

MININGMEDIA INTERNATIONAL



2018 Media Kit & Specifications Guide



- ***Engineering & Mining Journal***
The gold standard among mining trade journals.
- ***Coal Age***
The voice of authority throughout the coalfields.
- ***Equipo Minero***
Publishing technical information for Latin American miners.

Table of Contents

- Letter From the Publisher
- Mining Media's
 - Editorial Staff
 - Sales & Marketing Staff
- Engineering & Mining Journal
 - Rate Card
 - Editorial Calendar
- Coal Age
 - Rate Card
 - Editorial Calendar
- Equipo Minero
 - Rate Card
 - Editorial Calendar
- Classified Advertising
 - Rate Card
- Supplements & Regional Specials
 - Rate Card
 - Bonus Distribution
- Digital Communications
 - Weekly Newsletter
 - Rate Card
 - Custom Email Blasts
 - Rate Card
 - Website Advertising
 - Rate Card
 - Social Media
 - Rate Card
- BPA Worldwide
- Specifications & Legalities
- Global Business Reports
- WOMP
 - Rate Card
- World Mining Equipment
- Mining Marketers Update



We Deliver Your Message to the Decision Makers That Run the \$800 Billion Global Mining Business



FOCUSED ON THE MINING BUSINESS

Mining Media International serves a loyal readership of more than 30,000 professionals in the mining business. It also provides marketers the means to convey their message to a focused group of individuals who buy and specify equipment and services. Publishing the mining industry's two leading trade journals — *Engineering & Mining Journal (E&MJ)* and *Coal Age* — and producing a host of other related media projects, Mining Media International not only offers access, but flexibility in delivering that message. From global branding campaigns to new product and service promotions, we have the tools and a seasoned team of marketing professionals who can help you meet your goals. Mining

Media International can quickly deliver your message to miners working in metal, nonmetal and coal. The marketing professionals at Mining Media International can tailor a great advertising program. They should be considered your best source of market and competitive intelligence.

EDITORIAL SECOND TO NONE

Readers trust Mining Media International. For more than 150 years, *E&MJ* has been considered the gold standard among mining trade journals. Likewise, *Coal Age* has served as an authoritative voice for the coal sector for more than 100 years. With each edition, the editors wade through the noise to deliver information in a concise, yet informative manner. Based at various locations around the globe, Mining Media International's editorial team consists of a group of mining writers, many of whom are considered the authority in their respective fields.

Before joining the team more than 25 years ago, I received these trade journals at my desk as a mining engineer. It's an honor and a privilege to maintain the editorial integrity of these publications.

We look forward to creating successful sales and marketing programs with you in 2018.

A handwritten signature in black ink that reads "Steve Fisor". The signature is written in a cursive, flowing style.

Steve Fisor, Publisher & Editor
E&MJ/Coal Age-Mining Media Int'l

Mining Media's Editorial Staff



Steve Fiscor

Publisher and Editor, sfiscor@mining-media.com

During fall 2017, Steve Fiscor took control of *E&MJ*, *Coal Age* and their associated properties. The editorial offices in Jacksonville, Florida, became the headquarters for Mining Media International (MMI). Refocusing the company on publishing quality trade journals, he and his team implemented a plan to further improve readership and production processes. He manages a world-class group of mining writers and editors, and a seasoned team of advertising sales and marketing professionals. Prior to pursuing a career in publishing, he worked as a project engineer for a longwall mining operation in Colorado. He holds a bachelors degree in mining engineering from the University of Missouri-Rolla.



Jennifer Jensen

Associate Editor

jjensen@mining-media.com

A journalist with more than 10 years of experience, Jennifer Jensen is the associate editor for Mining Media. Prior to joining the company in 2013, she worked as a reporter and editor 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.



Jesse Morton

Technical Writer

jmorton@mining-media.com

Jesse Morton started in the newspaper business in college at the University of Tennessee, where he graduated with a degree in print journalism. He worked as a reporter, copy and news editor at several

papers before moving into technical writing and corporate communications.



Oscar Martinez Bruna

Latin American Editor

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.



Russ Carter

Contributing Editor

rcarter@mining-media.com

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, mon-

thly columnist for *Rocky Mountain Construction*, and managing editor of *Mining Engineering*. Carter has recieved several awards for journalistic excellence from the American Society of Business Publication Editors and the Society for Technical Communication.

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. Based in Charlbury, England, he has traveled worldwide during his extensive career.



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 last 20 years, White has been a freelance mining writer, primarily working as a news contributor to *E&MJ*.



Gavin du Venage

African Editor, *E&MJ*

gavinduvenage@gmail.com

Gavin du Venage is a Johannesburg-based business journalist. He has almost 20 years of 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.



Mining Media's Sales & Marketing Staff



Victor W. Matteucci
Midwest/East Region
Tel +1 440 257 7565
Fax +1 440 257 6265
vmatteucci@mining-media.com



Frank Strazzulla
West Region
Tel +1 949 459 1767
Fax +1 949-203-2859
fstrazzulla@mining-media.com



Gerd D. Strasmann
Germany, Austria and
Switzerland
Tel +49 202 28 14 64 83
Fax +49 202 28 14 64 84
gerd@strasmann-media.de



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



Masao Ishiguro
Japan
Tel +81 (3) 3583-1161
Fax +81 (3) 3582-2576
ishiguro@irm.jp



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

Mining Media's Production Staff



Dan Fitts
Print Production Manager
Tel +1 904 721 2925 ext.107
dfitts@mining-media.com

Prior to joining Mining Media International, Dan Fitts worked for the International Speedway Corp. His previous clients include NASCAR, Daytona Beach International Speedway and Watkins Glenn. He has more than 20 years of experience in print management and digital workflows. He holds a bachelor of science degree from Florida State University.



