

2015 Mining Industry Media Guide
Covering the Global Mining Industry



Publications

Electronic Promotions

Directories

E&M
ENGINEERING AND
MINING JOURNAL

Coal Age

The **ASIA Miner**

EQUIPO
MINERO

COAL AGE
煤時代

Coal Age
煤時代

Concrete
PRODUCTION

ROCK
PRODUCTS

Cement
AMERICAS

C&D WORLD

QEM Quarry
Equipment
Marketplace

Which Magazine is Right for You?

With Mining Media, you spend more time being creative and less time 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						BPA Audited
	Hard Rock Mining & Mineral Processing	Coal Mining & Processing	Aggregates	Construction Materials	Recycled Materials	North America	Latin America	Europe	Asia	Australia	Africa	
<i>Coal Age</i>		•				•						•
<i>E&MJ</i>	•	•				•	•	•	•	•	•	•
<i>Equipo Minero</i>	•	•					•					•
<i>The ASIA Miner</i>	•	•							•	•		
<i>Rock Products</i>			•	•	•	•						•
<i>Concrete Products</i>				•		•						•
<i>Cement Americas</i>				•		•	•					
<i>C&D World</i>				•	•	•						
<i>QEM</i>			•	•	•	•						
<i>International Specials</i>	•	•						•	•			

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 who 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

EDITORIAL THAT READERS TRUST IS EDITORIAL THAT ADVERTISERS CAN TRUST



Steve Fiscor

Vice President-Editorial Director

sfiscor@mining-media.com

What sets Mining Media International apart from other 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, these professionals offer the insight and analysis that readers expect from the

individual magazines. These titles have more than editorial excellence in common. Each shares a commitment to safety, the environment and sustainability. With every 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, going beyond print and connecting with subscribers through websites, targeted eNewsletters and social networking. The editorial team 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&M)* 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 bilingual (Mandarin) component, while *Equipo Minero* reaches mining and processing professionals throughout Latin America in Spanish.

This team of mining journalists provides an unmatched editorial service. They offer readers, who are mostly mining and processing professionals, ideas on how to operate more safely, efficiently, and cost effectively. Each month they deliver the world of mining to their desks in a clear, concise format.

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&M* 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, Florida, he began his career with *E&M* and *Coal Age* in 1991. Prior to his career in journalism, Fiscor worked as a project engineer for a longwall mining operation in Colorado. He holds a B.S. in Mining Engineering from the University of Missouri-Rolla.

COMPANY CONTACTS

President & Publisher

Peter Johnson

Tel +1 303 283 0640 x 203

Fax +1 303 283 0641

pjohnson@mining-media.com

Vice President, Editorial Director

Steve Fiscor

Tel +1 904 721 2925 x 100

Fax +1 904 721 2930

sfiscor@mining-media.com

Vice President of Sales & Marketing

John Bold

Tel +1 224 544 5594

Fax +1 224 538 2375

jbald@mining-media.com

Editorial Office Press Releases & Contact

11555 Central Pkwy

Suite 401

Jacksonville, FL 32224 USA

Tel +1 904 721 2925

Billing & Accounting

Lorraine Mestas

Tel +1 303 283 0640 x 207

Fax +1 303 283 0641

lmestas@mining-media.com

Production Manager

Dan Fitts

Tel +1 904 721 2925 x 107

Fax +1 904 721 2930

dfitts@mining-media.com

Show Director

Tim Fearney

Tel +1 678 822 9804

Cell +1 404 661 0441

Fax +1 770 642 4715

tfearney@mining-media.com

REGIONAL OFFICES

World Headquarters

8751 E. Hampden Ave, Ste B1

Denver, CO 80231 USA

Tel +1 303 283 0640

Fax +1 303 283 0641

United Kingdom

Lowe's Cottage

Hixet Wood, Charlbury OX7

3SB UK

Tel +44 1608 811414

Australia

Suite 9, 880 Canterbury Rd.

Box Hill, VIC 3128, Australia

Tel +61 3 9899 2981

Latin America

Carlos Pezoa Véliz 0411

Gran Vía

Antofagasta, Chile

Tel +56 55 243706

Scandinavia

Mining Media Europe AB

Lyckovägen 10

243 35 Höör, Sweden

Tel +46 [0] 736 334670

Germany

Strasmann Media Promotion GmbH

Berghausen 29

D-42859 Remscheid, Germany

Tel +49 2191 931497

Fax +49 2191 931499

Indonesia

PT. Laguna Karya

Jalan Danau Toba 104

Bendungan Hilir

Jakarta Pusat 10210

Indonesia

Tel +6221 2940 6337 / 5701505

MINING MEDIA'S EDITORIAL STAFF



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

rcarter@mining-media.com

Based in Salt Lake City, Utah, Russ Carter has more than 30 years of experience as a technical journalist, and has covered all aspects of the mining, quarrying and construction industries. Prior to joining *E&MJ* and *Coal Age* in 1988, he held positions as editor of *Inter-*

mountain 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. Carter has received awards for journalistic excellence from the American Society of Business Publication Editors and the Society for Technical Communication.



Donna Schmidt
Field Editor for *Coal Age*

dschmidt@mining-media.com

Donna Schmidt joined Mining Media International as a field editor for *Coal Age* in 2014. Based in southeast Ohio, she assists in generating technical features and general interest content, including coverage from Appalachian region industry events and reporting directly from the field in the coal-rich

region and elsewhere. Part of the coal mining trade press community for nearly a decade, she most previously served as a U.S. correspondent for *Coal USA* and *International Longwall News*. In addition to news coverage for the Americas and Canada, she provided the industry with direct reporting from some of the nation's largest and most cutting-edge underground coal operations. She holds a bachelor of science degree in print communications from Clarion University and a master of science degree in communications and information systems from Robert Morris University.



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

omartinez@mining-media.com

Oscar Martinez has two degrees from a prestigious technical college in Chile: English/German Translator (1989) and Business Administration (1992). He was the regional winner of the INJUV awards, granted by the Technical 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, he worked as a consultant for P&H Mine-Pro Services, Hatch [a mining EPCM contractor] and Escondida [the largest copper mine in the world].



Gavin du Venage
African Editor, *E&MJ*

gavinduvenage@gmail.com

Gavin du Venage is a Johannesburg-based business journalist. He has almost 20 years experience covering Africa, including a stint as a stringer for the *San Francisco Chronicle* and *New York Times*. Most recently, he participated in the launch of *The National*, an Abu Dhabi broadsheet newspaper. He currently focuses on mining and energy

issues, two subjects that are driving African development and changing its fortunes that decades of aid-dependency has been unable to do.



Jennifer Jensen
Assistant Editor, *E&MJ*, *Coal Age* and *C&D World*

jjensen@mining-media.com

Based in Jacksonville, Florida, Jennifer Jensen is the assistant editor of *E&MJ*, *Coal Age* and *C&D World*. Prior to joining Mining Media in 2013, she worked as a reporter for newspapers in Tennessee and Florida. During her career, she has earned Florida

and Tennessee press association awards for her reporting and writing. She holds a bachelor's degree in journalism from the University of Florida.



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

jmiller@mining-media.com

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 of *The ASIA Miner* in July 2010 and

has responsibility for *E&MJ Australian* coverage. He 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.



Simon Walker
European Editor

simon.emj@btinternet.com

A graduate mining engineer and mining geologist with more than 40 years of 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 socioeconomic aspects of the international mining industry. Based in Charlbury, England, he has traveled worldwide during his career.

MINING MEDIA'S EDITORIAL STAFF



Joe Kirschke

News Editor-Mining, *E&MJ* and *Coal Age*

jkirschke@mining-media.com

Joe Kirschke is the news editor-mining at Mining Media International. In his role at the company's flagship magazines, *E&MJ* and *Coal Age*, he edits and generates technical and general news-oriented content and coverage. He has been a Southeast Asia-based foreign correspondent and a journalist in several U.S. cities since graduating from Boston

University in 1993. His work has appeared in a broad range of platforms, from online websites and wire services to magazines and other print media.



Lane White

Contributing Writer, *E&MJ*

lane.white@comcast.net

Covering the scene from Denver, Colorado, 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, Colorado. In the

16 years since he retired from SME, White has been a freelance mining writer, primarily working as a contributor of news and features to *E&MJ*.

HELPING YOU MAXIMIZE YOUR MARKETING ROI



John Bold

Vice President of Sales and Marketing

jbald@mining-media.com

It's all about getting the right message to the right audience, via the right medium, at the right time. With the world's most extensive portfolio of industry leading print, digital and event marketing vehicles, Mining Media International gives you unparalleled flexibility. Whether you

are focused on a global branding campaign or a regional promotion designed to generate leads, we have the tools to meet your needs. If you are charged with supporting 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.

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.

The key to helping you develop the most effective program possible is our team of 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 from. 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 of 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. He has a B.S. in marketing from Northern Illinois University and attended the New York University Graduate School of Business.

MINING MEDIA INTERNATIONAL SALES & MARKETING STAFF



Victor W. Matteucci

Midwest/East Region Sales Manager, *Coal Age*, *E&MJ*, *Equipo Minero*, *The ASIA Miner*

5931 Christopher Court

Mentor, OH 44060 USA

Tel +1 440 257 7565

Fax +1 440 257 6265

vmatteucci@mining-media.com



Mary Lu Buse

West Region Sales Manager, *Coal Age*, *E&MJ*, *Equipo Minero*, *The ASIA Miner*

Tel +1 512 847 3495

Cell +1818 880 4024

mlbuse@mining-media.com

MINING MEDIA INTERNATIONAL SALES & MARKETING STAFF



Lanita Idrus
Publisher, *The ASIA Miner*; Director,
MMI International (Australia) Pty, Ltd.
 880 Canterbury Road, Suite 9
 Box Hill, Victoria 3128, Australia
 Tel +61 3 98992981 - C/M +61 417 517 863
Lidrus@mining-media.com



Colm Barry
Scandinavia, United Kingdom and
Western Europe
 Tel +46 (0) 736 334670
colm.barry@telia.com



Jeff Draycott
Scandinavia, United Kingdom and
Western Europe
 Tel +44 (0) 7866922148
jeff.draycott@womp-int.com



Gerd D. Strasmann
Germany, Austria and Switzerland
 Strasmann Media Promotion GmbH
 Berghausen 29 • D-42859 Remscheid, Germany
 Tel +49 2191 93 1497
 Cell +49 1777 93 1493
 Fax +49 2191 93 1499
gerd@strasmann-media.de



David Collett
Sales Director, Africa
 Lusaka, Zambia
 Tel +260 9655 618 595
dcollett@mining-media.com



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



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



Kirk Carbo
Mining Classified and Directories
 36325 Maple Leaf Avenue
 Prairieville, LA 70769 USA
 Tel +1 225 363 6271
 Fax +1 225 612 6392
kcarbo@loboservices.com



Dan Fitts
Production Manager
 1555 Central Parkway, Suite 401
 Jacksonville, FL 32224 USA
 Tel +1 904 721 2925 ext.107
 Fax +1 904 721 2930
dfitts@mining-media.com



Paulina Downey
Latin America
 Santiago, Chile
 Tel +56 9 6125 0150
paulina@downeyassociates.cl



Sylvia Palma
Latin America
 Santiago, Chile
 Tel +56 9 6125 0150
sylvia@downeyassociates.cl



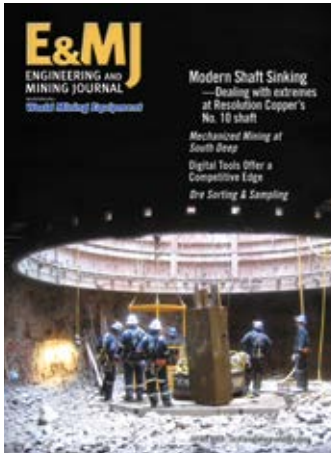
Tanna Holzer
Project Manager
 8751 E. Hampden Ave., Suite B1
 Denver, CO 80231 USA
 Tel +1 303 283 0640 x 206
 Fax +1 303 997 2186
tholzer@mining-media.com

100% Requested Circulation.

