep Plant Census	Appalachian Mining	China
	<b>Bonus Distribution:</b> China Mining, Tianjin, China				
<b>November</b> Close: 10/25 Art: 11/1	Haul Trucks	Mine Rescue	Slurry Pumps	Western Bituminous	Conveyor Engineering
	<b>Bonus Distribution:</b> Northwest Mining Association				
<b>December</b> Close: 11/22 Art: 11/29	Maintenance	Illinois Basin Profiles	Automated Controls	Training	Company Profiles

Editorial Calendar Subject to Change



# Coal Age Ad Rates and Sizes

## 4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	24x
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2 Page Spread	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365	\$9,035

## Classified Ads

Magazine	1x	3x	6x
Coal Age	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month of issue.

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

## Easily Upload Files Directly

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## Color Requirements

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## Image Resolution and Formats

Placed images should be 300 dpi at final size. Lower resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email 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	\$4,046/\$4,525	\$3,879/\$4,365	\$3,723/\$4,215	\$3,572/\$4,070
Isl. 1/2 Page	\$3,957/\$4,440	\$3,775/\$4,265	\$3,650/\$4,145	\$3,505/\$4,005	\$3,364/\$3,845	\$3,224/\$3,735
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## 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
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1/3 Page	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895
1/4 Page	\$1,770	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470
2 Page Spread	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	\$7,130

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

Publication Dimensions	Ad Size	Width x Depth		Page	Width x 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
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	1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm		

## For More Information

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

# EQUIPO MINERO

## Mining Professionals Throughout Latin America Trust Equipo Minero for Mining News

*Equipo Minero's Advertisers are Reaching the Most Important Producers Throughout Latin America*



### Exceptional Editorial and Distribution Puts You In Touch with One of the Most Vibrant Mining Regions in the World

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 bi-monthly 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.

# Equipo Minero Reaches the Important Spanish-speaking Industry Sector

Latin America Represents Growth Opportunities for Manufacturers and Service Providers in the Mining Industry

## Equipo Minero Distribution by Latin American Country

Country	Operations <sup>2</sup>	Projects <sup>2</sup>	EM Subscribers <sup>1</sup>
<b>Argentina</b>	15	16	338
<b>Bolivia</b>	6	7	78
<b>Brazil</b>	167	35	833
<b>Chile</b>	71	30	1358
<b>Colombia</b>	6	5	316
<b>Ecuador</b>	1	6	49
<b>French Guiana</b>			44
<b>Guyana</b>		1	21
<b>Mexico</b>	82	15	585
<b>Paraguay</b>		2	2
<b>Peru</b>	63	50	2155
<b>Suriname</b>	3		10
<b>Uruguay</b>	1		24
<b>Venezuela</b>	11	4	140
<b>Other</b>			49

Average Monthly Qualified Circulation<sup>1</sup>

**6,002**

Average Bonus Digital Copies<sup>2</sup>  
19,900

Qualified and Non-Qualified Total

**25,902**

*Equipo Minero* reaches an extensive audience throughout Latin America, including mines and personnel that are in remote areas not reachable by regular mail. In addition to the BPA average qualified, audited print circulation of 6,002, Mining Media International has compiled a list of more than 19,900 email 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 (Corporación Nacional 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 six 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.

1. BPA Circulation Statement *Equipo Minero*, June, 2012. 2. Publishers Own Data





# Equipo Minero 2013 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

	Surface Mining	Underground Mining	Mineral Processing	General Interest	Special Features
<b>Jan-Feb</b> Close: 1/7 Art: 1/14	Diesel Engines	Raise Boring	Gravity Separation	Conveyor Systems	
	<b>Bonus Distribution:</b> SME, Denver, CO USA				
<b>Mar-Apr</b> Close: 3/4 Art: 3/11	Blasting	Ground Control	Tailings	Safety & Training	
	<b>Bonus Distribution:</b> bauma, Munich, Germany; Arminera, Buenos Ares, Argentina				
<b>May-Jun</b> Close: 5/6 Art: 5/13	Digital Mapping	Mine Design	Modular Plants	Chilean Copper	Exponor 2013 Company Profiles VDMA Supplement
	<b>Bonus Distribution:</b> Exponor, Antofagasta, Chile				
<b>Jul-Aug</b> Close: 7/8 Art: 7/15	Maintenance	Utility Equipment	Heap Leach	Peruvian Gold	Extemin 2013
	<b>Bonus Distribution:</b> Extemin, Arequipa, Peru; Expomineria 2013, Veracruz, Mexico				
<b>Sep-Oct</b> Close: 9/9 Art: 9/16	Shovels & Excavators	Ground Control	Crushers	Mexican Silver	Expomin Mexico
	<b>Bonus Distribution:</b> Colombia Minera, Medellin, Colombia				
<b>Nov-Dec</b> Close: 11/4 Art: 11/12	Haul Trucks	Communications	Plant Design	Buyers Guide	Company Profiles

Editorial Calendar Subject to Change



# Equipo Minero 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
Isl. 1/2 Page	\$2,980	\$2,830	\$2,680
1/2 Page	\$2,770	\$2,630	\$2,490
1/3 Page	\$2,320	\$2,200	\$2,090
1/4 Page	\$2,000	\$1,900	\$1,800
2 Page Spread	\$6,610	\$6,300	\$6,000

## 2 Color (Rates in 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, polybag options quoted on an individual basis.

## Classified Ads

Magazine	1x	3x	6x
Equipo Minero	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month of 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: [www.mining-media.com/uploads/](http://www.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 resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email efreeman@mining-media.com

Publication Dimensions	Ad Size	Width x Depth		Page	Width x 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 x 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
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10" 57 X 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width x 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, see sales staff contact information on pages 4 and 5.



# The **ASIA Miner**

## **The ASIA Miner: Voice of New Mining and Resource Projects in the Asia Pacific Region**

**The ASIA Miner Gives a Focused View of the Most Important Issues to Mining Companies in the Asia Pacific Region**



**With More Than 20,000 Copies Distributed Monthly, The ASIA Miner is Your Introduction to Asia-Pacific Markets**

*The ASIA Miner* magazine and online news service is the voice of the Asia Pacific mining industry. It covers exploration, development, mining, and investment. With China playing the leading role in driving the global mining industry and other resource-rich Asia Pacific nations fulfilling many of China's needs, the world's focus is firmly fixed on this region and *The ASIA Miner* reflects this focus.

China continues to grow at a healthy rate and will continue to do so as its massive population seeks to do better. India, boasting the world's second largest population, is also growing along with Indonesia, the Philippines, Vietnam and Papua New Guinea.

The mineral resources boasted by nations throughout the region are feeding this growth and extraction of these minerals, as well as value adding, are contributing to the

growing prosperity and development of these nations. For 2013, *The ASIA Miner* will continue to cover ongoing development and expansion of the industry in Australia, Papua New Guinea, Indonesia, the Philippines, Malaysia, Vietnam, Cambodia, Thailand, Laos, China, Mongolia, India, Kazakhstan, Kyrgyz Republic, and other Central Asian nations. The magazine and online news service is increasing its coverage of exploration and mining in New Zealand and South Pacific island nations and will bring readers regular news of the exciting new mining frontier of Myanmar.

Regional industry growth is threatened by lower metals prices and slowing economic growth along with resource nationalism and governments' pushes to increase revenue from higher royalty and taxation rates. The editorial staff of *The ASIA Miner* believes that the strength of the industry is certain to overcome these barriers and the magazine will be well placed to continue to support and inform the industry.



# Your Guide to the Asia Pacific Mining Industry

## Celebrating 10 Years of Mining & Resource Project News in the Asia Pacific.

**Total Circulation:**  
**20,256**  
\* August 2012

*The ASIA Miner* is the most visible, most read, and most passed along magazine in the industry. It has performed a vital role in guiding and supporting mining industry stakeholders in establishing and developing mineral and metal economies in the Asia Pacific from the far corners of Oceania to the peaks of Northern and Central Asia.

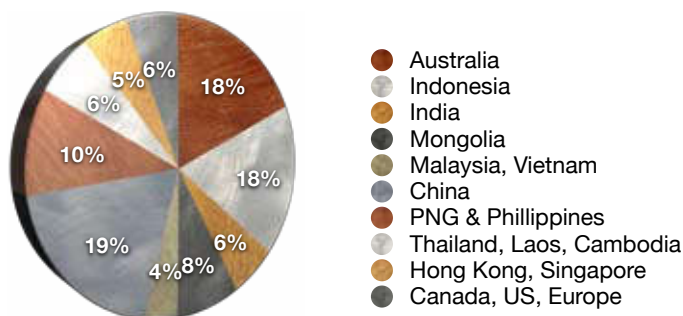
In its 10<sup>th</sup> year and beyond *The ASIA Miner* will continue to provide industry and investor readers with concise, succinct and timely resources project, product and

technical news from the region, including the emerging nations of Myanmar, Laos, Vietnam and Cambodia.

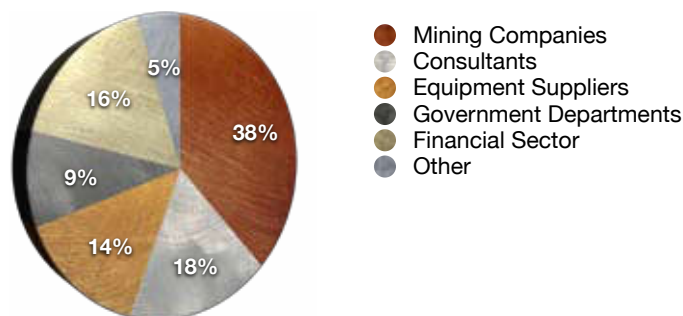
2013 will see ups and downs as governments change and existing legislation is revised. Together with the media, mining industry stakeholders can continue to push boundaries – creating economic growth and helping communities develop.

With more than 20,000 print and digital readers viewing your marketing message, supported by the valued added services provided by *The ASIA Miner* team, your brand is certain to see increased awareness throughout the region.