Tad Seabrook
Graphic Designer
Tel+1 904 721 2925 ext.103
tseabrook@mining-media.com

Tad Seabrook has been a graphic designer with MMI since 2006. He has a versatile background in design and production of promotional materials for the construction and financial services industries. He has a bachelor of fine arts degree in graphic design from the University of North Florida and has been in the design industry since 1998.

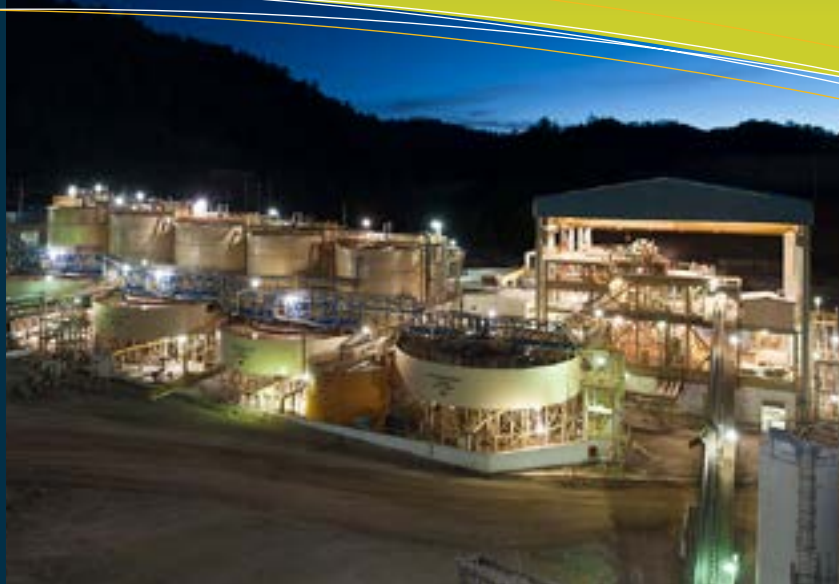


Misty Valverde
Digital Production Manager
Tel +1 904 721 2925 ext.104
mvalverde@mining-media.com

Misty Valverde has been a graphic and web designer with Mining Media International since January 2017. She has a bachelor of fine arts degree in graphic design and web design from The Art Institute. While she is relatively new to the field, she is happy to have found an outlet for her creativity.



The Gold Standard
Among Mining
Trade Journals



E&MJ Brings Your Brand to the World of Mining

The Market Leader

Successful business-to-business publications rely on three interdependent elements: readership, circulation and advertising. Savvy marketers look for outlets with engaged readers and advertising revenue allows publishers to invest in editorial and readership. Understanding these basic principles explains why *E&MJ* has served as a respected brand for more than 150 years. It has the widest distribution, the editorial quality is second to none, and the title carries the most advertising among mining trade journals.

Loyal Readership

Many of *E&MJ* readers are mining engineers, metallurgists, geologists, and other professionals involved in mining and processing. They have received the magazine since they started their mining careers and they view the title as an authoritative voice of reason. Because the industry is so specialized, many of the executives have been promoted from within and they recognize the *E&MJ* brand. This allows *E&MJ*'s reporters access when other outlets can't get in the door.

An Experienced Team

A total of eight staff writers and editors support *E&MJ*. The trade journal also relies on contributors based in Australia, Brazil, China, India, Russia and Turkey. Rather than getting the academic, arm-chair version from London, *E&MJ*'s contributors provide a local point of view. *E&MJ* can cover multiple events on different continents simultaneously. A team of experienced advertising professionals can tailor a marketing campaign that targets different aspects of the mining and mineral processing business.

Wide, Verifiable Distribution

It's one thing to make statements in print; many publishers do. The difference is that *E&MJ* is BPA audited. An independent third party validates *E&MJ*'s readership. Servicing readers is an expensive proposition, which requires quite a bit of work, even when they want the magazine. Less scrupulous publishers would rather avoid the hassle and pocket the money than make the investment. Audit statements allow savvy marketers to make apples-to-apples comparisons.

Build a Marketing Plan for Mining Worldwide With E&MJ

19,007 Total Audience

15,481 Print Only

2,321 Digital Only

1,205 Print & Digital

June 2017 BPA Statement



Facebook:
@EngineeringAnd
MiningJournal

With more than 3,000 followers, your advertising reach goes even further.

Twitter:
@eminingjournal

With more than 3,500 followers, Twitter is a great tool for brands to promote themselves and their products.

We Bring Your Message to an Audience That Mines Billions of Tons

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 stainless steel. Copper wires transmit electricity, which is generated from uranium and fossil fuels, such as coal and oil sands. From the diamond on the bride's finger to the detergent in the laundry room, 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 major district. Frontiers were settled by those searching for minerals. Today, Latin America is the top mining investment destination; however, Australia, Canada, South Africa and the U.S. are still the leading mining countries.

E&MJ readers extract more than 12.3 billion tons of ore per year from both surface and deep mining operations. Using some of

the largest, most robust equipment, today's miners drill, blast and dig with precision. They use sophisticated technology to monitor operations and many have made the leap to autonomous operations. And they rely on *E&MJ* for the technical information that helps them improve safety, productivity and profit margins.

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 salable metals from the host rock. They use a variety of processes to further refine the end product.