Extensive Distribution in Emerging Markets.

Leading the Way in Worldwide Circulation.





Sources: 1. BPA Circulation Statement E&MJ, December 2013. 2. Publishers Own Data. 3. 2012 Readership Survey. 4. IMS Share of Market Report August 2014. 5. BPA Circulation Statement Mining Magazine, December 2013.

Quick Facts About Engineering & Mining Journal

Engineering & Mining Journal (E&MJ), with two-thirds of its subscribers working for multinational companies involved in the mining of all primary metals and materials,³ 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.

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.⁴

What else sets *E&MJ* apart from the rest? Here's a look at what makes *E&MJ* your choice for reaching the global mining industry with your marketing message.

100%

Requested Circulation.^{1,5}

The only audited, 100% requested industry magazine.

149

Years of Serving the Worldwide Mining Industry.

E&MJ has provided in-depth editorial and operational insight to the international mining community for nearly 150 years, and we continue to serve the industry with an experienced and knowledgeable editorial staff that is second to none.

125

Countries in Both Developed and Emerging Markets.¹

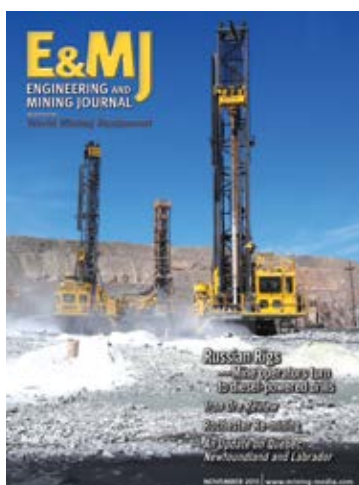
E&MJ reaches subscribers in 125 countries with extensive circulation in Asia, Africa and Latin America.

400+

Advertisers Use *E&MJ* to Deliver Their Marketing Message.⁴

By delivering on its promise of exceptional editorial and verifiable, global distribution, *E&MJ* has earned advertiser trust.

E&MJ Brings Your Brand to the World of Mining



We bring your message to an audience that extracts more than 12 billion tons of ore every year.⁵

The mining industry is an \$800 billion global business. Mining companies provide the raw materials that are used to produce the goods and services that the world uses every day. Iron ore and nickel are used to make steel. Copper wires transmit electricity, which is generated from uranium and fossil fuels, such as coal and oil sands. From the salt on the dining room table to the diamond on the bride's finger, it all starts with mining.

Mining takes place in some form in almost every country and *E&MJ* reaches mining and processing engineers in every jurisdiction. The search for minerals began in the developed world and has now spread to emerging markets. Today, Latin America is the top mining investment destination; however, Australia, Canada, South Africa and the U.S. are still the leading mining countries.

Mining is not for the faint of heart. Our readers extract more than 12.3 billion tons of ore per year from both surface and deep mining operations.⁵ It's an occupation with inherent risks that requires specialized skills and a bit of luck. Using some of the largest, most robust equipment, today's miners drill and blast and dig with precision. And they rely on *E&MJ* for the technical information that helps them do their jobs more safely and efficiently.

Extracting the ore is only half of the job. In the mills and processing plants, metallurgists crush and grind the ore to a fine consistency to liberate the metals from the host rock. They use a variety of processes to further refine the end product.

In addition to providing insight about the mining and mineral processing business worldwide, *E&MJ* delivers the technical information these engineers and metallurgists seek. These professionals buy and specify equipment and services, and they have relied on *E&MJ* as a trusted source for nearly 150 years.

Total Qualified Circulation¹

20,008

Average Monthly Newsletter and Digital Edition Distribution²

11,955

Average Monthly Unique Web Browsers¹

8,416

Total Monthly Brand Reach

40,379²

Mining Investments Worldwide (\$Bln, 2013)⁵

Iron ore	261
Copper	228
Gold	131
Nickel	62
Uranium	24
Lead & Zinc	17
Platinum (PGMs)	16
Silver	9
Diamonds	8
Other	35
Total	791



Sources: 1. BPA Circulation Statement E&MJ, December 2013.
2. Publishers Own Data. 3. 2012 Readership Survey.
4. IMS Share of Market Report August 2014. 5. E&MJ Project Survey, January 2014.

Reach the Most Important Markets

E&M/J delivers advertisers' marketing messages to the places that need them most: the countries where billions of dollars of investment create opportunities for companies providing equipment and services to mining operations. Contact your sales representative today to discuss your marketing plan.

Top Mining Countries (2013)		
	Investment (\$billions) ¹	<i>E&M/J</i> Subscribers ²
Canada	117	1490
Australia	100	1012
Chile	69	459
Brazil	57	406
Peru	49	952
USA	45	9014
South Africa	25	251
Mexico	18	292

Our New *E&M/J* App Gives Readers a Unique Mobile Experience

More Than 1,000 Subscribers³ Rely On the Monthly Mobile Edition of *E&M/J*

The new *E&M/J* mobile app for both iPad and Android devices gives readers access to the leading authority on mining today—anytime, and anywhere.

E&M/J mobile has an easy-to-read format with interactive features and social functionality. Readers can search for articles, bookmark them, and share them with colleagues and friends. It's a unique experience that goes far beyond a typical mobile magazine conversion.

The *E&M/J* mobile app stands as another example of how Mining Media continues to look for new and innovative ways to serve the mining industry.



Sources: 1. E&M/J Project Survey, January 2014. 2. BPA Circulation Statement E&M/J, December 2013. 3. Publishers Own Data.

2015 EDITORIAL CALENDAR

Easily Upload Files Directly

- Go to www.mining-media.com/uploads.
- Follow on-screen instructions.

Mailing Dates

Magazines are mailed on the 15th day of the month of publication.

Issue	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
January Close: 12/1 Art: 12/10	Equipment Rebuilds	Lighting Systems	Hydrocyclones	Project Survey	Best of Germany
	Bonus Distribution: ISEE Blasting Conference , New Orleans, LA, USA; Mining Indaba Conference , Cape Town, South Africa				
February Close: 1/1 Art: 1/10	Simulators	Safety & Training	Maintenance	Wear & Corrosion	Gold
	Bonus Distribution: SME , Denver, CO, USA; PDAC , Toronto, Canada; Coaltrans India , New Dehli, India				
March Close: 2/1 Art: 2/10	Drilling Equipment	Mine Planning	Energy Efficiency	EPCM Contractors	Bauxite & Alumina
	Bonus Distribution: PACRIM 2015 Congress , Hong Kong; Mines & Money Hong Kong , Hong Kong				
April Close: 3/1 Art: 3/10	Haulage & Loading	Drilling	Coal Prep	Data Sharing	Asset Management
	Bonus Distribution: Haulage & Loading , Phoenix, AZ, USA; Arminera 2015 , Buenos Aires, Argentina; Mining Australia Expo , Perth, Australia; CIM , Montreal, Canada; Exponor , Antofagasta, Chile; Coal Prep , Lexington, KY, USA				
May Close: 4/1 Art: 4/10	Dust Control	Utility Equipment	Heap Leach	Exploration	Logistics
	Bonus Distribution: Austmine 2015 , Brisbane, Australia; Asia Mining Congress , Suntec City, Singapore; Africa Australian Technical Conference , Adelaide, Australia; Longwall USA , Pittsburgh, PA, USA; Turkey-Eurasia Mining Show , Istanbul, Turkey; AMEC 2015 , Perth, Australia; Elko Mining Show , Elko, NV, USA				
June Close: 5/1 Art: 5/10	Maintenance	Haulage	Crushers	Water Management	Company Profiles
July Close: 6/1 Art: 6/10	In-pit Crushing & Conveying	Mine Power	Grinding Technology	Diesel Engines	AIMEX 2015
August Close: 7/1 Art: 7/10	Loading Techniques	Longwall Mining	Pumps & Piping	Blasting Technology	Oil Sands
	Bonus Distribution: Exposibram/Expominas , Belo Horizonte, Brazil; Perumin/Extemin , Arequipa, Peru; AIMEX 2015 , Sydney, Australia; Mining Indonesia , Jakarta, Indonesia				
September Close: 8/1 Art: 8/10	Trucks & Tires	Narrow Vein Mining	Screens	CSR & Sustainability	Global Coal Markets
	Bonus Distribution: Bluefield Coal Show , Bluefield, WV, USA; Mekong Miner , Hanoi, Vietnam; China Mining Conference , Tianjin, China; Coal Handling & Storage , St. Louis, MO, USA				
October Close: 9/1 Art: 9/10	Fleet Management	Hoisting Systems	Filtration	Conveyor Systems	Nordic Supplement
	Bonus Distribution: 121 Mining Investment Hong Kong ; China Coal & Mining , Beijing, China; CONEXPO Latin America , Santiago, Chile				
November Close: 10/1 Art: 10/10	Dragline Mining	Comms & Tracking	Tailings Management	Buyers Guide	Iron Ore
	Bonus Distribution: NWMA Annual Meeting & Expo , Spokane, WA, USA				
December Close: 11/1 Art: 11/10	Mine Planning	Pumping Systems	Controls & Sensors	Cranes & Rigging	Company Profiles

Editorial Calendar Subject to Change

2015 *E&M/J* PRINT AD RATES AND SPECIFICATIONS

Book Trim Size: 7-7/8" (W) x 10-3/4" (H) 200 x 273 mm (H) [Rates in U.S. Dollars. All Rates Gross.]