### Regional Distribution



### Industry Categories



### 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



Contact Your Local Sales Representative Today

# The ASIA Miner 2013 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
efreeman@mining-media.com

	Regional Profile	Special Focus	Commodity Focus	Technical Feature	Special Feature
<b>Jan-Feb</b> <b>Close: 11/19</b> <b>Art: 12/3</b>	Papua New Guinea	Chinese Investment Abroad Coal Digest	Copper	Blasting Technology Tailings Management	Bonus Regional Maps
	<b>Bonus Distribution:</b> Myanmar Mining Summit, Yangon, Myanmar; Pacific Rim Coal Conference; SME, Denver, CO USA				
<b>Mar-Apr</b> <b>Close: 1/23</b> <b>Art: 2/6</b>	Indonesia	Australian Juniors & Australian Juniors Directory	Nickel	Digital Mapping Modular Plants	Indonesia Map
	<b>Bonus Distribution:</b> Asia Mining Congress, Singapore; Mines & Money, Hong Kong; OZMINE; Mining Congress & Exhibition of Turkey, Antalya, Turkey; PDAC, Toronto, Canada				
<b>May-Jun</b> <b>Close: 3/20</b> <b>Art: 4/3</b>	Central Asia	Emerging Asian Markets	Uranium	Safety & Training Heap Leach	Bonus Regional Maps
	<b>Bonus Distribution:</b> Balikpapan Expo, Indonesia; Haulage & Loading, Phoenix, AZ USA; Austmine 2013 Global Technology, Perth, Australia; Expomin China, Beijing, China; Coaltrans Asia, Bali, Indonesia				
<b>Jul-Aug</b> <b>Close: 5/22</b> <b>Art: 6/2</b>	Phillipines	International Project Survey Australian Suppliers Directory VDMA Supplement	Iron Ore	Narrow Vein Mining Pumps, Piping & Valves	Phillipines Map
	<b>Bonus Distribution:</b> 23rd World Mining Congress & Expo, Montreal, Canada; Mines & Money, Australia; AIMEX 2013, Sydney, Australia; Mining Indonesia, Jakarta, Indonesia				
<b>Sep-Oct</b> <b>Close: 7/22</b> <b>Art: 8/5</b>	Mongolia	Australian Technology	Coal	Haulage SX-EW	Mongolia Map
	<b>Bonus Distribution:</b> AMEC Convention, Australia; Discover Mongolia; Invest Mongolia; Mining Philippines; 4th Mining & Technology Summit; China Coal & Mining, Beijing, China				
<b>Nov-Dec</b> <b>Close: 9/20</b> <b>Art: 10/4</b>	China	Southeast Asia	Gold	Fleet Management Crushers	Southeast Asia Map
	<b>Bonus Distribution:</b> China Mining, Tianjin, China				

Editorial Calendar Subject to Change



# The ASIA Miner 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
Back Cover	\$5,260	\$5,110	\$4,960
Inside Covers	\$5,160	\$4,985	\$4,810

## 4 Color (1x to 3x) (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
Back Cover	\$4,810	\$4,660	\$4,380
Inside Covers	\$4,635	\$4,460	\$4,120

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

## Classified Ads

Magazine	1x	3x	6x
The ASIA Minder	\$120	\$110	\$90

## Specifications

- Column inch is 2 1/8" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: [efreeman@mining-media.com](mailto:efreeman@mining-media.com)
- Classified advertising closes 1st of the month preceding month of issue.

## Easily Upload Files Directly

- Go to: [www.mining-media.com/uploads/](http://www.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 resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email [efreeman@mining-media.com](mailto:efreeman@mining-media.com)

Publication Dimensions	Ad Size	Width x Depth	
	Spread	16-1/4" x 11-1/2" (includes bleed)	413 x 292 mm (includes bleed)
	Full Page	8-1/2" x 11-1/2" (includes bleed)	216 x 292 mm (includes bleed)
	1/2 Page (Vertical)	3-5/8" x 9-11/16" (no bleed)	93 x 246 mm (no bleed)
	*1/2 Page (Horizontal)	7-1/2" x 4-7/8" (no bleed)	190 x 123 mm (no bleed)
	*1/3 Page (Square)	4-7/8" x 4-7/8" (no bleed)	123 x 123 mm (no bleed)
	1/3 Page (Vertical)	2-3/8" x 9-11/16" (no bleed)	60 x 246 mm (no bleed)
	1/4 Page (Square)	3-5/8" x 4-7/8" (no bleed)	93 x 123 mm (no bleed)
	1/4 Page (Vertical)	1-7/8" x 9-11/16" (no bleed)	47 x 246 mm (no bleed)
	1/4 Page (Horizontal)	7-1/2" x 2-7/16" (no bleed)	190 x 61 mm (no bleed)

\* Includes Gutter

## For More Information

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



# International Specials

## Give Your Brand Regional Focus with Coal Age and E&MJ's International Editions

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



### Mining Media is Expanding its Line-up of International Specials for 2013

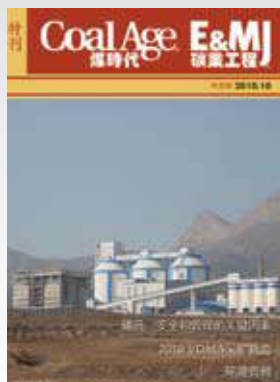
Mining Media continues to bring a global perspective to its publications by publishing regional specials developed to help companies strengthen their brands in some of the world's most important and fastest-growing markets.

For 2013, Mining Media will publish *Coal Age/E&MJ China*, *Coal Age/E&MJ India*, and two issues each of both *Coal Age/E&MJ Russia* and *Coal Age/E&MJ 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 presence throughout the world.

## Coal Age/E&MJ China



**October 2013**

**Reserve space by  
September 20, 2013**

**Materials due by  
September 27, 2013**

- **FREE Translation of Your Original Ad Materials**
- **Bonus 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 2013

Beijing, China 1,000



#### China Mining 2013

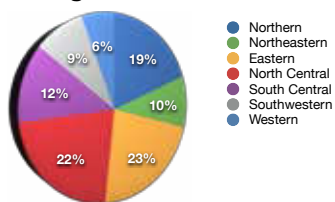
Tianjin, China 500

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

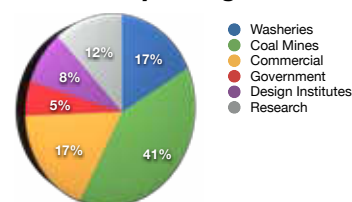
**Total Distribution: 10,000**

### Compare to World Coal Chinese Circulation of Just 237\*

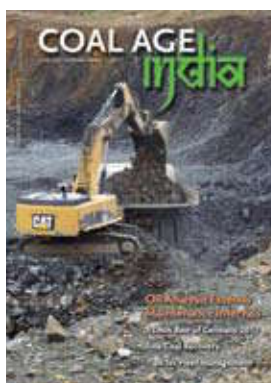
#### Regional Distribution



#### Industry Categories



## Coal Age/E&MJ India



**November 2013**

**Reserve space by  
October 11, 2013**

**Materials due by  
October 18, 2013**

- **Make Your Presence Felt in India's Fast Growing Economy**
- **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 successful issues from 2010 to 2012, Mining Media International will once again produce a special issue of *Coal Age/E&MJ India* in November, 2013. Distribution comes from a variety of sources including trade associations, export bodies and companies already doing business in India.

### Publication Distribution



#### IME 2013

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 Just 141\*

\* Source: World Coal December 2012 ABC Circulation Statement

## Coal Age/E&MJ Russia



- **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, the president of commodities traders Cyrios, Inc, believes that 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."

### May 2013

**Reserve space by**  
April 15, 2013  
**Materials due by**  
April 22, 2013

### October 2013

**Reserve space by**  
September 11, 2013  
**Materials due by**  
September 20, 2013

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

#### May 2013 Distribution



**Ugol & Rossii Mining 2013**  
Novokuznetsk, Russia 2,000

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

**Total Distribution: 3,000 per issue**

**Compare to World Coal Russian Circulation of Just 158\***

## Coal Age/E&MJ Indonesia



- **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.

*Coal Age/E&MJ 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.

### March 2013

**Reserve space by**  
February 15, 2013  
**Materials due by**  
February 22, 2013

### October 2013

**Reserve space by**  
September 13, 2013  
**Materials due by**  
September 20, 2013

#### Publication Distribution

##### Coaltrans Asia 2013

Bali, Indonesia 1,000

##### 9th Balikpapan Expo 2013

Bali, Indonesia 1,000

##### Balikpapan Energy Expo 2013

Indonesia 1,000

##### Coal Investment, McLosky Asia Pacific

Indonesia 500

#### Coal Summit, Coal Financing & Investment

Indonesia 500

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

**Total Distribution: 5,000 per issue**

**Compare to World Coal Indonesian Circulation of Just 75\***

\* Source: World Coal December 2012 ABC Circulation Statement



# Mining Media Regional Specials 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
Isl. 1/2 Page	\$2,980	\$2,830	\$2,680
1/2 Page	\$2,770	\$2,630	\$2,490
1/3 Page	\$2,320	\$2,200	\$2,090
1/4 Page	\$2,000	\$1,900	\$1,800
2 Page Spread	\$6,610	\$6,300	\$6,000

## Classified Ads

Magazine	1x	3x	6x
Regional Specials	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: [efreeman@mining-media.com](mailto:efreeman@mining-media.com)
- Classified advertising closes 1st of the month preceding month of 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: [www.mining-media.com/uploads/](http://www.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 resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email [efreeman@mining-media.com](mailto: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, polybag options quoted on an individual basis.

Publication Dimensions	Ad Size	Width x Depth		Page	Width x 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 x 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
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10" 57 X 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width x 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
				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 sales staff contact information on pages 4 and 5.

# Rock

PRODUCTS®

## Rock Products Reaches More Aggregates Producers Than Any Other Industry Magazine

With Every Issue of *Rock Products*, You'll Reach 50% More Aggregates Producers Than Our Nearest Competitor<sup>1,2,3</sup>



### For More Than 100 Years, *Rock Products* has Been the Leading Voice of the Aggregates Industry

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

aggregates 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.