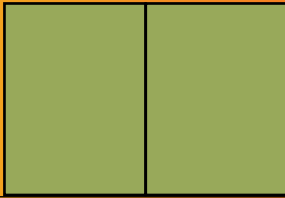
In addition to providing insight about the mining and mineral processing business worldwide, *E&MJ* delivers the technical information these engineers and metallurgists seek. These professionals buy advanced equipment and services, and they have trusted *E&MJ* as a source for more than 150 years.



Easily upload files directly to www.mining-media.com/uploads.
Please fill in the boxes and put the publication/issue for the ad in the subject line.

Premium Positions

Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions. Not all options are listed.



2 Page Spread*

15.75" x 10.75"
(406 x 279 mm)

*Ad needs .125" or 3 mm bleed

	1x	3x	6x	12x
4 Color	\$11,240	\$10,765	\$10,465	\$9,685
2 Color	\$10,210	\$9,735	\$9,435	\$8,775
B/W	\$8,905	\$8,430	\$8,130	\$7,650

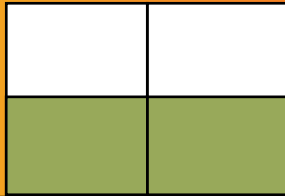


Full Page*

7.875" x 10.75"
(200 x 273 mm)

*Ad needs .125" or 3 mm bleed

	1x	3x	6x	12x
4 Color	\$6,805	\$6,525	\$6,360	\$5,885
2 Color	\$6,325	\$6,045	\$5,880	\$5,455
B/W	\$5,235	\$4,955	\$4,790	\$4,510



1/2 Page Spread*

15.75" x 4.875"
(406 x 223 mm)

*Ad needs .125" or 3 mm bleed

	1x	3x	6x	12x
4 Color	\$6,805	\$6,525	\$6,360	\$5,885
2 Color	\$6,325	\$6,045	\$5,880	\$5,455
B/W	\$5,235	\$4,955	\$4,790	\$4,510



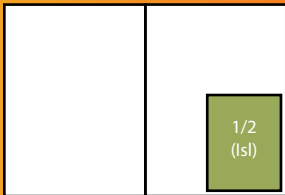
1/2 Page (V) (H)

1/2 (v): 3.375" x 9.25" (86 x 235 mm)

1/6: 2.25" x 4.625" (57 x 235 mm)

1/2 (h): 7" x 4.625" (178 x 117 mm)

	1x	3x	6x	12x
4 Color	\$4,715	\$4,550	\$4,550	\$4,145
2 Color	\$4,235	\$4,070	\$3,965	\$3,710
B/W	\$3,145	\$2,980	\$2,875	\$2,705



1/2 Page Island

4.5" x 7.25"
(114 x 191 mm)

	1x	3x	6x	12x
4 Color	\$5,075	\$4,890	\$4,770	\$4,435
2 Color	\$4,590	\$4,410	\$4,285	\$3,975
B/W	\$3,500	\$3,320	\$3,200	\$3,020



1/3 Page (SQ.) (V)

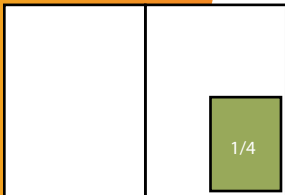
1/3 (sq): 4.5" x 4.625"

(114 x 117 mm)

1/3 (v): 2.25" x 9.25"

(57 x 235 mm)

	1x	3x	6x	12x
4 Color	\$3,940	\$3,815	\$3,740	\$3,490
2 Color	\$3,460	\$3,335	\$3,260	\$3,050
B/W	\$2,370	\$2,245	\$2,170	\$2,040



1/4 Page

3.375" x 4.625"
(86 x 117 mm)

	1x	3x	6x	12x
4 Color	\$3,405	\$3,310	\$3,250	\$3,050
2 Color	\$2,925	\$2,830	\$2,765	\$2,610
B/W	\$1,830	\$1,740	\$1,675	\$1,585

Issue	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features	Bonus Distribution
January Close: 12/22 Art: 12/29 Mail: 1/12	Blasting	Production Drilling	Grinding Technology	Diesel Engines	Project Survey	SME Mining Indaba
February Close: 1/22 Art: 1/29 Mail: 2/9	Wear Protection	Deep Mining Strategies	Hydrocyclones	Exploration	Best of Germany	PDAC
March Close: 2/16 Art: 2/23 Mail: 3/9	Haul Road Design	Rescue Equipment	Gyratory Crushers	Desalination Systems	Chilean Copper	Expomin MiningWorld Russia
April Close: 3/26 Art: 4/2 Mail: 4/13	In-Pit Crushing & Conveying	Soft Rock & Aggregates	Heap Leach	Motors & Drives	Peruvian Gold	CIM Peru Gold Symposium
May Close: 4/23 Art: 4/30 Mail: 5/11	Shovels & Excavators	Mass Mining	Toll Milling	Fuels & Lubes	Gold Miners Roundup	Euro Mine Expo Elko Mining Expo
June Close: 5/21 Art: 5/28 Mail: 6/8	Pit Dewatering	Ventilation	Crusher Maintenance	Material Handling	Company Profiles	Diggers & Dealers
July Close: 6/22 Art: 6/29 Mail: 7/13	Collision Avoidance	Shotcrete	Pumping Networks	Health & Safety	Environmental Management	Electra Mining
August Close: 7/23 Art: 7/30 Mail: 8/10	Loading Techniques	Submersible Pumps	Screening Machines	Tires	Developments Down Under	China Mining
September Close: 8/24 Art: 8/31 Mail: 9/12	Blasthole Drills	Narrow Vein Mining	Tailings Management	Workforce Management	Nordic Mining & Technology	
October Close: 9/21 Art: 9/28 Mail: 10/12	Haul Trucks	Hoisting Systems	Corrosion Resistance	Conveyor Engineering	Iron Ore Outlook	AEMA
November Close: 10/22 Art: 10/29 Mail: 11/9	Slope Monitoring	Rock Bolting	Filtration & Thickeners	Buyers Guide	Salt Mining	
December Close: 11/20 Art: 11/30 Mail: 12/12	Autonomous Mining	Utility Equipment	Flotation	Stockpile Management	Company Profiles	