2 Page Spread

	1x	3x	6x	9x	12x	24x
4 Color	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365	\$9,035
2 Color / Matched	\$9,610 / \$9,875	\$9,131 / \$9,415	\$8,830 / \$9,125	\$8,450 / \$8,760	\$8,112 / \$8,435	\$7,748 / \$8,085
B/W	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	\$7,130

Full Page

	1x	3x	6x	9x	12x	24x
4 Color	\$6,580	\$6,310	\$6,150	\$5,930	\$5,690	\$5,470
2 Color / Matched	\$5,699 / \$6,115	\$5,418 / \$5,845	\$5,252 / \$5,685	\$5,023 / \$5,465	\$4,826 / \$5,275	\$4,638 / \$5,095
B/W	\$5,060	\$4,790	\$4,630	\$4,410	\$4,360	\$4,190

2/3 Page

	1x	3x	6x	9x	12x	24x
4 Color	\$5,315	\$5,115	\$4,990	\$4,830	\$4,640	\$4,460
2 Color / Matched	\$4,384 / \$4,850	\$4,176 / \$4,650	\$4,046 / \$4,525	\$3,879 / \$4,365	\$3,723 / \$4,215	\$3,572 / \$4,070
B/W	\$3,795	\$3,595	\$3,470	\$3,310	\$3,265	\$3,140

1/2 Page (V) (H)

	1x	3x	6x	9x	12x	24x
4 Color	\$4,560	\$4,400	\$4,300	\$4,170	\$4,005	\$3,850
2 Color / Matched	\$3,598 / \$4,095	\$3,432 / \$3,935	\$3,328 / \$3,835	\$3,193 / \$3,705	\$3,068 / \$3,585	\$2,943 / \$3,465
B/W	\$3,040	\$2,880	\$2,780	\$2,650	\$2,615	\$2,515

1/2 Page (Isl)

	1x	3x	6x	9x	12x	24x
4 Color	\$4,905	\$4,730	\$4,610	\$4,470	\$4,290	\$4,025
2 Color / Matched	\$3,957 / \$4,440	\$3,775 / \$4,265	\$3,650 / \$4,145	\$3,505 / \$4,005	\$3,364 / \$3,845	\$3,224 / \$3,735
B/W	\$3,385	\$3,210	\$3,090	\$2,950	\$2,920	\$2,805

1/3 Page (Sqr) (V)

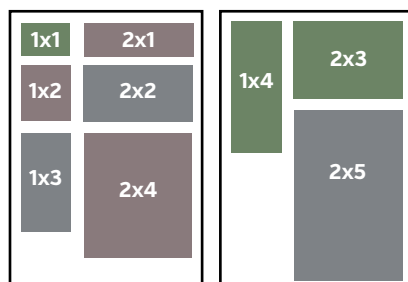
	1x	3x	6x	9x	12x	24x
4 Color	\$3,810	\$3,690	\$3,615	\$3,515	\$3,375	\$3,245
2 Color / Matched	\$2,818 / \$3,345	\$2,694 / \$3,225	\$2,616 / \$3,150	\$2,512 / \$3,050	\$2,408 / \$2,950	\$2,314 / \$2,860
B/W	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895

1/4 Page

	1x	3x	6x	9x	12x	24x
4 Color	\$3,290	\$3,200	\$3,140	\$3,070	\$2,950	\$2,835
2 Color / Matched	\$2,278 / \$2,825	\$2,184 / \$2,735	\$2,122 / \$2,675	\$2,049 / \$2,605	\$1,966 / \$2,525	\$1,877 / \$2,440
B/W	\$1,770	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470

Classified Ads

	1x	3x	6x	12x
Price Per Column Inch (Color)	\$170	\$160	\$140	\$120
Price Per Column Inch (B/W)	\$120	\$110	\$90	\$70



Sample Sizes and Dimensions

Width in Columns

- 1 column wide
- 2 columns wide
- 3 columns wide
(not shown)

Width in Inches

- 2-7/8 inches
- 4-1/2 inches
- 6-7/8 inches

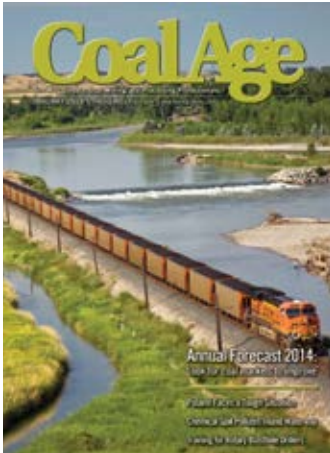
Specifications

- Column inch is 2 1/8" x 1" (w x d).
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.

Coal Age

Covering Every Aspect of the Coal Mining Industry.
The Industry's Best Read Magazine.





Quick Facts About Coal Age and the Coal Industry

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.

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.

Distributed to coal operations throughout the United States and Canada, *Coal Age* is the voice of the coal mining industry.

38% Percentage of U.S. Electricity Produced by Coal.

Even facing unprecedented opposition, coal continues to provide inexpensive, reliable energy to Americans.

103 Years of Serving the Coal Mining Industry.

***Coal Age* has provided industry leadership for more than a century. It's the trusted source of editorial for mining professionals throughout the United States, providing expertise and insight the others can't match.**

BPA Audited for Your Protection.

***Coal Age* is audited to protect your marketing investment. By using a reputable and independent auditor like BPA, *Coal Age* is ensuring that you'll always know that your message is being seen by an influential audience of coal industry professionals.**

Sources: 1. BPA Brand Report Coal Age, June 2014. 2. Publishers Own Data. 3. 2012 Readership Survey.

Coal Age

The Coal Miner's Choice: Preferred Over Every Competitor²

A Formidable 1-billion-ton Business



Yes, it's true, coal-fired power faces considerable headwinds in developed markets these days. A community misinformed by climate activists wants to believe they can replace coal-fired power with windmills and solar panels, but the polar vortex reminds them that this is still wishful thinking. The world will mine and burn nearly 5 billion metric tons (mt) of coal in 2015. A total of 10 countries will mine a significant amount of coal. The U.S. will mine and burn nearly 1 billion tons, which represents about 38% of electricity generation capacity for American power plants. China will burn nearly 2 billion tons. Unlike the U.S., this unwashed coal is high in sulfur and ash, and represents direct and indirect consequences for the environment and the health and safety of the people involved in the Chinese electrical power chain.

While the wealthy debate whether the expense of renewable sources is worth the investment, middle- and lower-income families wonder how they will heat their homes and keep the lights on. Places of extreme energy poverty, places such as India and Africa, have already decided that inexpensive electricity from coal is the best route.

Mining coal, whether it be from underground or surface mining operations, can be an inherently unsafe occupation. In addition to delivering news about the coal business worldwide, *Coal Age* offers safe, cost-effective solutions for mining and processing coal.

Average Qualified Circulation¹

16,005

Monthly Newsletter and Digital
Edition Distribution²

11,703

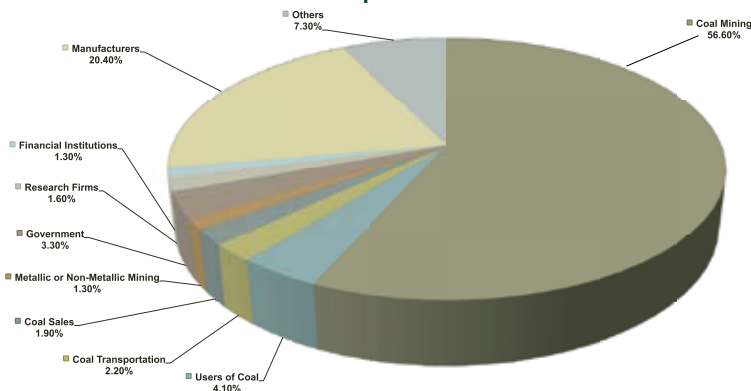
Average Monthly Website Visitors¹

13,807

Total Monthly Brand Reach

41,515²

Business and Occupation Circulation Breakdown¹



Sources: 1. BPA Brand Report Coal Age, June 2014.
2. Publishers Own Data. 3. 2012 Readership Survey.

2015 EDITORIAL CALENDAR

Easily Upload Files Directly

- Go to www.mining-media.com/uploads.
- Follow on-screen instructions.

Mailing Dates

Magazines are mailed on the 22nd day of the month of publication.

Issue	Surface Mining	Underground Mining	Coal Prep	General Interest	Regional Specials
January Close: 12/1 Art: 12/10	Blasthole Drilling	Roof Bolting	Magnetite	Annual Forecast	Best of Germany
	Bonus Distribution: ISEE Blasting Conference, New Orleans, LA, USA; Coaltrans USA, Miami, FL, USA; SME, Denver, CO, USA				
February Close: 1/1 Art: 1/10	Collision Avoidance	U.S. Longwall Census	Handling Refuse	Equipment Leasing	Latin America
	Bonus Distribution: 2015 Mining Summit, St. Louis, MO, USA				
March Close: 2/1 Art: 2/10	Hydraulic Excavators	Proximity Detection	Fine Coal Recovery	Bulk Material Handling	Appalachian Mining
April Close: 3/1 Art: 3/10	Haulage & Loading 2015	Power Systems	Coal Prep 2015	Coal Exports	South Africa
	Bonus Distribution: Coal Prep Show, Lexington, KY, USA; CIM, Montreal, Canada; Haulage & Loading, Phoenix, AZ, USA; Mining World Russia, Moscow, Russia				
May Close: 4/1 Art: 4/10	Moving Overburden	Longwall USA 2015	Hydrocyclones	Engineers & Consultants	Canada
	Bonus Distribution: Longwall USA, Pittsburgh, PA, USA; Ugol & Rossii & Mining, Novokuznetsk, Russia; 15th North American Mine Ventilation Symposium, Blacksburg, VA, USA				
June Close: 5/1 Art: 5/10	Diesel Engines	Maintenance	Coarse Coal Processing	Tires	Company Profiles
July Close: 6/1 Art: 6/10	Pit Dewatering	Shuttle Cars & Scoops	Plant Operations	Buyers Guide	AIMEX
	Bonus Distribution: AIMEX 2015, Sydney, Australia				
August Close: 7/1 Art: 7/10	Fuels & Lubricants	Comms & Tracking	Screens	Motors & Drives	Indonesia
	Bonus Distribution: Bluefield Coal Show, Bluefield, WV, USA				
September Close: 8/1 Art: 8/10	Primary Crushers	Longwall Development	Maintenance	CH&S 2015	PRB Roundup
	Bonus Distribution: Coal Handling & Storage, St. Louis, MO, USA; World Coal Conference				
October Close: 9/1 Art: 9/10	Shovel Rebuilds	Shaft Sinking	Prep Plant Census	Safety Equipment [PPE]	China
	Bonus Distribution: China Coal & Mining Expo, Beijing, China				
November Close: 10/1 Art: 10/10	Haul Trucks	Utility Equipment	Slurry Pumps	Conveyor Engineering	Lignite Mining
December Close: 11/1 Art: 11/10	Maintenance	Continuous Miners	Automated Controls	Mine Rescue	Company Profiles

Editorial Calendar Subject to Change

2015 COAL AGE PRINT AD RATES

Book Trim Size: 7-7/8" [W] x 10-3/4" [H] 200 x 273 mm [H] [Rates in U.S. Dollars. All Rates Gross.]