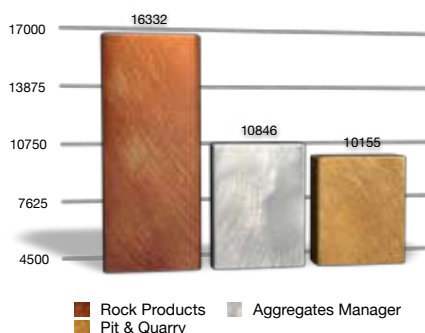
## Superior Circulation is the Aggregates Advantage



- The Aggregate Industry's Leading Publication for 116 years
- The Highest Aggregate Producer Circulation of Any Industry Magazine<sup>1,2,3</sup>
- The Only Monthly Industry Magazine with More Than 1,000 Canadian Subscribers<sup>1,2,3</sup>

## Experience the Rock Products Aggregates Advantage

**Rock Products Reaches Thousands More Aggregates Producers**



When you invest your marketing dollars in an aggregates magazine, the most important people to be reaching are the aggregates producers. No magazine in the industry reaches more North American producers than *Rock Products*.

- Delivered to 50% more aggregates producers than *Aggregates Manager*<sup>1,2</sup>
- Delivered to 60% more aggregates producers than *Pit & Quarry*<sup>1,3</sup>
- Preferred by readers nearly 2-to-1 over *Pit & Quarry*<sup>4</sup>

### Subscribers See the Difference:

- 90% of subscribers are involved in purchase decisions<sup>4</sup>
- 90% of *Rock Products* subscribers take actions in response to editorial and advertising content<sup>4</sup>

Qualified Circulation<sup>1</sup>

**20,000**

BPA June 2012

## Rock Products Introduces the Frac Sand Insider™

- Twice-monthly *Frac Sand Insider* e-newsletter
- Regular coverage in *Rock Products*
- Webcast Series Designed for Frac Sand Professionals
- Special Reports in *Rock Products* (April and October)

The U.S. market for Frac Sand is in the midst of a major economic boom with significant growth continuing for the foreseeable future. The International Energy Agency predicts that more than a half-million new wells will be drilled in the United States by 2035, creating the need for a steady stream of high-quality Frac Sand. According to PropTester Inc. and KELRIK, LLC from its 2011 Proppant Market Report, as reported in the *Wall Street Journal*, production jumped to

28.7 million metric tons in 2011, a number that many experts think is woefully underestimated—and the expanded business opportunities for companies in the industry are tremendous.

Committed to providing readers with the latest news and information about the frac sand industry, *Rock Products* is introducing the *Frac Sand Insider*. This new newsletter combined with expanding coverage in our magazine and a hosted webinar in October are just part of our commitment to leading the way in supporting frac sand professionals.

**Call Sales Director Sean Carr for more information. He can be reached at +1 216 409 9026.**

Sources: 1. BPA Circulation Statement *Rock Products*, June 2012. 2. BPA Circulation Statement *Aggregates Manager*, June, 2012. 3. Publishers Own Data 4. Pit & Quarry Verified Audit of Circulation, March 2011. 5. 2012 *Rock Products* Reader Survey, Sprockets Design Group, LLC, July 2012





# Rock Products 2013 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

	Special Features	Equipment & Technology	Material Processing	Management & Operations	Bonus Features	Supplement & Directory
<b>January</b> Close: 12/7 Art: 12/14	Crushing/Breaking	Conveying	Making Sand in Spec	Equipment Maintenance	Outlook/Forecast 2013	
	<b>Bonus Distribution: World of Concrete</b> , Las Vegas, NV USA, Feb 4-8; <b>Condex</b> , Las Vegas, NV USA, Jan 16-17					
<b>February</b> Close: 1/10 Art: 1/17	AGG1 Preshow	Screening/Sizing	Conveying	Tire Technology	Drilling/Blasting	<b>Cement Americas</b>
	<b>Bonus Distribution: ISEE</b> , Fort Worth, TX USA, Feb 10-13					
<b>March</b> Close: 2/7 Art: 2/14	AGG 1 Show Issue	Mobile Crushing & Screening/Recycling	Washing/Classifying	Pumps/Motors	Emerging Technologies Company Profiles	
	<b>Bonus Distribution: NSSGA Annual Convention</b> , San Antonio, TX USA, Mar 14-17; <b>AGG1 Forum &amp; Expo</b> , San Antonio, TX USA, Mar 19-21					
<b>April</b> Close: 3/6 Art: 3/13	Conveying	Oils/Lubricants	Wear Parts	Automation	Frac Sand Special	<b>Cement Americas</b>
	<b>Bonus Distribution: C&amp;D World</b> , Tampa, FL USA, Apr 21-23; <b>Coal Prep</b> , Lexington, KY USA, Apr 29–May 2; <b>IEE-IAS/PCA Cement Industry Technical Conference</b> , Orlando, FL USA, Apr 14-18					
<b>May</b> Close: 4/3 Art: 4/10	Loading/Hauling	Crushing/Breaking	Screening/Sizing	The Rock 100 Top Crushed Stone Producers	AGG1 Product Roundup	
<b>June</b> Close: 5/8 Art: 5/15	U.S. & Canada Preferred Vendors Buyers Guide and Directory	Crushing/Breaking	Washing/Classifying	Safety & Health	Lime Production	<b>Cement Americas</b>
<b>July</b> Close: 6/5 Art: 6/11	Screening/Sizing	Off Highway Tires	Conveying	Navigating the Permitting Process	The S&G 100 Top Sand & Gravel Producers	
<b>August</b> Close: 7/10 Art: 7/17	Mid-Year Report	Crushing/Breaking	Pumps/Motors	Vehicle Scales/Loadout	Canadian Market Report Dealer Showcase	<b>Cement Americas</b>
	<b>Bonus Distribution: World Mining Congress</b> , Montreal, Canada					
<b>September</b> Close: 8/7 Art: 8/14		Loading/Hauling	Washing/Classifying	Screening/Sizing	State Association Executive Report	
<b>October</b> Close: 9/4 Art: 9/11	Automation Conference Pre-Show	Drilling/Blasting	Oils/Lubricants	Plant Engineering	Frac Sand Special	<b>Cement Americas</b>
<b>November</b> Close: 10/9 Art: 10/16	Automation Products	Conveying	Mobile Crushing & Screening/Recycling	Environment	Air Classifiers	<b>Crushing &amp; Breaking Supplement</b>
	<b>Bonus Distribution: 2013 Rock Products' Automation &amp; Energy Conference</b> , Atlanta, GA USA, Nov 18-20					
<b>December</b> Close: 11/6 Art: 11/13	2013 Year in Review	Crushing/Secondary Breaking	Loading/Hauling	Motors/Pumps	2013 Year-end Product Showcase	<b>Cement Americas</b>

Editorial Calendar Subject to Change

# Rock Products Ad Rates and Sizes

## 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	\$5,455
2/3 Page	\$5,390	\$5,200	\$5,070	\$4,970	\$4,870	\$4,740	\$4,635
Island 1/2 Page	\$4,685	\$4,520	\$4,405	\$4,315	\$4,230	\$4,125	\$4,030
1/2 Page	\$4,315	\$4,165	\$4,060	\$3,940	\$3,820	\$3,800	\$3,710
1/3 Page	\$2,890	\$2,790	\$2,720	\$2,665	\$2,610	\$2,545	\$2,485
1/4 Page	\$2,700	\$2,600	\$2,560	\$2,490	\$2,450	\$2,375	\$2,320
1/6 Page	\$1,870	\$1,805	\$1,760	\$1,725	\$1,700	\$1,675	\$1,610
2 Page Spread	\$10,960	\$9,305	\$9,075	\$8,895	\$8,720	\$8,620	\$8,435

## 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	\$4,285	\$4,190
Island 1/2 Page	\$4,235	\$4,085	\$3,985	\$3,905	\$3,825	\$3,725	\$3,640
1/2 Page	\$3,900	\$3,765	\$3,670	\$3,595	\$3,525	\$3,430	\$3,355
1/3 Page	\$2,810	\$2,710	\$2,645	\$2,595	\$2,545	\$2,475	\$2,415
1/4 Page	\$2,440	\$2,355	\$2,295	\$2,250	\$2,205	\$2,145	\$2,100
1/6 Page	\$1,680	\$1,620	\$1,580	\$1,550	\$1,520	\$1,480	\$1,445
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	\$3,950	\$3,860
Island 1/2 Page	\$3,905	\$3,770	\$3,675	\$3,600	\$3,525	\$3,435	\$3,360
1/2 Page	\$3,595	\$3,470	\$3,385	\$3,320	\$3,255	\$3,165	\$3,090
1/3 Page	\$2,500	\$2,435	\$2,410	\$2,380	\$2,330	\$2,145	\$2,095
1/4 Page	\$2,250	\$2,170	\$2,115	\$2,075	\$2,035	\$1,980	\$1,935
1/6 Page	\$1,550	\$1,495	\$1,460	\$1,430	\$1,400	\$1,365	\$1,335
2 Page Spread	\$9,085	\$7,860	\$7,665	\$7,515	\$7,635	\$7,255	\$7,155

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

## Classified Ads

Magazine	1x	3x	6x
Rock Products	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: [efreeman@mining-media.com](mailto:efreeman@mining-media.com)
- Classified advertising closes 1st of the month preceding month of 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

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## Image Resolution and Formats

Placed images should be 300 dpi at final size. Lower resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email [efreeman@mining-media.com](mailto:efreeman@mining-media.com)

Publication Dimensions	Ad Size	Width x Depth		Page	Width x Depth	<b>For More Information</b>  <b>Contact Sean Carr</b> Tel: +1 216 409 9026 Email: <a href="mailto:scarr@mining-media.com">scarr@mining-media.com</a>
	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 x 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	
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10" 57 X 254 mm	
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width x 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				

# Concrete<sup>®</sup>

PRODUCTS

## The Market's Leading Monthly Publication

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



**Distributed to the Most Management Professionals of Any Publication in the Industry,<sup>1</sup> We Reach Your Audience**

After contending with historic drops in product and project demand from 2008–2010, concrete producers and their contractor customers approach the near-future with disciplined capital investment plans drawn toward a projected industry rebound beginning in 2013. As with prior business cycles, concrete producers will time plant and fleet equipment investments with escalating product demand. As the economy and industry conditions continue to stabilize, now is a good time to plan marketing investments to help capitalize on growing optimism and opportunity.

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](http://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.

Sources: 1. BPA Circulation Statement Concrete Products, June 2012.