Editorial Calendar Subject to Change



The Voice of Authority Throughout the Coalfields

The magazine for professionals in the coal mining and processing industries, *Coal Age* has served its readers since it was rolled out of *E&MJ* more than 100 years ago. Today, it remains a highly respected and well-read trade journal among coal operators. After eight years of difficulty, the coal industry will rebuild in 2018. And, *Coal Age* will be there with fearless reporting and meaningful articles. Marketers looking to capitalize on coal will find the biggest returns working with *Coal Age's* loyal readership.

Reliable Readership

Coal Age is one of the few audited publications serving the coal business. BPA Worldwide provides independent, third-party confirmation of audience claims. Maintaining readership, especially during difficult times, requires work and a significant financial commitment. The audit certifies the fruits of those efforts.

Trusted Reporting

Over the years, *Coal Age* has had the courage to speak out about safety conditions and labor practices as well as political forces that unfairly reshaped the market. The coal business has some colorful characters, who unabashedly square off against the media and politicians. Unbiased reporting lets readers decide for themselves between bluster and hyperbole.

Satisfying a Thirst for Knowledge

The three biggest concerns for the coal industry are safety, operational efficiency and environmental stewardship. Mining coal, whether it be from underground or surface operations, has inherent risks. *Coal Age* keeps readers abreast of technology, safety precautions and operational techniques to help operators maximize profit margins.

Experience

Commodities such as coal experience cyclic swings. Having the knowledge and wherewithal, *Coal Age's* team of writers and marketing professionals understand the ebb and flow of cyclic markets. They know when buyers are maintaining equipment and when they plan to purchase, and they can help you build a plan for any budget.

Take Advantage of a Rebuilding Market



12,559 Total Audience

10,545 Print Only

1,411 Digital Only

603 Print & Digital

June 2017 BPA Statement



Facebook:
@coalage

With more than 1,900 followers on Facebook, your advertising reach goes even further.

Twitter:
@coalagemag

With more than 3,900 followers, Twitter is a great tool for brands to promote themselves and their products.



The World Still Depends on Coal

In 2016, American coal miners produced more than 700 million tons of coal and that number was expected to grow by 15% in 2017. The supply and demand fundamentals for power generators are in a state of transition. Electricity demand is expected to grow again with the U.S. economy as manufacturing begins to feel regulatory relief. As a fuel source, coal represents a third of the electrical power generation mix and it will benefit directly from this growth.

Annually, the world consumes more than 6 billion tons of coal. A total of 10 countries mine a significant amount of coal. China remains the world's largest coal miner and consumer, with total annual production of 3.5 billion tons. India will burn more than 600 million tons to provide power for 100 million people. Australia will export more than 400 million tons to world markets. Colombia, Indonesia, Russia and South Africa are also significant coal producers.

In addition to power generation, coal is also used as an ingredient to make steel. Prices for coking coal spiked in 2016 and, while the new highs are not expected to be sustainable, analysts believe the industry will ride a healthy wave of steel production for the next several years. More than one-half of Australia's export coal is destined for Chinese and Japanese steel mills. Also, metallurgical coal operations in the eastern U.S. ship coal domestically to steel mills and they also export these coals to European and Latin American steel mills.

On average, over the course of the last 25 years, the coal business has lowered its fatality and injury rate significantly. Coal operators are always looking for any means to improve profit margins by lowering costs, which usually equates to economies of scale and technology improvements. In addition to delivering news about the coal business worldwide, *Coal Age* offers readers ideas on how to improve operations.



Easily upload files directly to www.mining-media.com/uploads.
Please fill in the boxes and put the publication/issue for the ad in the subject line.

Premium Positions

Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions. Not all options are listed.



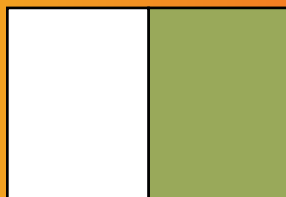
2 Page Spread*

15.75" x 10.75"

(406 x 279 mm)

*Ad needs .125" or 3 mm bleed

	1x	3x	6x	12x
4 Color	\$10,870	\$10,410	\$10,120	\$9,365
2 Color	\$9,875	\$9,415	\$9,125	\$8,435
B/W	\$8,610	\$8,150	\$7,860	\$7,400



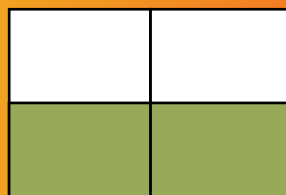
Full Page*

7.875" x 10.75"

(200 x 273 mm)

*Ad needs .125" or 3 mm bleed

	1x	3x	6x	12x
4 Color	\$6,580	\$6,310	\$6,150	\$5,690
2 Color	\$6,115	\$5,845	\$5,685	\$5,275
B/W	\$5,060	\$4,790	\$4,630	\$4,360