2 Page Spread

	1x	3x	6x	9x	12x	24x
4 Color	\$10,870	\$10,410	\$10,120	\$9,755	\$9,365	\$9,035
2 Color / Matched	\$9,610 / \$9,875	\$9,131 / \$9,415	\$8,830 / \$9,125	\$8,450 / \$8,760	\$8,112 / \$8,435	\$7,748 / \$8,085
B/W	\$8,610	\$8,150	\$7,860	\$7,495	\$7,400	\$7,130

Full Page

	1x	3x	6x	9x	12x	24x
4 Color	\$6,580	\$6,310	\$6,150	\$5,930	\$5,690	\$5,470
2 Color / Matched	\$5,699 / \$6,115	\$5,418 / \$5,845	\$5,252 / \$5,685	\$5,023 / \$5,465	\$4,826 / \$5,275	\$4,638 / \$5,095
B/W	\$5,060	\$4,790	\$4,630	\$4,410	\$4,360	\$4,190

2/3 Page

	1x	3x	6x	9x	12x	24x
4 Color	\$5,315	\$5,115	\$4,990	\$4,830	\$4,640	\$4,460
2 Color / Matched	\$4,384 / \$4,850	\$4,176 / \$4,650	\$4,046 / \$4,525	\$3,879 / \$4,365	\$3,723 / \$4,215	\$3,572 / \$4,070
B/W	\$3,795	\$3,595	\$3,470	\$3,310	\$3,265	\$3,140

1/2 Page (V) (H)

	1x	3x	6x	9x	12x	24x
4 Color	\$4,560	\$4,400	\$4,300	\$4,170	\$4,005	\$3,850
2 Color / Matched	\$3,598 / \$4,095	\$3,432 / \$3,935	\$3,328 / \$3,835	\$3,193 / \$3,705	\$3,068 / \$3,585	\$2,943 / \$3,465
B/W	\$3,040	\$2,880	\$2,780	\$2,650	\$2,615	\$2,515

1/2 Page (IsI)

	1x	3x	6x	9x	12x	24x
4 Color	\$4,905	\$4,730	\$4,610	\$4,470	\$4,290	\$4,025
2 Color / Matched	\$3,957 / \$4,440	\$3,775 / \$4,265	\$3,650 / \$4,145	\$3,505 / \$4,005	\$3,364 / \$3,845	\$3,224 / \$3,735
B/W	\$3,385	\$3,210	\$3,090	\$2,950	\$2,920	\$2,805

1/3 Page (Sqr) (V)

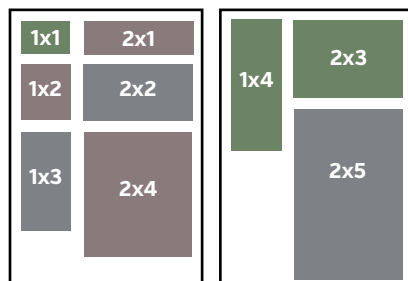
	1x	3x	6x	9x	12x	24x
4 Color	\$3,810	\$3,690	\$3,615	\$3,515	\$3,375	\$3,245
2 Color / Matched	\$2,818 / \$3,345	\$2,694 / \$3,225	\$2,616 / \$3,150	\$2,512 / \$3,050	\$2,408 / \$2,950	\$2,314 / \$2,860
B/W	\$2,290	\$2,170	\$2,095	\$1,995	\$1,970	\$1,895

1/4 Page

	1x	3x	6x	9x	12x	24x
4 Color	\$3,290	\$3,200	\$3,140	\$3,070	\$2,950	\$2,835
2 Color / Matched	\$2,278 / \$2,825	\$2,184 / \$2,735	\$2,122 / \$2,675	\$2,049 / \$2,605	\$1,966 / \$2,525	\$1,877 / \$2,440
B/W	\$1,772	\$1,680	\$1,620	\$1,550	\$1,530	\$1,470

Classified Ads

	1x	3x	6x	12x
Price Per Column Inch (Color)	\$170	\$160	\$140	\$120
Price Per Column Inch (B/W)	\$120	\$110	\$90	&70



Sample Sizes and Dimensions

Width in Columns

- 1 column wide
- 2 columns wide
- 3 columns wide (not shown)

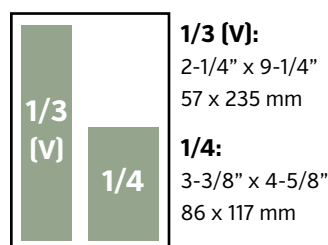
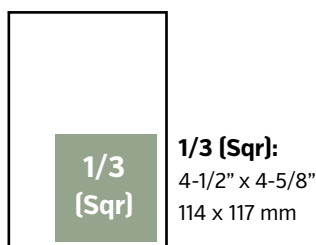
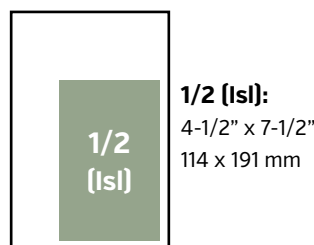
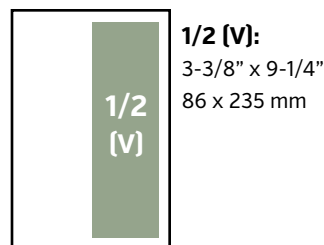
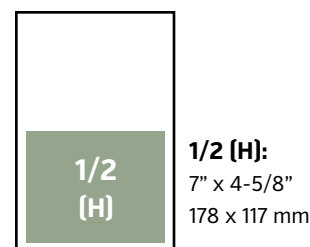
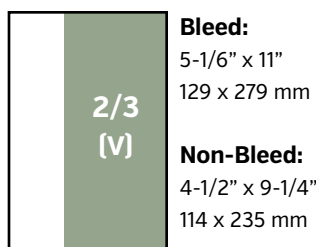
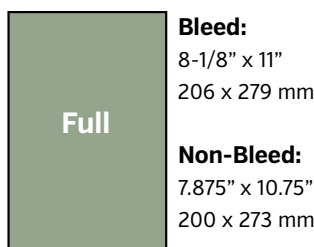
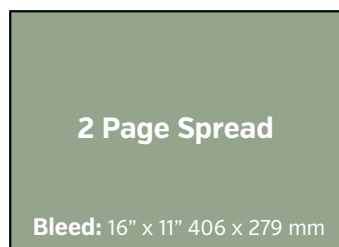
Width in Inches

- 2-7/8 inches
- 4-1/2 inches
- 6-7/8 inches

Specifications

- Column inch is 2 1/8" x 1" [w x d].
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.

2015 COAL AGE, E&MJ, AND EQUIPO MINERO PRINT AD SPECIFICATIONS



Production Manager Contact

Dan Fitts
11555 Central Pkwy Suite 401
Jacksonville, FL 32225 USA

Tel +1 904 721 2925 x 107
Fax +1 904 721 2930
dfitts@mining-media.com

Color Requirements

Send artwork in CMYK format. Total ink saturation should not exceed 280%. Color matching can only be guaranteed when using Pantone spot colors.

Accepted File Formats

Submitted files must be at least 300 dpi. Press quality PDFs are preferred. High-resolution tiff, eps, or jpg files are also accepted. Email files under 25 mb to dfitts@mining-media.com, otherwise upload to www.mining-media.com/uploads.

Premium Positions

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

CUSTOMIZED ADVERTISING OPPORTUNITIES

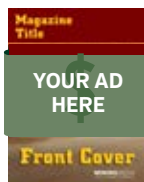
These ad treatments are available for a wide range of budgets and marketing needs. Mining Media can provide guidelines and templates along with production assistance.

Along with these print options, upgrades for advertising in the digital edition of Mining Media's magazines are also available. These options include video, embedded audio, animated advertising, and lead generation links. Plan your specialty advertising early as some options are limited in availability.

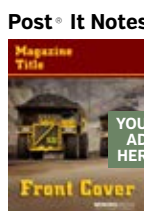
Your sales representative can explain the options available with each issue of all of Mining Media's publications. Contact your representative for a personalized quote.



**False Cover/
Cover Tip/
Pro-Cover**
Two Full Pages 4/4.



Belly Bands
Printed on 80# gloss paper 4/0 or 4/4. The band must have a 6" width.



Post-It Notes

The note can be on yellow or white paper. It can be placed on the inside signature pages or front cover. Please note if the placement is on the cover, the issue has to be polybagged.



Frenchdoor/ Barndoor Cover

A 4/4 cover with two extra panels for advertising printed on normal cover stock.



6 Page Gatefold/Rollfold

One page is bound into the magazine and an additional three pages fold out to the right.



Double Gatefold

Gatefold binds into spine with 4 pages folding out to the left and 4 to the right.

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

**EQUIPO
MINERO**

The Leading Spanish Language, Technical Publication
for the Pan-Latin American Mining Industry.

Your Guide to Latin American Mining Markets.



EQUIPO MINERO

Bringing Your Brand Message to Latin American Markets

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

Total Qualified Circulation¹

6,029

Average Monthly Newsletter and
Digital Edition Distribution²

15,532

Average Monthly Website Visitors²

2,883

Total Monthly Brand Reach

20,444²



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. 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&M*. 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&M* 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.



2015 EDITORIAL CALENDAR

Easily Upload Files Directly

- Go to www.mining-media.com/uploads.
- Follow on-screen instructions.

Mailing Dates

Magazines are mailed on the 15th day of the second month of publication.