# The Leading Publication for Managers in the Ready Mixed, Precast, Prestressed, and Unit Masonry Industry

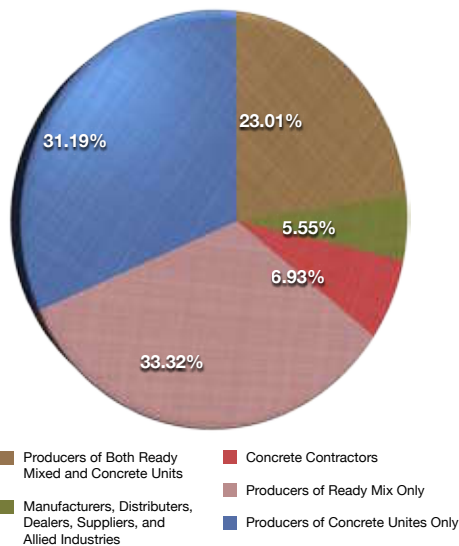


Reaching more than 18,000 print subscribers each month,<sup>1</sup> *Concrete Products* is the leading information source for managers in the ready mixed and manufactured-concrete market.

Every month, you can count on *Concrete Products* to reach your most important target audience. Decision-makers throughout the industry receive *Concrete Products* every month, and that gives you a great way to strengthen your brand and convey your message to people who matter most to you. Find out today how we can help you build the best ad plan for your company.

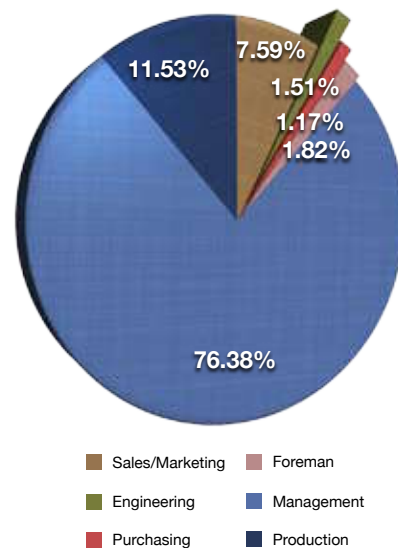
**Business & Market Segment<sup>1</sup>**

Total Qualified: 18,500



**Job Title<sup>1</sup>**

Total Qualified: 18,500



## Concrete Products Gives You Access to an Engaged and Loyal Audience

- ▶ By more than 3 to 1, readers prefer *Concrete Products* over *The Concrete Producer* for news and industry information.<sup>2</sup>
- ▶ 78% of *Concrete Products* subscribers took some action in response to editorial and advertising.<sup>2</sup>
- ▶ *Concrete Products'* pass-along readership is unmatched: 2.5 readers per copy.<sup>2</sup>



**Qualified Circulation:**  
**18,500**  
\* June 2012

Sources: 1. BPA Circulation Statement *Concrete Products*, June 2012. 2. 2012 *Concrete Products* Readership Survey, Sprockets Design Group, LLC, July 2012.

# Concrete Products 2013 Editorial Calendar

## Easily Upload Files Directly

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- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

	Features	Equipment/Products	Concrete Currents e-Newsletter
<b>January</b> Close: 12/3 Art: 12/10	National Concrete Masonry Association, National Precast Concrete Association Chairmen's Reports World of Concrete Preview	Precast Plant Profiles Block & Paver Machinery	1/9, 1/16, 1/23, 1/31
	<b>Bonus Distribution: 2013 Precast Show and Icon Expo, Indianapolis, IN USA</b>		
<b>February</b> Close: 1/7 Art: 1/14	Roller Compacted Concrete	Admixtures, RCC Plant Equipment	2/6, 2/13, 2/20, 2/27
	<b>Bonus Distribution: 2013 World of Concrete, Las Vegas, NV USA</b>		
<b>March</b> Close: 2/11 Art: 2/18	National Ready Mixed Concrete Association Chairman's Report	Plant Controls, Dispatch Systems	3/6, 3/13, 3/20, 3/27
<b>April</b> Close: 3/8 Art: 3/15	American Concrete Pipe Association, Precast/Prestressed Concrete Institute Chairmen's Report	Pipe Machinery, Precast Design Software	4/3, 4/10, 4/17, 4/24
<b>May</b> Close: 4/5 Art: 4/12	Trucks & Components	Fleet Management Software	5/1, 5/8, 5/15, 5/22, 5/29
<b>June</b> Close: 5/3 Art: 5/10	Block, Paver, Veneer Stone Plant Profiles	Unit Masonry, Stone Molds Masonry Admixtures	6/5, 6/12, 6/19, 6/26
<b>July</b> Close: 6/7 Art: 6/14	Buyers Guide Issue, Plant Profiles	Concrete Plant Equipment	7/10, 7/17, 7/24, 7/31
<b>August</b> Close: 7/5 Art: 7/12	Environmental Management, Water Recycling	Concrete Reclaimers	8/7, 8/15, 8/22, 8/29
<b>September</b> Close: 8/2 Art: 8/9	Precast/Prestressed Plant Profiles	SCC Admixtures, BIM Software	9/4, 9/11, 9/18, 9/25
	<b>Bonus Distribution: 2013 PCI Convention and National Bridge Conference, Grapevine, TX USA</b>		
<b>October</b> Close: 9/6 Art: 9/13	Pipe, Precast Plant Profiles	Plant Mixers, Water Recycling	10/2, 10/9, 10/16, 10/23, 10/30
<b>November</b> Close: 10/4 Art: 10/11	Ready Mixed Plant Profiles, Environmental Excellence Awards	Mixer Trucks	11/6, 11/13, 11/20
	<b>Bonus Distribution: 2013 Rock Products' Automation &amp; Energy Conference, Atlanta, GA USA</b>		
<b>December</b> Close: 11/1 Art: 11/8	2014 Market Forecast	Concrete Pumps, Cranes	12/4, 12/11, 12/18

Editorial Calendar Subject to Change

# Concrete Products Rates and Sizes

## 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 (Rates in U.S. Dollars)

Space Unit	1x	3x	6x	9x	12x	24x
Full Page	\$4,035	\$3,855	\$3,715	\$3,645	\$3,580	\$3,380
2/3 Page	\$3,560	\$3,440	\$3,360	\$3,260	\$3,175	\$2,940
Island 1/2 Page	\$3,045	\$2,945	\$2,835	\$2,775	\$2,705	\$2,550
1/2 Page	\$2,650	\$2,590	\$2,480	\$2,450	\$2,390	\$2,260
1/3 Page	\$2,370	\$2,315	\$2,260	\$2,210	\$2,100	\$1,985
1/4 Page	\$1,965	\$1,930	\$1,880	\$1,770	\$1,735	\$1,640
2 Page Spread	\$7,275	\$6,935	\$6,690	\$6,560	\$6,445	\$6,080

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

Space Unit	1x	3x	6x	9x	12x	24x
Full Page	\$3,800	\$3,630	\$3,500	\$3,430	\$3,370	\$3,180
2/3 Page	\$3,350	\$3,240	\$3,160	\$3,070	\$3,000	\$2,765
Island 1/2 Page	\$2,870	\$2,770	\$2,670	\$2,610	\$2,545	\$2,400
1/2 Page	\$2,500	\$2,435	\$2,335	\$2,310	\$2,250	\$2,130
1/3 Page	\$2,230	\$2,180	\$2,130	\$2,080	\$1,975	\$1,870
1/4 Page	\$1,850	\$1,815	\$1,770	\$1,670	\$1,630	\$1,545
2 Page Spread	\$6,850	\$6,530	\$6,300	\$6,175	\$6,065	\$5,720

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

## Classified Ads

Magazine	1x	3x	6x
Concrete Products	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month of 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: [www.mining-media.com/uploads/](http://www.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 resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email efreeman@mining-media.com

Publication Dimensions	Ad Size	Width x Depth		Page	Width x 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 x 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 x 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		
	1/6 Page (H)	3-3/8" x 2-1/4"	86 x 57 mm		

## For More Information

### Contact Bill Green

Tel: +1 414 212 8266

Email: bgreen@mining-media.com

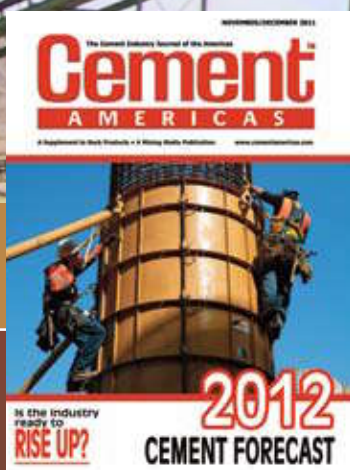


# Cement<sup>TM</sup>

## A M E R I C A S

## Cement Americas Brings Focus to Issues Affecting Cementitious Materials Suppliers

*Cement Americas*, the Bi-Monthly Magazine from the Publishers of *Rock Products*, is the Leader in North and South American Circulation



### The Only Publication that Exclusively Targets Cementitious Materials Suppliers in North and South America

Despite the continued depressed condition of both the U.S. economy and construction activity, gains are being seen in cement consumption in the coming years. According to the most recent economic forecasts, double-digit increases are on the horizon. This combined with a recently passed highway-spending legislation has cement manufactur-

ers gearing up for a major demand bump in 2013-14, 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.

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

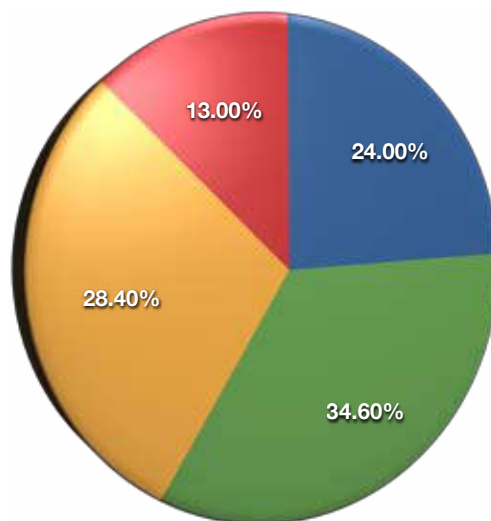
## Cement<sup>TM</sup> AMERICAS

### **Cement Americas Knows How to Help You Reach Your Audience**

- ▶ **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 issues.