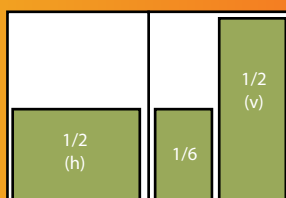
1/2 Page Spread*

15.75" x 4.875"

(406 x 223 mm)

*Ad needs .125" or 3 mm bleed

	1x	3x	6x	12x
4 Color	\$6,580	\$6,310	\$6,150	\$5,690
2 Color	\$6,115	\$5,845	\$5,685	\$5,275
B/W	\$5,060	\$4,790	\$4,630	\$4,360



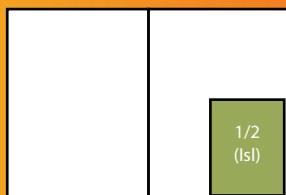
1/2 Page (V) (H)

1/2 (v): 3.375" x 9.25" (86 x 235 mm)

1/6: 2.25" x 4.625" (57 x 235 mm)

1/2 (h): 7" x 4.625" (178 x 117 mm)

	1x	3x	6x	12x
4 Color	\$4,560	\$4,400	\$4,300	\$4,005
2 Color	\$4,095	\$3,935	\$3,835	\$3,585
B/W	\$3,040	\$2,880	\$2,780	\$2,615

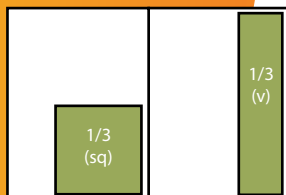


1/2 Page Island

4.5" x 7.25"

(114 x 191 mm)

	1x	3x	6x	12x
4 Color	\$4,905	\$4,730	\$4,610	\$4,290
2 Color	\$4,440	\$4,265	\$4,145	\$3,845
B/W	\$3,385	\$3,210	\$3,090	\$2,920



1/3 Page (SQ.) (V)

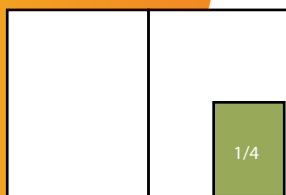
1/3 (sq): 4.5" x 4.625"

(114 x 117 mm)

1/3 (v): 2.25" x 9.25"

(57 x 235 mm)

	1x	3x	6x	12x
4 Color	\$3,810	\$3,690	\$3,615	\$3,375
2 Color	\$3,345	\$3,225	\$3,150	\$2,950
B/W	\$2,290	\$2,170	\$2,095	\$1,970



1/4 Page

3.375" x 4.625"

(86 x 117 mm)

	1x	3x	6x	12x
4 Color	\$3,290	\$3,200	\$3,140	\$2,950
2 Color	\$2,825	\$2,735	\$2,675	\$2,525
B/W	\$1,770	\$1,680	\$1,620	\$1,530

2018 Editorial Calendar

Coal Age.

Issue	Surface Mining	Underground Mining	Coal Processing	General Interest	Bonus Distrubution
January/ February Close: 12/5 Art: 12/12 Mail: 1/31	Pit Dewatering	U.S. Longwall Census	Filter Presses	Annual Forecast	SME Electric Power
March Close: 3/1 Art: 3/8 Mail: 3/15	Fleet Management	Roof Bolting	Coal Preparation	Diesel Engines	CoalProTec 2018
April Close: 4/2 Art: 4/9 Mail: 4/16	Hydraulic Shovels	Communications	Quality Control	Material Handling	
May Close: 4/30 Art: 5/7 Mail: 5/14	Crushing Systems	Room & Pillar Mining	Plant Maintenance	Dust Control	
June Close: 5/31 Art: 6/7 Mail: 6/14	Electric Shovels	Proximity Detection	Analyzers & Sampling	Company Profiles	
July/August Close: 7/9 Art: 7/16 Mail: 8/1	Collision Avoidance	Longwall Mining	Heavy Media Recovery	Fuels & Lubricants	
September Close: 8/31 Art: 9/7 Mail: 9/14	PRB Roundup	Appalachian Profile	Sreening Machines	Drive Systems	World Coal Leaders
October Close: 10/1 Art: 10/8 Mail: 10/15	Dragline Maintenance	Ventilation Controls	Prep Plant Census	Stockpile Management	Metcoke 2018
November Close: 11/1 Art: 11/8 Mail: 11/15	Haul Trucks	Controlling Water	Handling Refuse	High-HP Motors	
December Close: 11/30 Art: 12/7 Mail: 12/14	Blasthole Drilling	Illinois Basin Profile	Fine Coal Recovery	Company Profiles	ISEE Blasting Conference 2019

Editorial Calendar Subject to Change

[Return to TOC](#)



EQUIPO MINERO



3,788 Print Edition



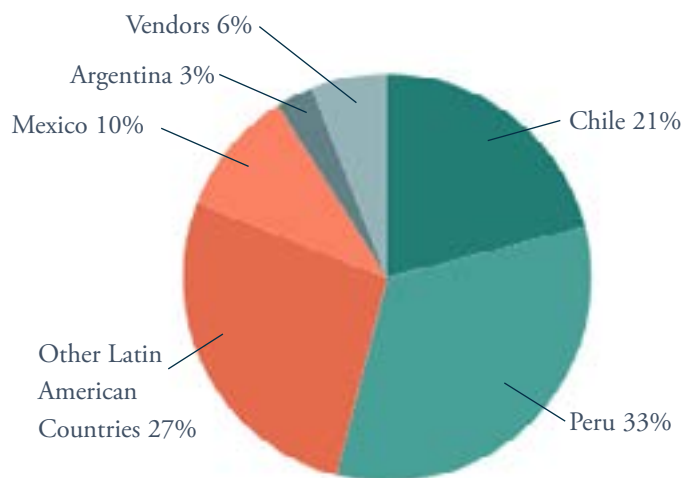
Facebook:
@Equminero

With more than 700 followers on Facebook, we are still a budding presence with steady growth.