Issue	Surface Mining	Underground Mining	Mineral Processing	General Interest	Special Features
Jan-Feb Close: 1/21 Art: 1/28	Collision Avoidance	Ground Control	Tailings	Conveyor Systems	Caribbean Coal
	Bonus Distribution: ISEE Blasting Conf , New Orleans, LA, USA; Coaltrans USA , Miami, FL, USA; SME , Denver, CO, USA				
Mar-Apr Close: 3/20 Art: 3/27	Equipment Rebuilds	Pumping Systems	Hydrocyclones	Wear & Corrosion	Chilean Copper
	Bonus Distribution: Arminera 2015 , Buenos Aires, Argentina; Exponor , Antofagasta, Chile; Haulage & Loading , Phoenix, AZ, USA				
May-Jun Close: 5/20 Art: 5/27	Simulators	Drilling	Energy Efficiency	Best of Germany	Company Profiles
	Bonus Distribution: Longwall USA , Pittsburgh, PA, USA				
Jul-Aug Close: 7/21 Art: 7/28	Drilling Equipment	Utility Equipment	Pumps, Piping & Valves	Data Sharing	Peruvian Gold
Sep-Oct Close: 9/18 Art: 9/25	Maintenance	LHDs	Crushers	Diesel Engines	Mexican Silver
	Bonus Distribution: Perumin/Extemin , Arequipa, Peru; Exposibram 2015/Expominas , Belo Horizonte, Brazil; CONEXPO Latin America , Santiago, Chile				
Nov-Dec Close: 11/16 Art: 11/23	Trucks & Tires	Mine Power	Filtration	Buyers Guide	Company Profiles

Editorial Calendar Subject to Change

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION¹

NORTH AMERICA		
Mexico	415	
Subtotal	415	6.9%
CENTRAL AMERICA		
Costa Rica	3	
El Salvador	1	
Guatemala	10	
Honduras	3	
Nicaragua	6	
Panama	8	
Subtotal	31	0.5%
SOUTH AMERICA		
Argentina	147	
Bolivia	41	

Brazil	582	
Chile	708	
Colombia	1,908	
Ecuador	31	
Falkland Islands [Malvinas]	1	
French Guiana	49	
Guyana	15	
Peru	2,017	
Suriname	12	
Uruguay	16	
Venezuela	55	
Subtotal	5,583	92.6%
Total Qualified Circulation	6,029	100%

Sources: 1. BPA *Equipo Minero* Brand Report, June 2014.

2015 *EQUIPO MINERO* PRINT AD RATES AND SPECIFICATIONS

Book Trim Size: 7-7/8" (W) x 10-3/4" (H) 200 x 273 mm (H) (Rates in U.S. Dollars. All Rates Gross.)

2 Page Spread

	1x	3x	6x
4 Color	\$6,610	\$6,300	\$6,000
2 Color	\$5,615	\$5,330	\$5,050
B/W	\$5,230	\$4,970	\$4,700

Full Page

	1x	3x	6x
4 Color	\$4,000	\$3,800	\$3,600
2 Color	\$3,330	\$3,165	\$3,000
B/W	\$3,075	\$2,920	\$2,770

2/3 Page

	1x	3x	6x
4 Color	\$3,230	\$3,070	\$2,900
2 Color	\$2,560	\$2,430	\$2,300
B/W	\$2,300	\$2,185	\$2,070

1/2 Page (V) (H)

	1x	3x	6x
4 Color	\$2,770	\$2,630	\$2,490
2 Color	\$2,100	\$2,000	\$1,890
B/W	\$1,850	\$1,760	\$1,670

1/2 Page (IsI)

	1x	3x	6x
4 Color	\$2,980	\$2,830	\$2,680
2 Color	\$2,310	\$2,195	\$2,080
B/W	\$2,050	\$1,950	\$1,850

1/3 Page (Sqr) (V)

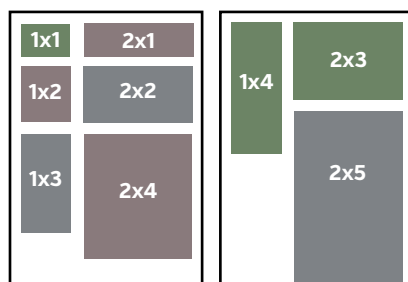
	1x	3x	6x
4 Color	\$2,320	\$2,200	\$2,090
2 Color	\$1,650	\$1,570	\$1,490
B/W	\$1,400	\$1,330	\$1,260

1/4 Page

	1x	3x	6x
4 Color	\$2,000	\$1,900	\$1,800

Classified Ads

	1x	3x	6x
Price Per Column Inch (Color)	\$130	\$120	\$110
Price Per Column Inch (B/W)	\$80	\$70	\$60



Sample Sizes and Dimensions

Width in Columns

1 column wide
2 columns wide
3 columns wide
(not shown)

Width in Inches

2-7/8 inches
4-1/2 inches
6-7/8 inches

Specifications

- Column inch is 2 1/8" x 1" (w x d).
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.

The **ASIA Miner**

**Voice of Mining and Resource
Projects in the Asia-Pacific Region.**



Covering Important Issues for the Mining Industry in the Asia-Pacific.

Total Print Distribution

5,200

Average Monthly Newsletter and Digital Edition Distribution¹

11,789

Average Monthly Website Visitors¹

5,718

Total Monthly Brand Reach

22,707¹

Sources: 1. Publisher's own data.



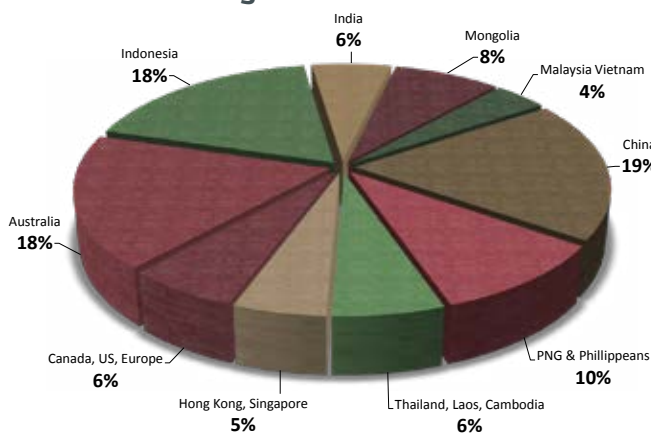
The ASIA Miner Gives a Focused View of the Most Important Issues to Mining Companies in the Asia-Pacific Region

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.

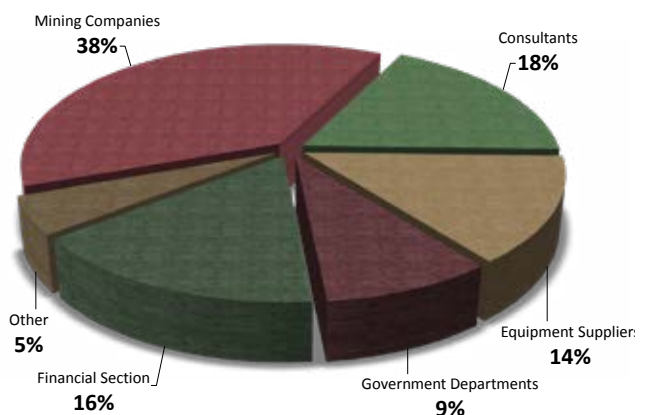
In its 12th year and beyond *The ASIA Miner* will continue to provide industry and investor readers with concise, succinct and timely resources project, product and technical news from the region, including the emerging nations of Myanmar, Laos, Vietnam and Cambodia.

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



2015 EDITORIAL CALENDAR

Easily Upload Files Directly

- Go to www.mining-media.com/uploads.
- Follow on-screen instructions

Mailing Dates

Magazines are mailed on the 5th day of the month of publication

	January/February	March/April	May/June	July/August	September/ October	November/ December
Ad Order Deadline	December 1, 2014	February 1, 2015	April 1, 2015	June 1, 2015	August 1, 2015	October 1, 2015
Material Deadline	December 8, 2014	February 8, 2015	April 8, 2015	June 8, 2015	August 8, 2015	October 8, 2015
Bonus Distribution	Con Mine Indonesia Turkey & Central Asia Investment; CT India	121 Group HK; Pacrim 2015; M&M HK/Mining; Australian Mining Expo	AMEC; Austmine; Balikpapan Expo/ CT Asia	AIMEX/Mining Mongolia; Mining Indonesia/Kal Coal	Mekong Miner; Mining Myanmar; 121 Group HK; Sumatra Miner	
Regional Profile	Papua New Guinea	Indonesia	Philippines	Mongolia	Myanmar; Laos; Vietnam; Cambodia	China
Special Focus	Chinese Investment Abroad	International Project Survey; Incorporating CAI	Mergers & Acquisitions	VDMA Supplement	Australian Technology; MTA	Central Asia; Incorporating CAI
Mining Success Stories/Description	Mining Success story	Mining Success story	Mining Success story	Mining Success story	Mining Success story	Mining Success story
Commodity	Copper	Coal	Base Metals	Nickel	Iron Ore	Gold
Technical Feature	Processing	Autonomous Mining	Safety & Training	Mining Software; Big Data; Data Analytics	Drilling & Blasting	CSR & Sustainability; Water Management
Legally Speaking	Invited contributions from specialist legal entities.	Invited contributions from specialist legal entities.	Invited contributions from specialist legal entities.	Invited contributions from specialist legal entities.	Invited contributions from specialist legal entities.	Invited contributions from specialist legal entities.
Regional Association News	Copper Associations	Coal Associations	AMEC & AusIMM	Nickel Associations/ EDM	MNMC & Other Mining Associations In This Region	Associations Round-Up
Clubs News	DMC	CCI	Mekong MC	DMC	Mekong MC	CCI
Events News	121 Group HK; Pacrim 2015	Balikpapan Expo; AMEC, Austmine 2015	AIMEX 2015; CT Asia	Mekong Miner; Mining Indonesia; Mining Mongolia	Sumatra Miner; Mining Myanmar	
Classifieds	Crushers/Conveyors; Sorters/ Screening All Things for Processing	All Things for Coal ; Autonomous Mining; Related Mining Equipment	Training; Organizations; Training Equipment; Institutional Services	All Software Companies	Drilling/Blasting Related Equipment	Companies & Institutions Providing Services In CSR

Editorial Calendar Subject to Change

2015 THE ASIA MINER PRINT AD RATES AND SPECIFICATIONS

Book Trim Size: 7-7/8" (W) x 10-3/4" 200 x 273 mm (H) (Rates in U.S. Dollars. All Rates Gross.)