### **Business & Industries<sup>1</sup>**

Total Qualified: 5,767



- Portland Cement
- Crushed Stone/ Sand & Gravel
- Crushed Stone Only/ Stone & Lime
- Other

### **Qualified Circulation<sup>1</sup>**

# 5,767

June 2012

### **Geographical Distribution**

Canada & USA.....5,524

All Other Countries .....243

**Total.....5,767**

**88%** Have Involvement in Purchasing and/or specifying aggregate and cement products or services<sup>2</sup>

**83%** Read 3 out of 4 or 4 out of 4 issues<sup>2</sup>

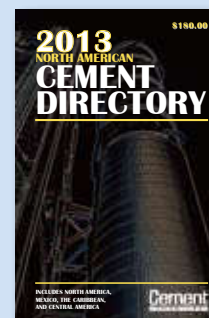
**70%** Took action as a result of reading/ seeing an ad in Cement Americas in the last 12 months.<sup>2</sup>

### **North American Cement Directory: Send Your Message Directly Into the Plants**

The **North American Cement Directory** reaches a total of 120 plants in the United States.

To ensure that your message reaches this important market, contact your sales representative today.

**Find contact information on pages 4-5.**



Sources: 1. Publishers Own Data. 2. Subscriber Profile Study 2008.

# Cement Americas 2013 Editorial Calendar

## Easily Upload Files Directly

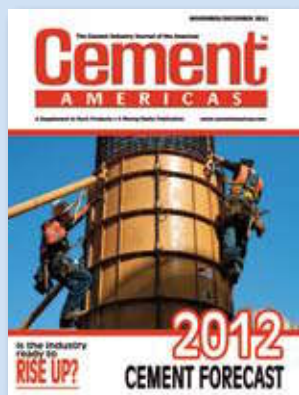
- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

	Special Reports	Equipment Focus	Distribution
<b>January/ February</b> Close: 1/9 Art: 1/16	U.S. Cement Industry Forecast Interview with Incoming PCA Chairman	Automation Systems and Software – From Production to Loadout	February Rock Products
<b>March/April</b> Close: 3/6 Art: 3/13	IEEE-IAS/PCA Exhibitor Preview/Show Issue PCA Innovations in Safety Award Spotlight		April Rock Products
<b>Bonus Distribution: IEEE-IAS/PCA Cement Industry Conference, Orlando, FL USA</b>			
<b>May/June</b> Close: 4/3 Art: 4/10	Cement and the Environment Issue –Compliance, Emissions, and Sustainability Issues PCA & Cement Americas Environment and Energy Award Spotlight	Alternative Fuel Handling/ Processing Fly Ash Emissions Controls and Reporting Filters Baghouse	June Rock Products
<b>July/August</b> Close: 7/10 Art: 7/17	Critical Trends Survey: The Results of an Industrywide Survey on All Facets of the Workplace, Regulations, Labor, and More	Bulk Storage – Silos, Bins, Domes, Level Indicators, etc.	August Rock Products
<b>September/ October</b> Close: 9/4 Art: 9/11	2013 Buyers Guide Issue	What's New: Clinker Cooler Technology and Maintenance Bags and Bagging Equipment	October Rock Products
<b>Bonus Distribution: 2013 Rock Products' Automation &amp; Energy Conference, Atlanta, GA USA</b>			
<b>November/ December</b> Close: 11/6 Art: 11/13	Interview with Cement Industry Leader Safe Practices Spotlight: Case Study Illustrating a Cement Operation's Exceptional Safety Practices or Programs		December Rock Products

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 Ad Rates and Sizes

## 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

## 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, polybag options quoted on an individual basis.

## Classified Ads

Magazine	1x	3x	6x
Cement Americas	\$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" x 1" (w x d).
- For color add \$50 per.
- Supply in PDF format, 300 dpi min.
- Email art to: [efreeman@mining-media.com](mailto:efreeman@mining-media.com)
- Classified advertising closes 1st of the month preceding month of 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

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- 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 resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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  
Email [efreeman@mining-media.com](mailto:efreeman@mining-media.com)

Publication Dimensions	Ad Size	Width x Depth		Page	Width x 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 x 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
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10" 57 X 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width x 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
				2/3 Page (V)	5-1/16" X 11-1/8" 114 X 280 mm

## For More Information

### Contact Sean Carr

Tel: +1 216 409 9026

Email: [scarr@mining-media.com](mailto:scarr@mining-media.com)



## The C&D Recycling Industry has a Steadfast Supporter in C&D World

The Best Editorial and Audited Circulation Combine to Make *C&D World* the Industry Leader in C&D Recycling and Demolition Industries



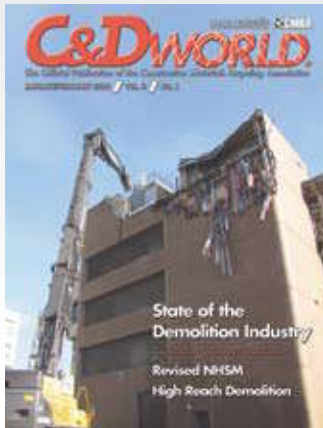
**With Staff Directly Engaged in Washington, D.C. on Behalf of the Industry, *C&D World* is the Magazine that Works for You**

*C&D World* brings the best news and editorial from around the industry into one, important publication. As the official publication of the CMRA, the editorial staff of *C&D World* is also directly engaged in working to support C&D operators.

*C&D World* has built a deservedly loyal subscriber base with decision-makers in the industry. Between highly affordable advertising prices 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.

# What Elevates *C&D World* Above the Competition?

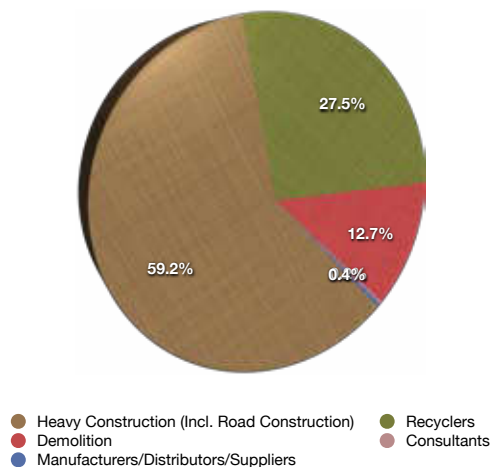
## Great Circulation, Exceptional Editorial, and Staff Working Directly with Lawmakers in Washington, D.C. to Address Industry Issues



- **Only Magazine with Staff Dedicated Exclusively to 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**

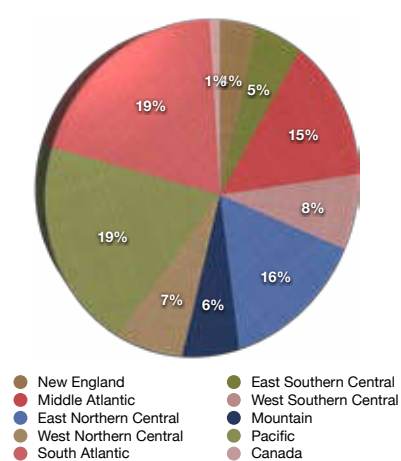
**Industries Covered<sup>1</sup>**

Total Qualified 8,247



**Magazine Distribution<sup>1</sup>**

Total Qualified 8,247



## *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 subscriber base with decision-makers in the industry. Between highly affordable advertising prices (with no rate increase for 2013) 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.

An average of more than 8,200<sup>1</sup> industry professionals receive every one of *C&D World's* six issues, and new relevant and targeted circulation is 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 innova-

tions 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.

**Qualified Circulation<sup>1</sup>**

**8,247**

June 2012



Source: 1. BPA Circulation Statement *C&D World*, June 2012.



# C&D World 2013 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

Editorial Topics		
<b>Jan-Feb</b> Close: 12/7 Art: 12/14	State of the Demolition Industry	Aphalt Shingles
	Portable Crushers	
	<b>Bonus Distribution: National Demolition Association, San Diego, CA USA</b>	
<b>Mar-Apr</b> Close: 2/1 Art: 2/8	Buyers Guide	Concrete
	Excavator Attachments	
	<b>Bonus Distribution: C&amp;D World Conference and Exhibition/CMRA Annual Meeting, Tampa, FL USA</b>	
<b>May-Jun</b> Close: 4/5 Art: 4/12	Recycling at the Landfill	C&D Wood
	Advertiser Profiles Issue	
	Concrete/Asphalt Screens	
	<b>Bonus Distribution: Waste Expo, New Orleans, LA USA</b>	
<b>Jul-Aug</b> Close: 6/7 Art: 6/14	Dust Control	Gypsum
	Loaders/Excavators	
	<b>Bonus Distribution: WasteCon, Long Beach, CA USA</b>	
<b>Sep-Oct</b> Close: 8/9 Art: 8/16	Mixed C&D Recycling	C&D Plastics
	Optical Sorters	
<b>Nov-Dec</b> Close: 10/11 Art: 10/18	Sorting Technology	Concrete/Asphalt
	Advertiser Profiles Issue	
	Shredders	
	<b>Bonus Distribution: Greenbuild, Philadelphia, PA USA</b>	

Editorial Calendar Subject to Change

# C&D World 2013

## The Official Show of the CMRA is the Meeting Place for the C&D Industry



**21-23 April 2013**  
**Tampa, FL USA**

**For More Information, Contact:**

Sean Carr, Director of Sales  
 Tel +1 216 409 9026  
 Email [scarr@mining-media.com](mailto:scarr@mining-media.com)

- **Exceptional Exhibition and Conference at Affordable Rates**
- **Annual Meeting of the CMRA**
- **Small Floor Plan Guarantees That Exhibitors Will be Noticed**

Held in conjunction with the CMRA Annual Meeting, the 2013 C&D World Exhibition & Conference is the choice of construction and demolition recycling professionals—and that makes it a great opportunity for you. The 2013 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 2013 C&D World Exhibition & Conference represents a unique opportunity for you and your organization.

**Don't miss this opportunity to grow your market relationships.**

**Visit [CDRecycling.org](http://CDRecycling.org)**

# C&D World Ad Rates and Sizes

## 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

## 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, polybag options quoted on an individual basis.

## Classified Ads

Magazine	1x	3x	6x
C&D World	\$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" x 1" (w x d).
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- Supply in PDF format, 300 dpi min.
- Email art to: [efreeman@mining-media.com](mailto:efreeman@mining-media.com)
- Classified advertising closes 1st of the month preceding month of issue.