Twitter:
@equipominero

Equipo Minero has more than 4,500 dedicated followers on twitter.

Distributed Throughout Latin America



Reaching Miners in 20 Countries

Argentina	Costa Rica	Guyana	Paraguay
Bolivia	Ecuador	Honduras	Peru
Brazil	El Salvador	Mexico	Suriname
Chile	French Guiana	Nicaragua	Uruguay
Colombia	Guatemala	Panama	Venezuela



Publishing Technical Information for Latin American Miners

Equipo Minero reaches mining professionals in Spanish. Many of the engineers working in Latin America were educated at colleges where English is the primary language and they read *E&MJ*. Another large segment, however, are those educated and trained at regional universities where Spanish was the primary language. And, some people would just rather receive information in their preferred language.

Growth Opportunities

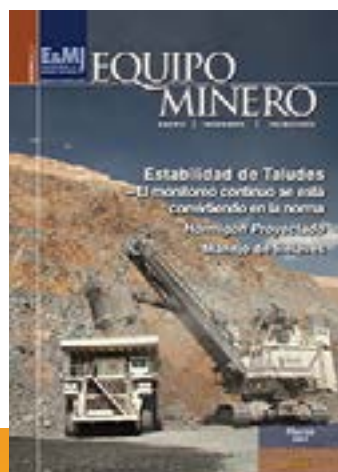
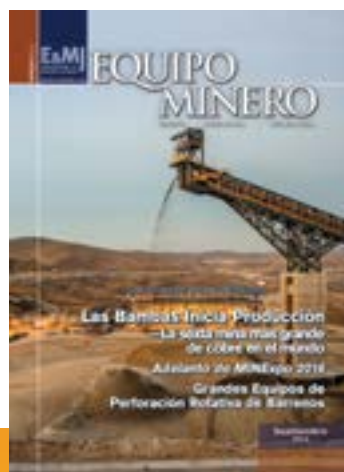
Latin America represents more than \$200 billion in project development, second only to \$400 billion planned for U.S. and Canada. Chile operates some of the largest open-pit mines and it is the world's leading copper producer. Peru is also a mining country, the leading silver producer and a major gold and copper producer. Argentina represents a developing frontier. Both Colombia and Venezuela have coal, gem stones and precious metals. Mexico has a thriving mining industry that includes precious metals, base metals and coal. Estimates indicate that nearly 70% of Latin America remains unexplored.

Equipment & Technology

Equipo Minero publishes technical information with the best translation. While several regional titles serve the market, most are news or socially oriented and none have the technical resources of *E&MJ*. On a quarterly basis, technical articles that apply to Latin American operations are translated from *E&MJ*. *Equipo Minero* also publishes reports on mining and mineral processing operations from the fields, which are eventually translated into English for *E&MJ*.

Lacking a bilingual presence? Marketers who want to reach mining professionals in Latin America can rely on Mining Media International to accurately translate advertisements. Over the last 10 years, *Equipo Minero* has won many admirers and has grown to be a trusted source for technical information.

Let Us Help You Reach a Thriving Mining Market



2018 Equipo Minero Print Ad Rates

Easily upload files directly to www.mining-media.com/uploads.
Please fill in the boxes and put the publication/issue for the ad in the subject line.

Premium Positions

Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions. Not all options are listed.

2 Page Spread*

15.75" x 10.75"

(406 x 279 mm)

*Ad needs .125" or 3 mm bleed

	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*

7.875" x 10.75"

(200 x 273 mm)

*Ad needs .125" or 3 mm bleed

	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

1/2 Page Spread*

15.75" x 4.875"

(406 x 223 mm)

*Ad needs .125" or 3 mm bleed

	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

1/2 Page (V) (H)

1/2 (v): 3.375" x 9.25" (86 x 235 mm)

1/6: 2.25" x 4.625" (57 x 235 mm)

1/2 (h): 7" x 4.625" (178 x 117 mm)

	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 Island

4.5" x 7.25"

(114 x 191 mm)

	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 (SQ.) (V)

1/3 (sq): 4.5" x 4.625"

(114 x 117 mm)

1/3 (v): 2.25" x 9.25"

(57 x 235 mm)

	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

3.375" x 4.625"

(86 x 117 mm)

	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



Issue		Open Pit	Underground Mining	Mineral Processing	General Interest	Bonus Distribution
Q1	Close: 2/2 Art: 2/9 Mail: 3/1	Slope Stability	Pumping Systems	Filtration & Thickeners	Chilean Copper	Expomin
Q2	Close: 4/9 Art: 4/16 Mail: 5/2	Blasting	Narrow Vein Mining	Grinding Technology	Company Profiles	Peru Gold Symposium
Q3	Close: 7/30 Art: 8/6 Mail: 8/22	Shovels & Excavators	Shotcrete	Crusher Maintenance	Colombian Coal	Minero Sonora
Q4	Close: 11/5 Art: 11/2 Mail: 11/30	Haul Trucks	Rock Bolting	Filtration	Company Profiles	

Editorial Calendar Subject to Change



Classified Advertising

All pricing is for *E&MJ*, *Coal Age* and *Equipo Minero*



Color

	1x	3x	6x	12x
Price Per Column Inch	\$175	\$165	\$145	\$125

Black & White

	1x	3x	6x	12x
Price Per Column Inch	\$125	\$115	\$95	\$75

Width in Columns

1 Column wide

2 Column wide

3 Column wide

Width in Inches

2 - 1/8 inches

4 - 1/2 inches

6 - 7/8 inches

[Return to TOC](#)



Sample Sizes and Dimensions

Mining Media has available options to suit all your classified advertising needs.