Back Cover	1x	2x	3x	4x	5x	6x
4 Color	\$5,260	\$5,110	\$4,960	\$4,810	\$4,660	\$4,380

Inside Covers	1x	2x	3x	4x	5x	6x
4 Color	\$5,160	\$4,985	\$4,810	\$4,635	\$4,460	\$4,120

2 Page Spread	1x	2x	3x	4x	5x	6x
4 Color	\$7,500	\$7,280	\$7,070	\$6,855	\$6,640	\$6,210

Full Page	1x	2x	3x	4x	5x	6x
4 Color	\$4,545	\$4,415	\$4,285	\$4,155	\$4,025	\$3,765

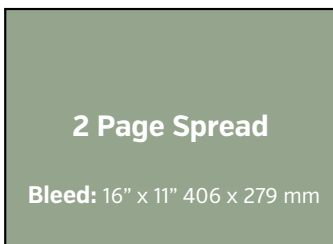
1/2 Page (V) (H)	1x	2x	3x	4x	5x	6x
4 Color	\$3,070	\$2,950	\$2,830	\$2,715	\$2,595	\$2,360

1/3 Page (Sqr) (V)	1x	2x	3x	4x	5x	6x
4 Color	\$2,560	\$2,465	\$2,370	\$2,275	\$2,180	\$1,970

1/4 Page [sqr] (V) (H)	1x	2x	3x	4x	5x	6x
4 Color	\$2,050	\$1,980	\$1,910	\$1,840	\$1,770	\$1,630

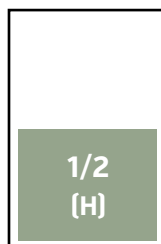
Business Card	1x	2x	3x	4x	5x	6x
4 Color	\$500	\$500	\$500	\$500	\$500	\$500

Classified Ads	1x	3x	6x
Price Per Column Inch (Color)	\$170	\$160	\$140
Price Per Column Inch (B/W)	\$120	\$110	\$90

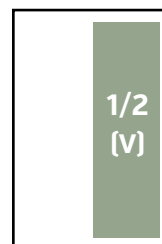


Bleed:
8-1/8" x 11"
206 x 279 mm

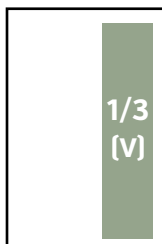
Non-Bleed:
7.875" x 10.75"
200 x 273 mm



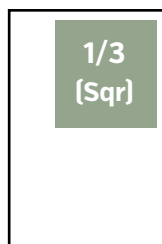
1/2 (H):
7" x 4-5/8"
178 x 117 mm



1/2 (V):
3-3/8" x 9-1/4"
86 x 235 mm



1/3 (V):
2-1/4" x 9-1/4"
57 x 235 mm

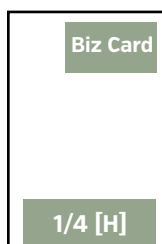


1/3 (Sqr):
4-1/2" x 4-5/8"
114 x 117 mm



1/4 (V):
3-3/8" x 4-5/8"
86 x 117 mm

1/4 (Sqr):
3-3/8" x 4-5/8"
86 x 117 mm



Biz Card:
4.54" x 2.4"
90 x 61 mm

1/4 (H):
7" x 2-3/8"
178 x 59 mm

Production Manager Contact

Dan Fitts
11555 Central Pkwy Suite 401
Jacksonville, FL 32225 USA

Tel +1 904 721 2925 x 107
Fax +1 904 721 2930
dfitts@mining-media.com

Color Requirements

Send artwork in CMYK format. Total ink saturation should not exceed 280%. Color matching can only be guaranteed when using Pantone spot colors.

Accepted File Formats

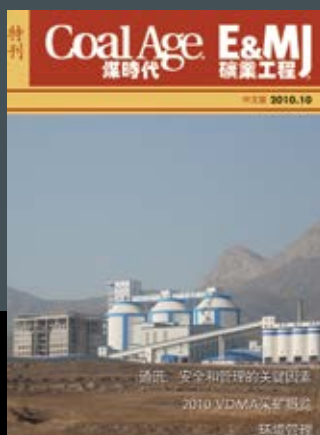
Submitted files must be at least 300 dpi. Press quality PDFs are preferred. High-resolution tiff, eps, or jpg files are also accepted. Email files under 25 mb to dfitts@mining-media.com, otherwise upload to www.mining-media.com/uploads.

Premium Positions

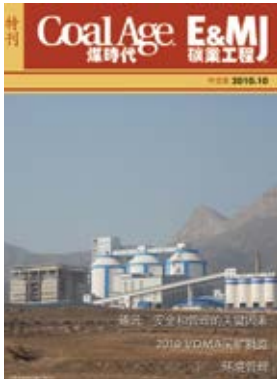
Add 5% to contract four-color, full-page rate for premium positions other than covers.

Regionally Focused International Editions.

The Tools to Help You Meet Your Global Needs.



Coal Age/E&MJ China



October 2015

Reserve space by
September 4, 2015

Materials due by
September 4, 2015

- **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 7,000 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.

Bonus Distribution: China Coal & Mining, Beijing, China

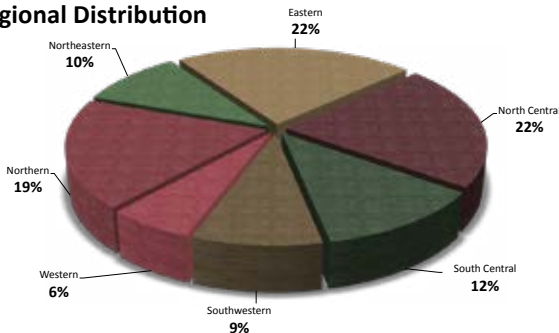


Publication Distribution
China Coal & Mining 2015
Beijing, China 2,000

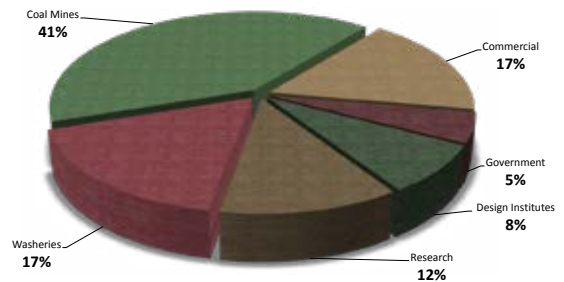
In addition, Mining Media has developed a Chinese circulation of more than 7,000 industry professionals.

Total Distribution: 9,000

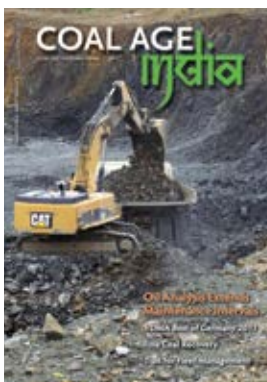
Regional Distribution



Industry Categories



Coal Age/E&MJ India



November 2015

Reserve space by
October 8, 2015

Materials due by
October 8, 2015

- **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 2014, Mining Media International will once again produce a special issue of *Coal Age/E&MJ India* in November, 2015. Distribution comes from a variety of sources including trade associations, export bodies and companies already doing business in India.

Bonus Distribution: IME, Kolkata, India



Publication Distribution
IME
Kolkata, India 2,000

In addition, 1,500 copies will be mailed to Indian mining professionals.

Total Distribution: 3,500

Coal Age/E&MJ Russia



April 2015
Reserve space by
 March 6, 2015
Materials due by
 March 6, 2015


- **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 upgrading 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."

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.

Bonus Distribution: Mining World Russia, Moscow, Russia; **Ugol Rossii & Mining**, Novokuznetsk, Russia

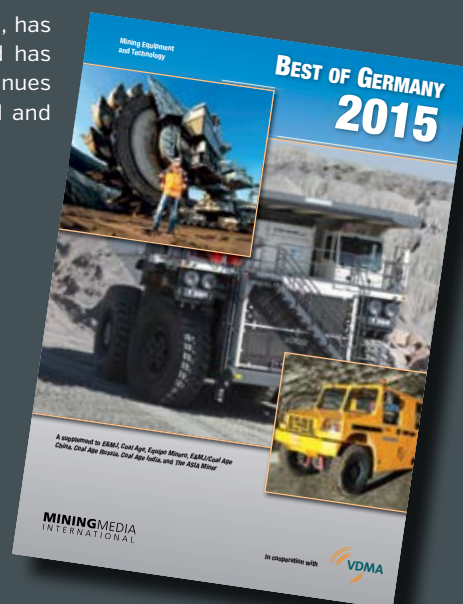
Publication Distribution		In addition, 1,000 copies will be mailed to the top mine operating officials inside Russia.
	Mining World Russia Moscow, Russia	
	2,000	
	Ugol Rossi & Mining 2015 Novokuznetsk, Russia	Total Distribution: 5,000 per issue
	2,000	

Official 2015 VDMA Supplement

Europe's largest industrial association, the German Engineering Federation (VDMA), has long recognized the advantages of working with Mining Media International and has awarded its annual directory *Best of Germany* to MMI. In 2015, 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



Email Gerd Strasmann at gerd@strasmann-media.de for more information.

2015 COAL AGE/E&MJ INTERNATIONAL EDITIONS PRINT AD RATES

Book Trim Size: 7-7/8" [W] x 10-3/4" 200 x 273 mm [H] [Rates in U.S. Dollars. All Rates Gross.]

2 Page Spread

	1x	3x	6x
4 Color	\$6,610	\$6,300	\$6,000
2 Color	\$5,615	\$5,330	\$5,050
B/W	\$5,230	\$4,970	\$4,700

Full Page

	1x	3x	6x
4 Color	\$4,000	\$3,800	\$3,600
2 Color	\$3,330	\$3,165	\$3,000
B/W	\$3,075	\$2,920	\$2,770

2/3 Page

	1x	3x	6x
4 Color	\$3,230	\$3,070	\$2,900
2 Color	\$2,560	\$2,430	\$2,300
B/W	\$2,300	\$2,185	\$2,070

1/2 Page (V) (H)

	1x	3x	6x
4 Color	\$2,770	\$2,630	\$2,490
2 Color	\$2,100	\$2,000	\$1,890
B/W	\$1,850	\$1,760	\$1,670

1/2 Page (Isl)

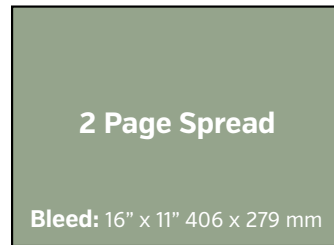
	1x	3x	6x
4 Color	\$2,980	\$2,830	\$2,680
2 Color	\$2,310	\$2,195	\$2,080
B/W	\$2,050	\$1,950	\$1,850

1/3 Page (Sqr) (V)

	1x	3x	6x
4 Color	\$2,320	\$2,200	\$2,090
2 Color	\$1,650	\$1,570	\$1,490
B/W	\$1,400	\$1,330	\$1,260

1/4 Page

	1x	3x	6x
4 Color	\$2,000	\$1,900	\$1,800
2 Color	\$1,330	\$1,265	\$1,200
B/W	\$1,075	\$1,020	\$970

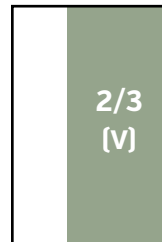


Bleed:

8-1/8" x 11"
206 x 279 mm

Non-Bleed:

7.875" x 10.75"
200 x 273 mm

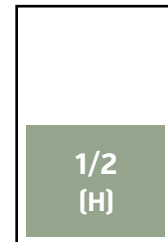


Bleed:

5-1/6" x 11"
129 x 279 mm

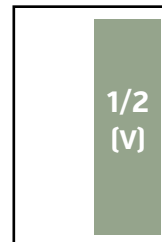
Non-Bleed:

4-1/2" x 9-1/4"
114 x 235 mm



1/2 (H):

7" x 4-5/8"
178 x 117 mm



1/2 (V):

3-3/8" x 9-1/4"
86 x 235 mm



1/2 (Isl):

4-1/2" x 7-1/2"
114 x 191 mm



1/3 (Sqr):

4-1/2" x 4-5/8"
114 x 117 mm



1/3 (V):

2-1/4" x 9-1/4"
57 x 235 mm

1/4:

3-3/8" x 4-5/8"
86 x 117 mm

Production Manager Contact

Dan Fitts
11555 Central Pkwy Suite 401
Jacksonville, FL 32225 USA

Tel +1 904 721 2925 x 107
Fax +1 904 721 2930
dfitts@mining-media.com

Color Requirements

Send artwork in CMYK format. Total ink saturation should not exceed 280%. Color matching can only be guaranteed when using Pantone spot colors.