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

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## Image Resolution and Formats

Placed images should be 300 dpi at final size. Lower resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, 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 x 107  
Fax +1 904 721 2930  
Email [efreeman@mining-media.com](mailto:efreeman@mining-media.com)

Publication Dimensions	Ad Size	Width x Depth		Page	Width x Depth
	Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10" 178 x 254 mm
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	1/2 Page (H)	7" x 4-5/8"	178 x 117 mm	2 Columns/Page	3-3/8" X 10" 86 X 254 mm
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	3 Columns/Page	2-1/4" X 10" 57 X 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width x Depth
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	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

### Contact Sean Carr

Tel: +1 216 409 9026

Email: [scarr@mining-media.com](mailto:scarr@mining-media.com)

# **QEM** Quarry Equipment Marketplace

**The Best Value for Covering North America  
with the Highest, Most Proven and Targeted  
Circulation of Any Comparable Magazine.**



**QEM Offers Incredible Value While Bringing Together Buyers and  
Sellers of Equipment and Services in the Aggregates Industry.**



Quarry Equipment Marketplace offers the industry a powerful hub for direct equipment sales. With distribution weighted heavily toward decision-makers in the quarries and operators in construction, demolition/recycling, and the heavy construction indus-

tries, QEM is designed to bring together sellers and buyers in one convenient place.

With expanding options and a wide circulation base, QEM (incorporating *Mine & Quarry Trader*) approaches the industry like no other publication.





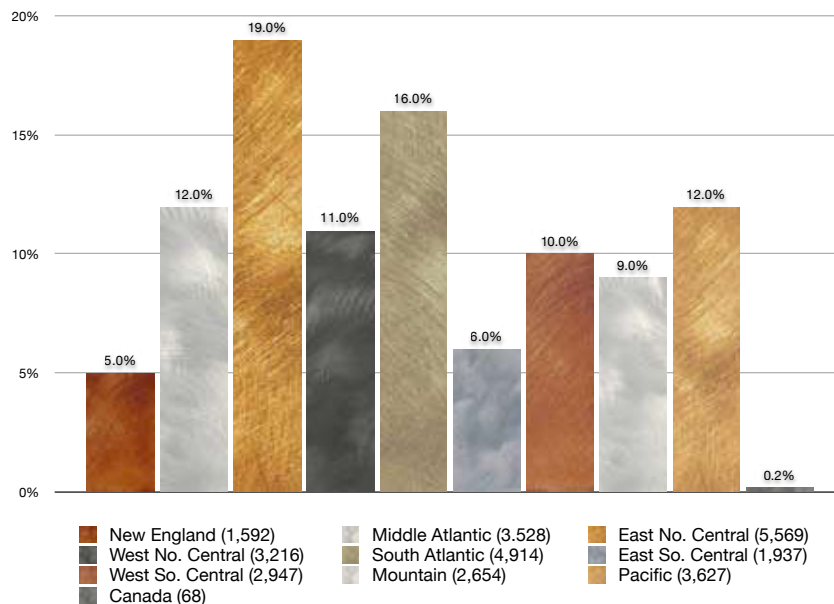
**If you are trying to buy or sell in the aggregates, heavy construction, recycling, or related industries, there is no better publication than**

# QEM Quarry Equipment Marketplace

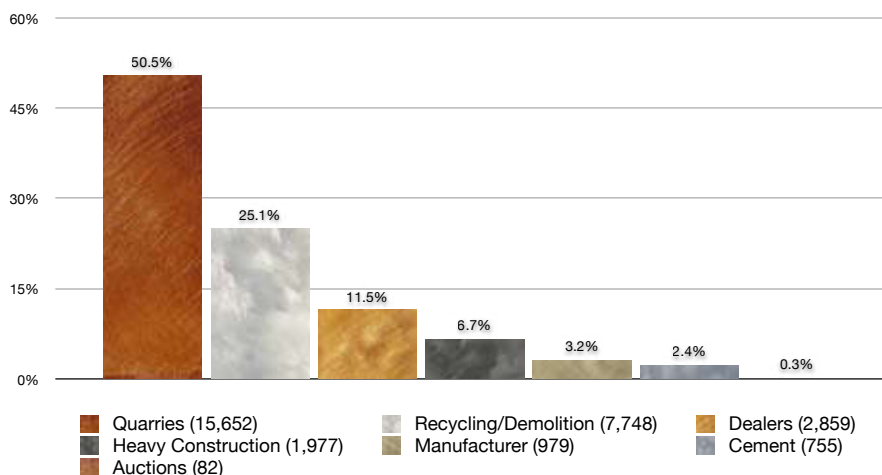
Now Combined with *Mine & Quarry Trader*

Quarry Equipment Marketplace (QEM) reaches the aggregates, 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 industry.

## Geographical Breakdown



## Industry Distribution



**Total Circulation:**  
**30,052**  
 \* Publisher's Sworn Circulation Statement June 2012

## QEM 2013 Deadlines

<b>January 2013</b> Close: December 17, 2012	<b>July 2013</b> Close: June 17, 2013
<b>February 2013</b> Close: January 21, 2013	<b>August 2013</b> Close: July 22, 2013
<b>March 2013</b> Close: February 18, 2013	<b>BONUS DISTRIBUTION</b> <b>AGG1</b>
<b>April 2013</b> Close: March 18, 2013	<b>September 2013</b> Close: August 19, 2013
<b>May 2013</b> Close: April 22, 2013	<b>October 2013</b> Close: September 23, 2013
<b>June 2013</b> Close: May 20, 2013	<b>November 2013</b> Close: October 23, 2013
	<b>December 2013</b> Close: November 18, 2013



# QEM Ad Rates and Sizes

## 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
Island 1/2 Page	\$740	\$705	\$655
1/2 Page	\$580	\$555	\$520
1/3 Page	\$460	\$430	\$410
1/4 Page	\$380	\$365	\$345
2 Page Spread	\$2,180	\$2,060	\$1,950

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

## Rock Shop Advertising

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

## Specifications

- Supply in PDF format, 300 dpi min.
- Email art to: cdoran@mining-media.com or gkelly@mining-media.com

## Easily Upload Files Directly

- Go to: [www.mining-media.com/uploads/](http://www.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.

## Publication Dimensions

Space Unit	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 MU.S.T 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	7-3/4" x 7-5/16" (7.75" x 7.313")***	Bleed 196.85 x 185.7502

\*\*\*Critical information MU.S.T 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 MU.S.T 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 MU.S.T 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. 6.35 mm

\* All bleed dimensions include a 1/8" (0.125") head, foot, face and gutter trim. 3.175 mm

\*\* For best results, make sure words and critical information are not split over crossover. Gutter clearance: 3/16" total (.1875"). 4.7625 mm

## Image Resolution and Formats

Placed images should be 300 dpi at final size. Lower resolution will result in poor ad quality. Save images as CMYK .tiff or .eps files. Do not embed images into final layout file.

## Accepted Applications

QuarkXPress, Photoshop, Illustrator, InDesign, Freehand, and Press Quality PDFs.

## Mailing and Contact

Artwork should be mailed to:

Quarry Equipment Marketplace  
8229 Indy Lane  
Indianapolis, IN 46214 USA

**For more information, contact your sales representative. See contact information on pages 4 and 5.**



# Mining Media is Leading the Way with Electronic Media Opportunities

In a Changing Industry Where Marketers are Diversifying Message Delivery, Mining Media Offers a Wide Slate of New Opportunities



## Mining Media is Leading the Way Again with a Complete Package of New Media Outlets Designed to Reach Your Target Audience

The impact of digital media on the world today is undeniable. The Internet, email, 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

register for different events. Marketers can plan strategies surrounding Mining Media's conferences and trade shows using the respective websites 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.

# Discover Mining Media's Targeted Websites

## 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



E-MJ.com



CoalAge.com



Equipo-Minero.com



ConcreteProducts.com



RockProducts.com

### 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](http://www.e-mj.com), [www.coal-age.com](http://www.coal-age.com), [www.equipo-minero.com](http://www.equipo-minero.com), [www.asiaminer.com](http://www.asiaminer.com), [www.cdworldmag.com](http://www.cdworldmag.com)). The difference, however, is the sites are interactive. 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 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](http://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](http://www.longwallusa.com)) and Haulage & Loading ([www.haulageandloading.com](http://www.haulageandloading.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 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.



CementAmericas.com



CDWorldMag.com



AsiaMiner.com



Mining-Marketplace.com

# Reach a World Wide Market with Mining Media's Weekly News Services

## Mining Media's Weekly News Services Cover the Market Segments that You Need to Reach

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. For companies doing business in the industry, this provides an economical way to continue to build brand awareness and promote products and services directly to decision-makers (see below for specifications and an outline of available space).

Over the years, Mining Media has amassed extensive information on readers including email 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 Newsline Weekly News Services*.



### Universal Ad Package (All MMI Websites) Ad Specifications

Banner Size	Pixel Size (w x h)	File Size Limit	Cost	Notes	<ul style="list-style-type: none"><li>• Only one sponsor per month for the classifieds and calendar sponsorships.</li><li>• All banners can be gif (animated), jpg or swf. MMI accepts most third party ad tags, including DART, Acknowledge, 24/7 and L90.</li><li>• We request all third-party tags be accompanied by anti-caching documentation. All banners have a maximum of three advertisers.</li><li>• Contact your sales representative for more information.</li></ul>
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. Emailed through the weekly news service four times each month.		

### Weekly News Services - Universal Sizes

Position	Pixel Size (w x h)	File Size Limit	1 x week	4 x weeks	12 x weeks	24 x weeks	Notes
Full Banner	468 x 60 IMU	40k / :15	\$375	\$350	\$325	\$300	Top position
Square Button	125 x 125 IMU	40k / :15	\$250	\$235	\$220	\$200	Side position
Vertical Banner	120 x 240 IMU	40k / :15	\$275	\$255	\$240	\$225	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.