First pick width by column and then select length in 1 inch increments.

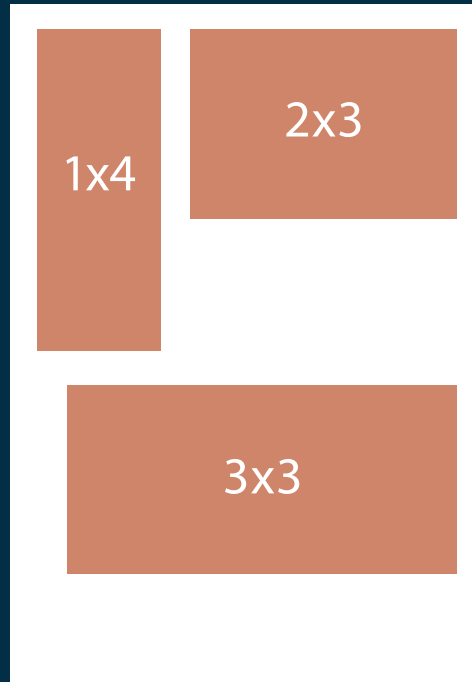
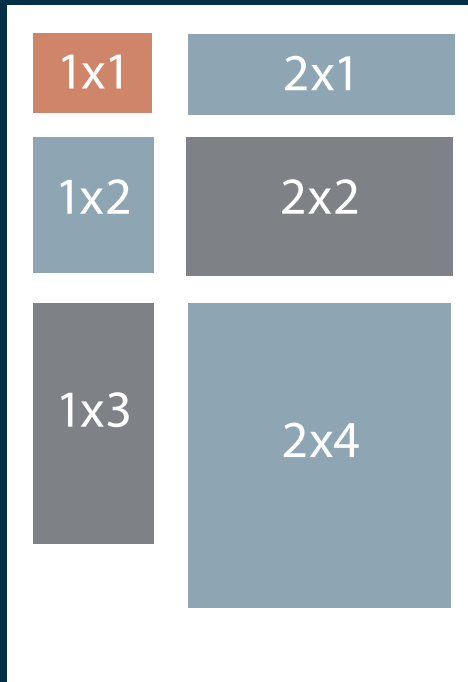
Width not to exceed 3 columns.

Height not to exceed 4 inches.

All classified ads are to be placed in the classified section.

All sample ideas are suggestions and are Not To Scale.

For visual purposes only.



Supplements & Regional Specials

E&MJ/Coal Age



Supplements & Custom Publishing

For companies looking to make a big splash, Mining Media International can produce supplements that are either bound into the magazines or polybagged with the titles. This is an effective tactic for placing one printed piece in front of its entire audience or a specific segment. Supplements run the gamut in complexity from something as simple as inserting an existing brochure to a major project composed and produced by the company's editors and designers. Using Mining Media International's economies of scale, the printer can overrun the supplements for handouts at trade shows throughout the year.

The Best of Germany

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 *Best of Germany* supplement to Mining Media International. The 2018 *Best of Germany* supplement will be polybagged with the February edition of *E&MJ* and the Jan-Feb edition of *Coal Age*, giving VDMA members exceptional exposure to mining professionals with purchasing power. The supplement will also be translated and bound into the *E&MJ/Coal Age* International editions.

Reaching more than 50,000 readers through:

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



Promote Your Brand With the *E&MJ/Coal Age* Regional Editions

Regional Specials

During 2018, Mining Media International will publish three international editions: *E&MJ/Coal Age Russia*, *E&MJ/Coal Age China* and *E&MJ/Coal Age India*. These annuals are distributed locally. Publishing select articles from *E&MJ* and *Coal Age*, they are targeted to miners in each of the regions. Marketers who wish to dive deeper into these markets will find these publications beneficial to them.

E&MJ/Coal Age Russia

Russia and the Commonwealth of Independent States (CIS) have vast coal reserves and an abundance of mineral resources, such as precious metals, base metals and bulk commodities. Their desire to export more natural resources will require a major investment to upgrade antiquated machinery and expand operations. Published in Russian, *E&MJ/Coal Age Russia* will offer ideas on how to accomplish these goals.