Accepted File Formats

Submitted files must be at least 300 dpi. Press quality PDFs are preferred. High-resolution tiff, eps, or jpg files are also accepted. Email files under 25 mb to dfitts@mining-media.com, otherwise upload to www.mining-media.com/uploads.

Premium Positions

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



MININGMEDIA
INTERNATIONAL

**Mining Media is Leading the Way with
Electronic Media Opportunities**



Customized Email Blasts • Weekly E-News Services • Website Advertising

MAKE MINING MEDIA'S WEBSITES A PART OF YOUR MARKETING MIX



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

Leaderboard

The highest visibility and biggest canvas for your message, the Leaderboard banners are our most popular advertising option.

Boom Box

A cost-effective option offering nearly the same visibility as the Leaderboard Banner, the Boom Box boasts some of our highest click-through rates.

Wide Skyscraper

This option offers exceptional visibility and placement in the center or right column.

Advertising opportunities are available on all Mining Media websites. Ad availability is targeted for 7,500 to 10,000 impressions per advertiser per month. For site traffic details, contact your sales representative.

Fresh Look. Superior Functionality.

Mining Media's sites, including www.e-mj.com, www.coal-age.com, www.equipo-minero.com, www.rockproducts.com, www.asiaminer.com, www.concreteproducts.com, www.cementamericas.com, and www.cdworldmag.com, feature regular news updates, online versions of publications, and features designed to engage readers and encourage repeat visits. With designs optimized for delivery across desktop and mobile platforms, these are sites that reach your target audience wherever they are.

Electronic advertising continues to be an affordable way to strengthen your brand and initiate interaction with potential customers. As our readers move toward gathering news and information online, it's also an outlet that you can't afford to neglect.

Let us help you craft a marketing plan that includes print and electronic promotions along with relevant events and directories.

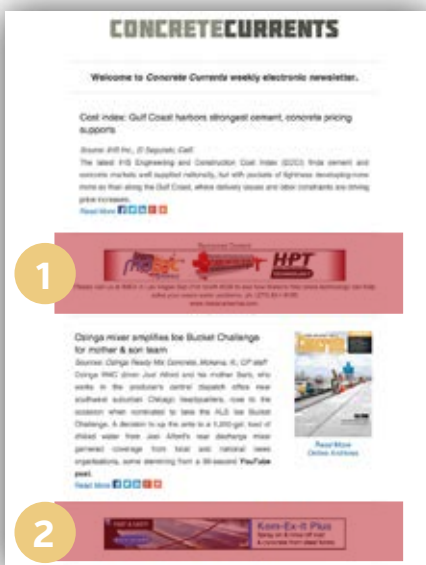
Ad Package Rates and Specifications (Rate Per Website)

Banner Size	Pixel Size (w x h)	File Size Limit	Monthly Cost	Notes
Leaderboard	970 x 90 IMU or 728 x 90 IMU	40k / :15	\$1,500	Run of site
Boom Box	300 x 250 IMU	40k / :15	\$1,200	Run of site
Wide Skyscraper	160 x 600 IMU	40k / :15	\$1200	Run of site

- All Prices in U.S. dollars.
- All banners can be gif (animated), jpg or swf. MMI accepts most third party ad tags, including DART, Acknowledge, 24/7 and L90. Include a fallback image for all swf files.
- We request all third-party tags be accompanied by anti-caching documentation.
- Contact your sales representative for more information.

REACH A WORLDWIDE 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 monthly, bimonthly, quarterly or annually. 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 an electronic newsletter for each of its titles. For companies doing business in the industry, this provides a cost-effective way to build brand awareness and promote products and services directly to decision-makers.

Over the years, Mining Media has amassed extensive information on readers including email addresses. The company has developed a targeted list of people who want to receive e-newsletters. The *E&M* 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* and *Breaking Rock News* weekly news services, *Cement Newslines* and *Frac Sand* biweekly news services, and *C&D World* monthly news service.

Designed to Give Advertisers Great Messaging Visibility

Designed with short article teasers, clear links, and simple designs to ensure clean delivery no matter what email client the subscriber is using, our e-Newsletters ensure that advertising will be noticed by the readers. Mining Media's wide range of newsletters give advertisers a great platform for branding and action-driven messaging.

New Adaptive Design Ensures Cross-Platform Deliverability

Our latest email design features adaptive technology to ensure that your message is optimized for viewing on smart phones and tablets as well as laptops and desktops. With the increasing popularity of mobile browsing, it's important to know that your message is still getting through. With a selection of affordable options, extensive circulation, and an engaged audience, these newsletters offer some of the best ROI of any electronic advertising vehicles in the industry.

1

Full Banner Width Text Message

Your logo or other image and a short headline, a link to your site, and a message limited to 75 words. This is a popular option for occasions where a more traditional banner ad may not offer the space to fully convey your message. A proven way to drive traffic.

2

Full Banner

The highest visibility and biggest canvas for your message, the Full Banners are our most popular advertising option.

3

Square Button (Not Pictured)

Our least expensive option still offers exceptional visibility and placement in the Mining Media websites.

4

Vertical Banner (Not Pictured)

An economical option offering nearly the same visibility as the Full Banner, the Vertical Banner boasts some of our highest click-through rates.

Weekly News Services - Universal Sizes

Position	Pixel Size [w x h]	File Size Limit	1 x	4 x	12 x	24 x	Notes
Full Banner	468 x 60 IMU	40k / :15	\$375	\$350	\$325	\$300	Center position
Banner W/Text	468 x 60 IMU	40k / :15	\$500	\$475	\$450	\$400	Center position
Vertical Banner	120 x 240 IMU	40k / :15	\$275	\$255	\$240	\$225	Side Position
Square Button	125 x 125 IMU	40k / :15	\$250	\$235	\$220	\$200	Center Position

Banners—All news service banners can be gif (animated) or jpg. Animated gif's are not recommended as they do not rotate in most email clients. News service banners do not support third party tags.



New, Customized Email Opportunities

Access just the right audience for your goods and services with an email targeted to our engaged industry professionals. Comprised of subscribers to our extensive newsletter lists, these custom emails are economical and effective. For prices and a custom quote, call your salesperson today.

Imagine the Marketing and Promotional Possibilities

With this chance to bring your message to a new audience, you can send a wide variety of messages:

- Corporate announcements
- Scheduled events
- Whitepaper downloads
- Catalog downloads
- Product videos
- New product announcements
- Surveys
- Branding messages
- Contest and promotions

This is an affordable and effective way to reach an audience of targeted readers.

Just \$500 per thousand. 5,000 email minimum.*

EMAIL SPECIFICATIONS

- Width 500-650px.
- Deliver content in an html file. We cannot accept Word docs, Outlook forwards, pdfs, or pure images [jpg, gif, png, bmp].
- Create designs with tables and inline styles.
- Use absolute links for all images [ex:<img src="http://www.url.com/image.jpg"] OR provide all images separately for hosting on our server.
- Eliminate spaces and non-standard characters from image names and link urls.
- Include unsubscribe text and link in the html file, or specify wording, link, and placement of unsubscribe text.
- Please test and view the html file before sending it to us. This includes ensuring your copy is correct, all images display properly and all links work.
- Please beware that not all email clients display animated gifs or flash files. The most important information should always be included in the first frame of the artwork.
- Please be as specific as possible with special directions. i.e., tracking pixels.

Contact your sales representative for more information.

*Custom lead generation available at an extra charge.

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 rollover for your ad \$350
- **Page Insert** – create a page viewable only in our online edition \$1,500

Rich Media Specs

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

Page Insert

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

Recommended Video Sizes

Standard Video [4:3]	Widescreen 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	-

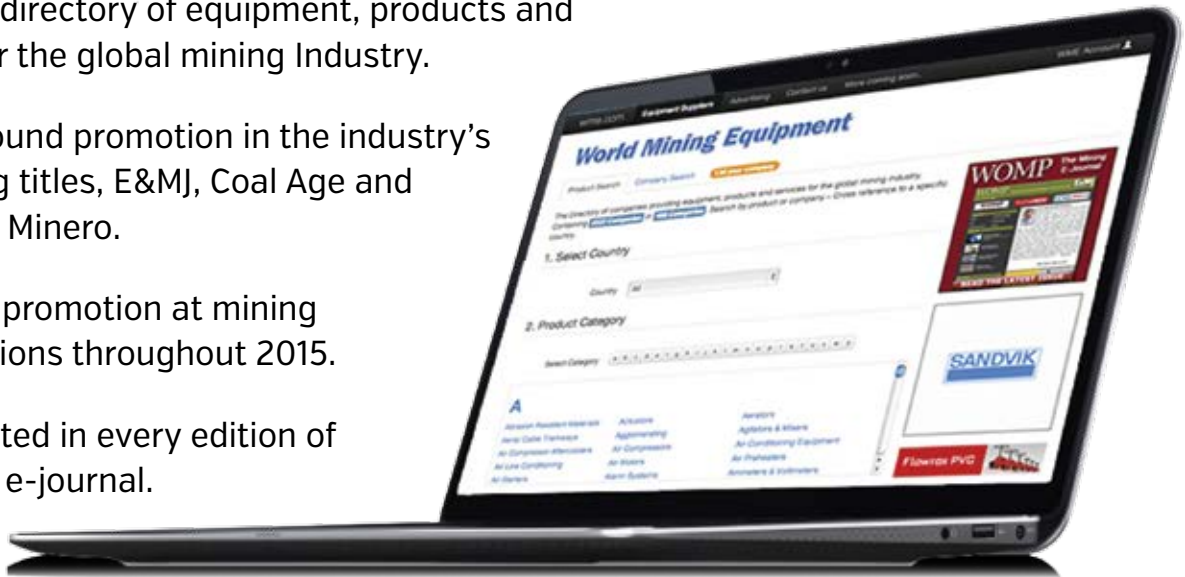
Formats: Videos can be up to 50 meg in size, FLV format. Audio can be up to 50 meg, SWF format. Animation can be up to 50 meg, SWF AS3 [ActionScript 3] format. Other formats can be converted for an additional cost. Agency Commssionable.