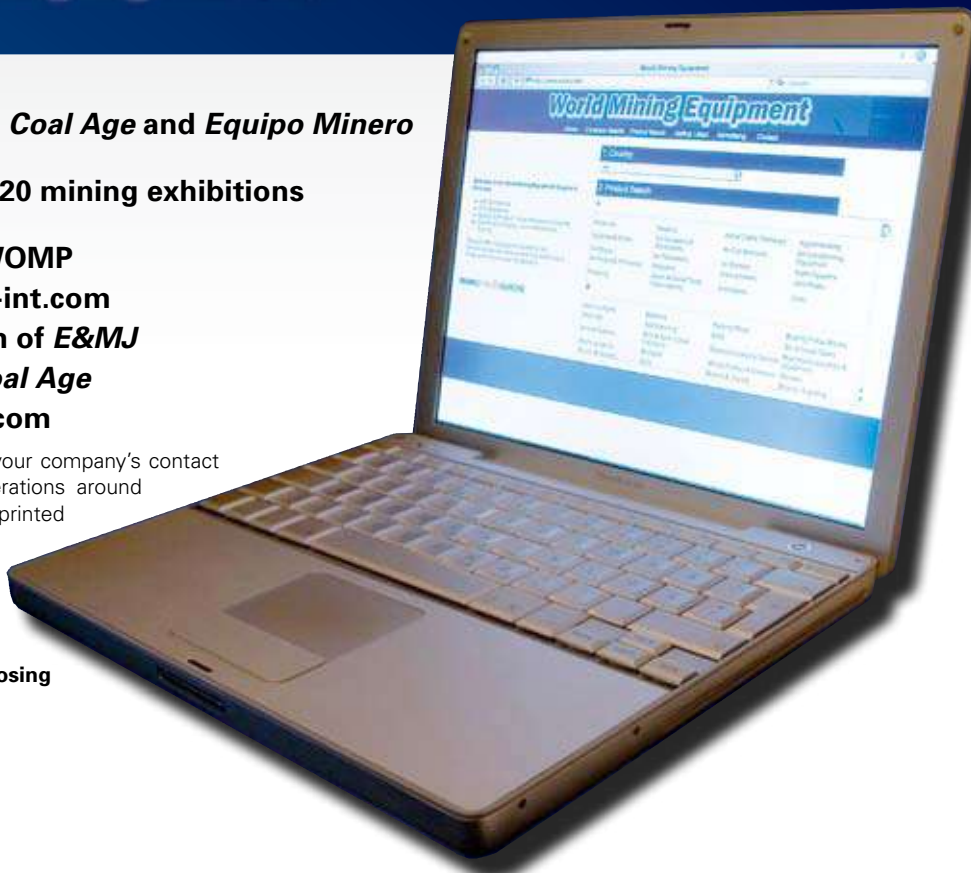
## World Mining Equipment

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 more than 20 mining exhibitions throughout 2013
- Promoted on every edition of WOMP
- Direct linked from [www.womp-int.com](http://www.womp-int.com)
- Printed in the November edition of *E&MJ*
- Printed in the July edition of *Coal Age*
- Come see for yourself at [WME.com](http://WME.com)

Listings on WME.com offer a unique way to put your company's contact information in front of thousands of mining operations around the world. Since WME.com is actively promoted, printed and distributed with both *E&MJ* and *Coal Age* magazines, and always available online, this is a directory that is constantly speaking to your customers and potential clients.

Get started by visiting [WME.com](http://WME.com) today and choosing a plan that fits your company's needs.



World Mining Equipment - Supplier Details

Name: Free Basic Listing

Street: Free Listing Address

Town: Free Listing City

Country: Free Listing Country

Tel: +1 800 000 0000

Email: your@emailaddress.com

Web: www.yourwebsite.com

World Mining Equipment - Supplier Details

**MININGmedia INTERNATIONAL**

Name: Logo Listing Page

Street: Logo Listing Address

Town: Logo Listing City

Country: Logo Listing Country

Tel: +1 800 000 0000

Email: your@emailaddress.com

Web: www.yourwebsite.com

World Mining Equipment - Supplier Details

**MININGmedia INTERNATIONAL**

In the area of your full listing, you can use up to 100 words to write a short profile about your company. In the area of your full listing, you can use up to 100 words to write a more profile about your company. In the area of your full listing, you can use up to 100 words to write a more profile about your company.

Name: Full Listing Page

Street: Full Listing Address

Town: Full Listing City

Country: Full Listing Country

Tel: +1 800 000 0000

Email: your@emailaddress.com

Web: www.yourwebsite.com

Free Basic Listing	Logo Listing	Full Listing
<b>FREE</b>	<b>€ 350 (\$515)</b>	<b>€ 550 (\$805)</b>
<ul style="list-style-type: none"> <li>• Company Contact Details</li> <li>• One Category</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on search results</li> <li>• Company Contact Details</li> <li>• Active Email Contact</li> <li>• Three Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Company Profile with up to 100 words</li> <li>• Active Url link</li> <li>• Active Email link</li> <li>• Logo on search results</li> <li>• Company Info marked on search results</li> <li>• Company Contact Details</li> <li>• Five Categories</li> </ul>



E&MJ's *World of Mining Professionals (WOMP)*, is a permission based, e-newsletter delivered the last week of each month, directly into the email box of engineering and mining professionals throughout the world, providing you with a unique opportunity to place your message in the work place of the professionals running the global mining industry—the current active mailing list is 13,360—and bring our readers, your customers, direct to your own web presentations.

With editorial compiled from the current edition of *E&MJ*, the mining industry's leading print publication, the content is second to none and using the latest internet technology all activity surrounding the editorial and advertising content in each issue is tracked, monitored and reported. To feel the value and potential of WOMP to your marketing and communications, go to [www.womp-int.com](http://www.womp-int.com), to see the real product for yourself you will then immediately understand why you should be using this product as an essential part of your marketing mix.



Position	Pixel Size (w x h)	Number of Spots	€ 1x	€ 3x	\$ 1x	\$ 3x
<b>The Opener</b>	200 x 45	Three positions at the top, presented in the opening window.	2400	2100	3360	2940
<b>The Editor</b>	400 x 180	Single position under the editor's comment in the opening window.	3200	2900	4480	4060
<b>Top Section</b>	468 x 60	Single position between the Contents and News.	3000	2800	4200	3920
<b>Editorial</b>	468 x 60	Position in the editorial sections throughout the E Journal.	1500	1300	2100	1820

**Banners** - GIF or JPEG files are accepted. Maximum file size is 200k. Linking URL to be submitted with the creative. At all times, in all cases, the publisher reserves the right to reject any advertising material.

<b>Video Listing</b>	200 x 45	Listed and linked in the Opening Screen, 100 word profile, screen shot linked to video.	1600	1200	2240	1680
<b>App Listing</b>		Listed with a full profile and linked to directly down the App	750	1500	1050	2100

Issue	Close	Art	Special Features
<b>Vol 1</b>	25th Jan	31st Jan	Digital Mapping - Mine Design - Modular Plants - Project Survey
<b>Vol 2</b>	22nd Feb	28th Feb	Safety & Training - Production Drilling - Heap Leach - Wear & Corrosion Resistance
<b>Vol 3</b>	22nd March	28th March	Rigs, Tools & Bits - Narrow Vein Mining - Instrumentation - Reserve Calculations
<b>Vol 4</b>	19th April	25th April	Haulage & Loading - Shafts & Raises - Pumps, Piping, & Valves - Mining Software
<b>Vol 5</b>	24th May	30th May	Slope Monitoring - Utility Equipment - SX-EW - Water Management
<b>Vol 6</b>	21st June	27th June	Maintenance - Haulage - Crushers - Autonomous Mining
<b>Vol 7</b>	19th July	25th July	Mapping & Surveying - Ground Control - Plant Design - Diesel Engines
<b>Vol 8</b>	23rd Aug	29th Aug	Loading Technology - Production Blasting - Flotation - Pit Dewatering
<b>Vol 9</b>	20th Sept	26th Sept	Fleet Management - Ground Control - Screens - Sustainable Development
<b>Vol 10</b>	25th Oct	31st Oct	Haul Trucks - Communications - Pyro Metallurgy - Conveyors - Nordic Mining
<b>Vol 11</b>	22nd Nov	28th Nov	Continuous Mining - Power & Drainage - Tailings Management - Iron Ore
<b>Vol 12</b>	13th Dec	19th Dec	Blasting - Ventilation - Maintenance - Tires
<b>WOMP Video Edition</b>		<b>WOMP App Listing</b>	

# Digital Magazine Editions Extend Your Ad's Reach

## 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 on-line 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.

### Recommended Video Sizes

Standard Video (4:3)	Wide Screen Video (16:9)
320 x 240 (Recommended)	256 x 144 (Recommended)
384 x 288	512 x 288
448 x 336	—
512 x 384	—
576 x 432	—
<b>Formats:</b> 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 (ActionScript 3) format. Other formats can be converted for an additional cost. Agency Commssionable.	
<b>CDN:</b> We use a Content Delivery Network (CDN) to deliver content from servers in close proximity to the user. This will provide the best user experience.	



# Exhibit, Attend or Sponsor Mining Media's Vital Industry Events

Mining Media International Produces and Partners with Some of the Most Successful and Important Trade Shows Serving the International Mining and Construction Industries.



Mining Media Offers Unique Trade Event Opportunities to Help Companies Grow Their Brands Throughout the World.



## Coal Handling & Storage Conference & Exhibition





## Longwall USA, North America's Most Important Coal Mining Exhibition, Returns for 2013



### For More Information, Contact:

Cory Smith, Show Director  
Tel +1 678-822-9804  
Email [csmith@mining-media.com](mailto:csmith@mining-media.com)

**11-13 June 2013**

**David L. Lawrence Center, Pittsburgh, PA USA**

- **Our Extensive Marketing Campaign of Direct Mail, Print Ads, Targeted Email 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**

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.**

**Find Out More at [LongwallUSA.com](http://LongwallUSA.com)**

## 2013 Coal Handling & Storage Conference & Exhibition



- **Event Completely Sold Out in 2012 – Reserve Your Space Now**
- **A Uniquely Focused Event**
- **Small Floor Plan and Activities Designed to Increase Exhibitor Exposure**

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.

**Visit [CoalHandlingShow.com](http://CoalHandlingShow.com)**



## Don't Miss Mining Media's Premier International Haulage & Loading Event

**19-22 May 2013**

**Wigwam Resort - Phoenix, Arizona USA**

- **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 2009, more exhibitors than ever before took part in our most successful event ever and 2011 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 email, Mining Media expects higher attendance for the conference than ever before. Contact us for information about the reasonably priced exhibit space and sponsorship opportunities.

**This event, bringing an array of surface mining executives to the beautiful Wigwam Resort, is a remarkable opportunity for companies engaged in every aspect of mining industry haulage and loading.**

**Visit [HaulageAndLoading.com](http://HaulageAndLoading.com)**



**For More Information, Contact:**

**Cory Smith, Show Director**  
Tel +1 678-822-9804  
Email [csmith@mining-media.com](mailto:csmith@mining-media.com)

## Returning for its Third Year, Don't Miss This Exceptional and Affordable Exhibiting Opportunity

**Attendance will include delegates from:**

- Barge operators
- Bulk handling equipment OEMs
- Coal mining companies
- Coal preparation plant operators
- Contract operators
- EPC companies
- Industrial coal consumers (cement, pulp & paper, heavy industry, etc.)
- Power plant fuel managers
- Railroads
- Trans-ocean colliers
- Trans-shipment and export terminals

MEDIA SPONSORS



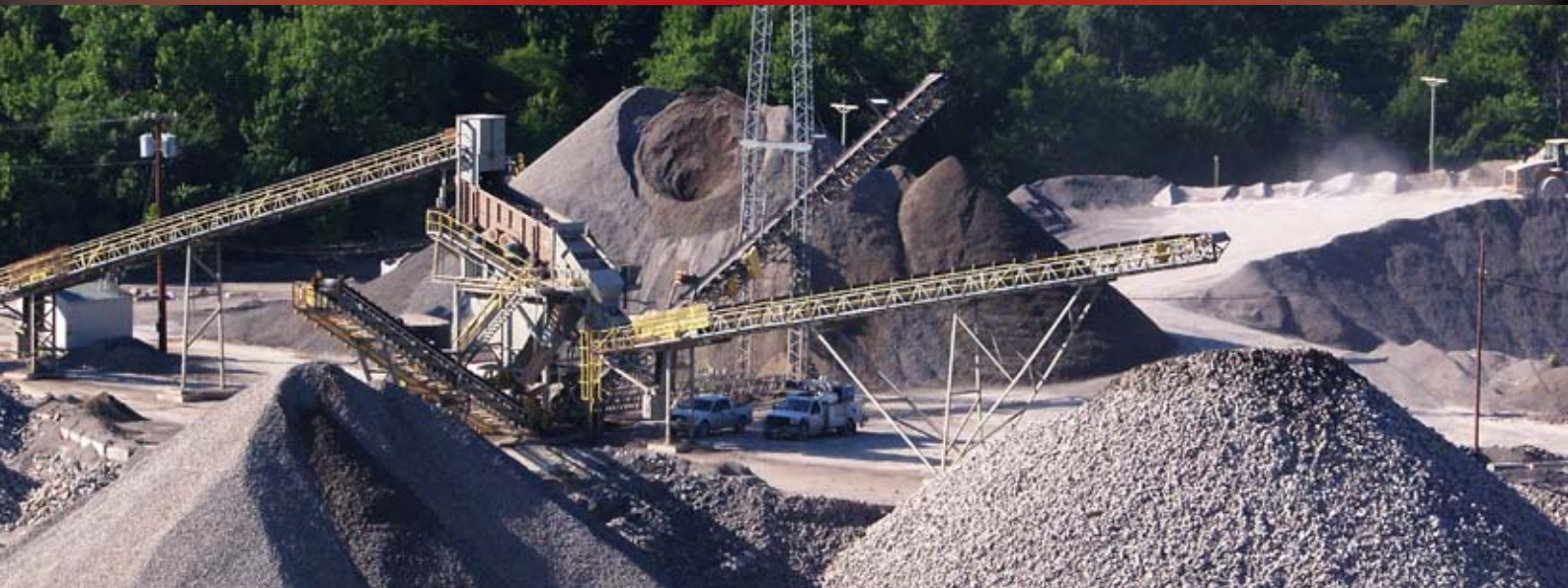
**November 2013**  
**St. Louis, MO USA**

**For More Information, Contact:**

**Cory Smith, Show Director**  
Tel +1 678-822-9804  
Email [csmith@mining-media.com](mailto:csmith@mining-media.com)



# **AE** INTRODUCING ROCK PRODUCTS' AUTOMATION & ENERGY CONFERENCE



**Exploring the Latest Trends in Materials Processing, Energy Management, Plant Automation and Sustainable Production in the Aggregates, Cement and Concrete Industries**



## **For More Information, Contact:**

**Cory Smith, Show Director**  
Tel +1 678-822-9804  
Email [csmith@mining-media.com](mailto:csmith@mining-media.com)

**19-21 November 2013**  
**Cobb Galleria, Atlanta, GA USA**

Automation, processing efficiency, energy and sustainability are playing increasingly critical roles in construction-materials production. That's why Rock Products' Automation & Energy Conference (A&E) is the one event you won't want to miss in 2013.

A&E is a two-day event that will bring together construction-materials producers and industry manufacturers to share valuable information on the latest trends in materials processing, plant automation, energy management and sustainable production.

A&E will offer attendees the opportunity to visit exhibits and hear from a line-up of tech-savvy presenting essential solutions on a wide variety of topics for aggregates, concrete, and cement producers. This educational event will focus on equipment and technology solutions designed to drive operational efficiency and plant profitability.

**Don't miss the only industry event in 2013 focused specifically on automation and energy issues that impact the bottom-line!**

**Visit [RockProducts.com](http://RockProducts.com)**

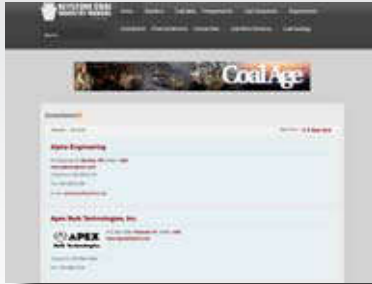
# **NEW FOR 2013**

# **Mining Media Directories Offer Marketing Opportunities with Staying Power**



**Reach Your Target Audience with an Affordable, Annual Investment in Mining Media's Industry-Leading Directories**

# Keystone Coal Industry Manual



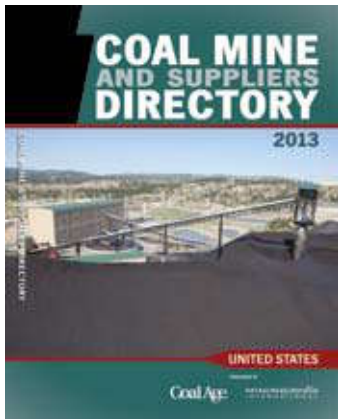
Considered the bible of the coal industry, the *Keystone Coal Industry Manual* has been serving the mining industry since 1918. With the publication of each consecutive issue, this single reference authority provides critical information on where coal is mined, by whom, its qualities and quantities,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

Advertising Opportunity	Specifications	Monthly Cost	Annual Cost	For More Information, Contact:  Norm Rose nrose@mining-media.com
Top Leaderboard 3 Available, Run of Site	728 x 90	\$250	\$2,500	
Boombox	300 x 250	\$125	\$1,250	
One sponsor per site section. Available sections include Industry Statistics/Ownership, Coal Sales Companies, Transportation, Coal Consumer Directory, Coal Industry Organizations, Consultants, Financial Services, Census Data, Coal Mine Directory, and Coal Geology				
Company Logo			\$250	

## 2013 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.

Now, for the first time ever, the directory will be 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 the active coal mines in North America and will be used as a resource for equipment and services.**

**Price: US\$185**

**Listing and advertising deadline: May 31, 2013**

Advertising Opportunity	Specifications	Black & White	Color	Print art requirements:
Company Logo		\$200		Resolution should be no less than 300 dpi at actual size.
Mini Ad		\$300		
1/4 Page	3-1/2" x 5"	\$700	\$800	Saved in a .tif or .eps or PDF format.
1/2 Page	5" x 7-1/4"	\$1,000	\$1,200	Email to efreeman@mining-media.com.
Full Page	8-1/8" x 10-7/8"	\$1,500	\$1,800	Fax hard copy to +1 904 721 2930, attention Production Department.
Inside Front Cover	8-1/8" x 10-7/8"		\$2,600	
Inside Back Cover	8-1/8" x 10-7/8"		\$2,200	<b>For More Information, Contact:</b> Norm Rose nrose@mining-media.com
Back Cover	8-1/8" x 10-7/8"		\$2,800	
<b>CONTACT US TO LEARN ABOUT OUR ADVERTISERS' LOYALTY DISCOUNT</b>				



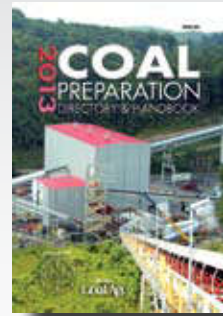
# 2013 Coal Preparation Directory & Handbook

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 the top coal prep associations and at the Coal Prep Show in Lexington, Ky., this handbook is most often found on truck dashboards rather than office bookcases.

**Price: US\$95**

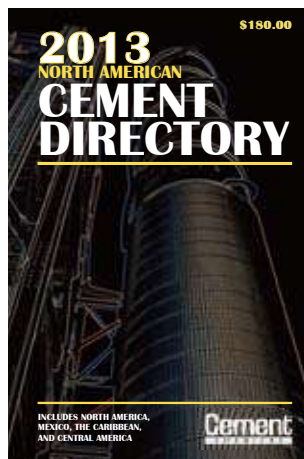
**Number printed: 2,000**

**Listing and advertising deadline: February 26, 2013**



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

Advertising Opportunity	Specifications	Price	Print art requirements:
Outside Back Cover	(5.75" x 8.5")	\$3,000.00	Resolution should be no less than 300 dpi at actual size.
Inside Front Cover	(5.75" x 8.5")	\$2,000.00	Saved in a .tif or .eps or PDF format.
Inside Back Cover	(5.75" x 8.5")	\$1,750.00	Email to efreeman@mining-media.com.
Full Page Black & White	(4.75" x 8")	\$1,400.00	Fax hard copy to +1 904 721 2930, attention Production Department.
For More Information, Contact: Sean Carr, scarr@mining-media.com			