CDN: 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.

World Mining Equipment - Suppliers Directory

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

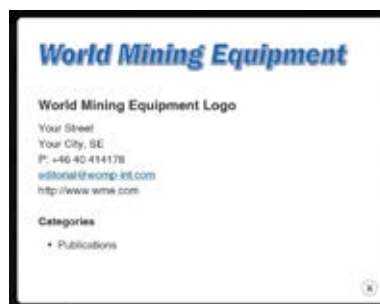
- Year round promotion in the industry's leading titles, E&MJ, Coal Age and Equipo Minero.
- Active promotion at mining exhibitions throughout 2015.
- Promoted in every edition of Womp e-journal.



www.world-mining-equipment.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 today and choosing a plan that fits your company's needs.



Free Basic Listing	Logo Listing	Full Listing
FREE	€ 350 (\$515) per year	€ 550 (\$805) per year
<ul style="list-style-type: none">• Company Contact Details• Select One Category	<ul style="list-style-type: none">• Priority Listing on Search Results• Logo on Search Results• Logo on Listing• Company Contact Details• Active Email Link• Three Categories	<ul style="list-style-type: none">• Company profile of upto 100 words• Company Info marked on Search Results• Priority Listing on Search Results• Logo on Search Results• Logo on Listing• Company Contact Details• Active Email Link• Active Url Link• Five Categories

Womp E-Journal

Womp is a permission based, E Journal. Delivering news, features, equipment reports and video presentations the last week of each month, direct into the mail boxes of over 14,000 mining professionals throughout the world.

Now in its 8th year of production, Womp is delivered in a modern html format– the reader has no ‘flipping’ or ‘zooming’ – they simply open their mail and read the content. Original content, with critique, comment and opinion compiled by the industry’s leading editorial team at E&MJ.

Video Editions

In the March, June and October editions WOMP presents the opportunity for companies to list the video presentations of their companies products and services. Listed and linked in the opening screen, a Video Listing allows for a profile of up to 50 words and a screen shot linked direct to the video presentation.

App Editions

Each App edition carries a special section detailing mining industry Apps. Each listing hosts a screen shot of the App, a profile of the content and a direct link to download the App.



Position	Pixel Size (w x h)	Number of Spots	€ 1x	€ 3x	\$ 1x	\$ 3x
The Opener	200 x 45	Three positions at the top, presented in the opening window.	2400	2100	3360	2940
The Editor	400 x 180	Single position under the editor's comment in the opening window.	3200	2900	4480	4060
Top Section*	600 x 75	Single position placed immediately under the contents.	3000	2800	4200	3920
Editorial*	468 x 151	Position in the editorial sections throughout the E Journal.	1500	1300	2100	1820

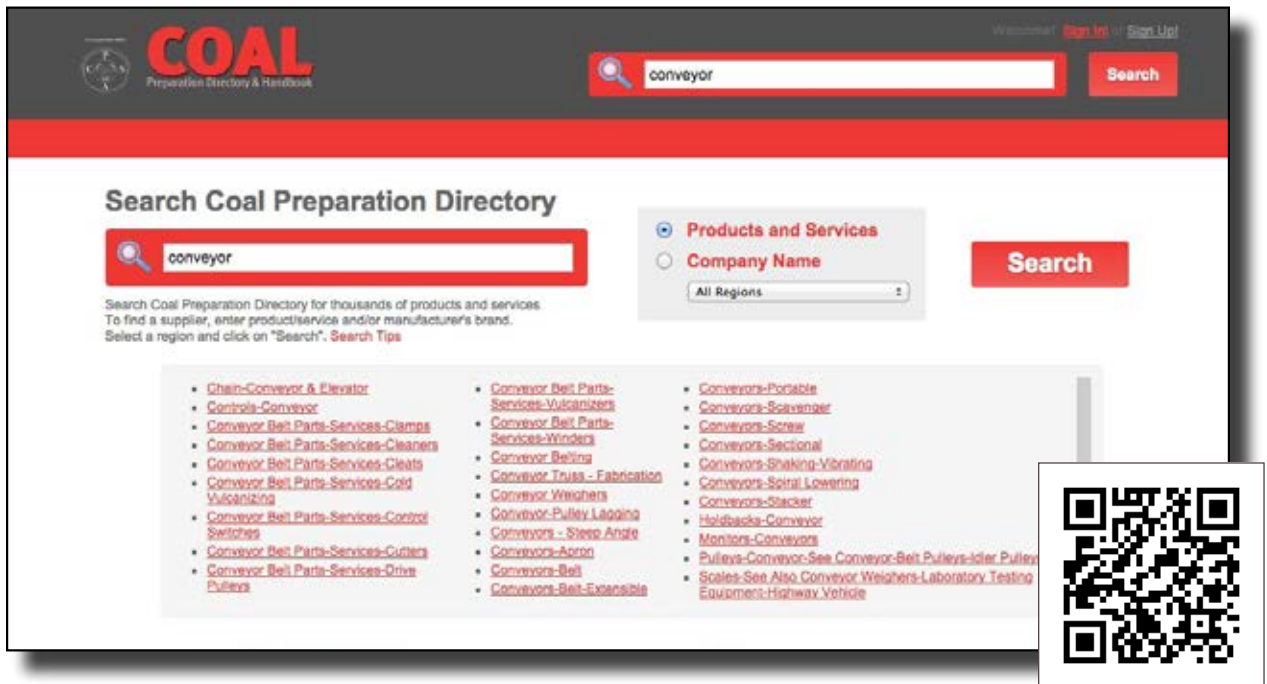
Banners - GIF or JPEG files are accepted. Maximum file size is 200k. Linking URL to be submitted with the creative. At all times, in all cases, the publisher reserves the right to reject any advertising material. *Additional sizes are available.

Video Listing	200 x 45	Listed and linked in the Opening Screen, 50 word profile, screen shot linked directly to your app download.	1600	1200	2240	1680
---------------	----------	---	------	------	------	------

Issue	Close	Mailing	Features
Vol 1	23rd Jan	29th Jan	Equipment Rebuilds - Lighting System - Hydrocyclones - Project Survey
Vol 2	20th Feb	26th Feb	Simulators - Safety & Training - Maintenance - Wear & Corrosion
Vol 3	20th March	26th March	Drilling Equipment - Mine Planning - Energy Efficiency - EPCM Contractors
Vol 4	24th April	30th April	Haulage & Loading - Drilling - Coal Prep - Data Sharing
Vol 5	22nd May	28th May	Dust Control - Utility Equipment - Heap Leach - Exploration - Logistics
Vol 6	19th June	25th June	Maintenance - Haulage - Crushers - Water Management
Vol 7	24th July	30th July	IPCC - Mine Power - Grinding Technology - Diesel Engines
Vol 8	21st Aug	27th Aug	Loading Techniques - Longwall Mining - Pumps & Piping - Blasting Technology
Vol 9	18th Sept	24th Sept	Trucks & Tires - Narrow Vein Mining - Screens - CSR Sustainability
Vol 10	23rd Oct	29th Oct	Fleet Management - Hoisting Systems - Filtration - Conveyor Systems - Nordic Supplement
Vol 11	20th Nov	26th Nov	Dragline Mining - Comms & Tracking - Tailings Management - Iron Ore
Vol 12	11th Dec	17th Dec	Mine Planning - Pumping Systems - Controls & Sensors - Cranes & Rigging

WOMP Video Edition	WOMP App Listing
--------------------	------------------

Sign Up for Your Free Listing in the All-New Online Coal Preparation Directory



- **Your Listing Gives You Access to the Industry**
Uniquely focused, the new online Coal Preparation Directory brings your brand to potential customers like no other website.
- **Create a Dynamic Profile**
Update your listing whenever you need to ensure that your customers always have the most up-to-date information about your products and services.

For more information and upgrade opportunities, contact Kirk Carbo at kcarbo@mining-media.com or call +1 225 363 6271.

WWW.COALPREPDIR.COM

PRINT DIRECTORIES

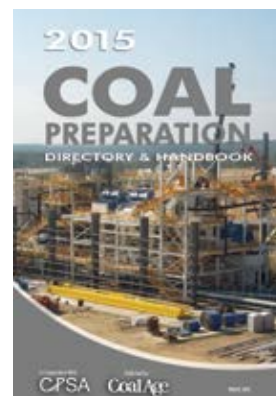
2015 Coal Preparation Directory & Handbook

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.

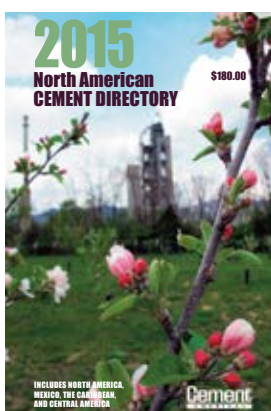
Price: US\$95

Number printed: 2,000

Listing and advertising deadline: February 26, 2015



Advertising Opportunity	Specifications	Price	Per	Print Art Requirements:
Outside Back Cover	[5.25" x 8.25"]	\$2,400		Resolution should be no less than 300 dpi at actual size.
Inside Front Cover	[5.25" x 8.25"]	\$2,200		
Inside Back Cover	[5.25" x 8.25"]	\$2,000		Saved in a .tif or .eps or PDF format.
Full Page Black & White	[5.25" x 8.25"]	\$1,500	each	Email to dfitts@mining-media.com .
Full Page 4-Color	[5.25" x 8.25"]	\$1,800	each	Fax hard copy to +1 904 721 2930, attention Production Department.
Half Page Black & White	[5.25" x 4.125"]	\$800	each	
Half Page 4-Color	[5.25" x 4.125"]	\$1,000	each	For More Information, Contact: Kirk Carbo kcarbo@mining-media.com
Display Ad	[5.25" x 1.5"]	\$350	each	
Strip Ad	[5.25" x 1"]	\$250	each	



2015 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	
Inside Back Cover	[5.75" x 8.5"]	\$1,750.00	Saved in a .tif or .eps or PDF format.
Non-Bleed	[4.5" x 7.5"]	\$1,400.00	Email to efreeman@mining-media.com .
For More Information, Contact: Sean Carr, scarr@mining-media.com			Fax hard copy to +1 904 721 2930, attention Production Department.

Proud Supporters of:



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.

Magazines, Directories, Trade Shows, and Marketing Solutions from the Industry Experts