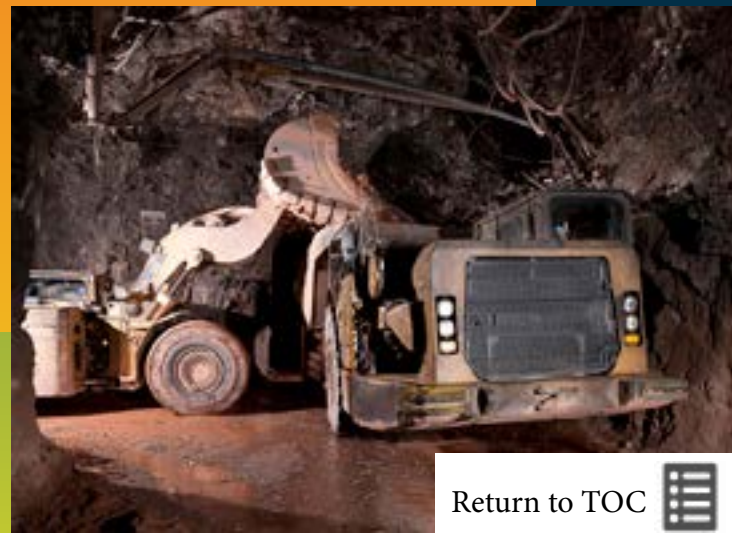
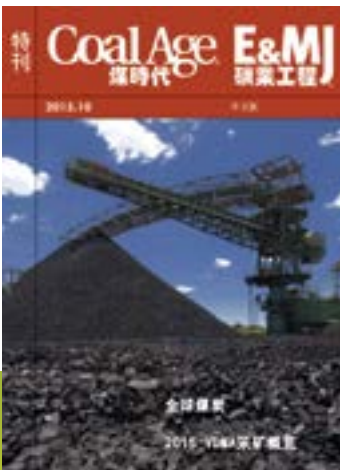
E&MJ/Coal Age China

China leads the world in coal and gold production and also mines significant amounts of iron ore, copper and rare earth minerals. The Chinese mining industry is making a huge transition from manual labor to mechanized mining. It is an important market for mining equipment suppliers. Published in Chinese, *E&MJ/Coal Age China* will deliver much needed technical information to these miners.

E&MJ/Coal Age India

India is unable to satisfy its growing need for natural resources domestically and, as a result, it imports natural resources. It plans to launch greenfield operations and expand existing operations to reduce its dependency on outside sources. Published in English, *E&MJ/Coal Age India* will fill a need for technical information.

Break Into Hard-to-Reach and Emerging Markets

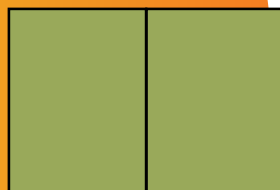


2018 Regional Specials

Easily upload files directly to www.mining-media.com/uploads.
Please fill in the boxes and put the publication/issue for the ad in the subject line.

Premium Positions

Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions. Not all options are listed.

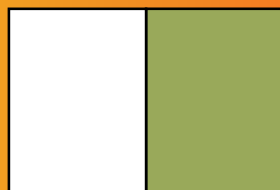


2 Page Spread*

15.75" x 10.75"
(406 x 279 mm)

*Ad needs .125" or 3 mm bleed

	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

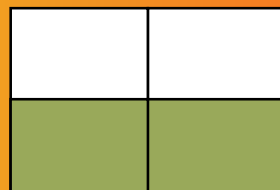


Full Page*

7.875" x 10.75"
(200 x 273 mm)

*Ad needs .125" or 3 mm bleed

	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

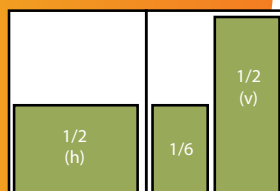


1/2 Page Spread*

15.75" x 4.875"
(406 x 223 mm)

*Ad needs .125" or 3 mm bleed

	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



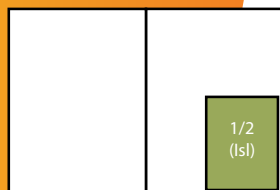
1/2 Page (V) (H)

1/2 (v): 3.375" x 9.25" (86 x 235 mm)

1/6: 2.25" x 4.625" (57 x 235 mm)

1/2 (h): 7" x 4.625" (178 x 117 mm)

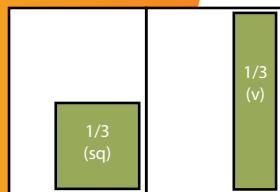
	1x	3x	6x
4 Color	\$2,770	\$2,630	\$2,490
2 Color	\$2,100	\$2,000	\$1,890
B/W	\$1,850	\$1,760	\$1,670



1/2 Page Island

4.5" x 7.25"
(114 x 191 mm)

	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

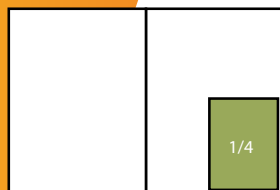


1/3 Page (SQ.) (V)

1/3 (sq): 4.5" x 4.625"
(114 x 117 mm)

1/3 (v): 2.25" x 9.25"
(57 x 235 mm)

	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

3.375" x 4.625"
(86 x 117 mm)

	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



Regional Specials

E&MJ / Coal Age

E&MJ/Coal Age Russia (April 2018)

Russia and the Commonwealth of Independent States (CIS) has vast coal reserves and an abundance of mineral resources, such as precious metals, base metals and bulk commodities. Their desire to export more natural resources will require a major investment to upgrade antiquated machinery and expand operations. Published in Russian, *E&MJ/Coal Age Russia* will offer ideas on how to accomplish these goals.

Bonus Distribution:

Mining World Russia
April 17- 19, 2018
Moscow, Russia

Ugol & Rossii & Mining
June 5-8, 2018
Novokuznetsk, Russia

Reserve Space by: February 15, 2018
Materials Due by: March 1, 2018



E&MJ/Coal Age China (September 2018)

China leads the world in coal and gold production and also mines significant amounts of iron ore, copper and rare earth minerals. The Chinese mining industry is making a huge transition from manual labor to mechanized mining. It is an important market for mining equipment suppliers. Published in Chinese, *E&MJ/Coal Age China* will deliver much needed technical information to these miners.

Bonus Distribution:

China Mining
September 2018
Tianjin, China

Reserve Space by: June 12, 2018
Materials Due by: July 10, 2018



E&MJ/Coal Age India (November 2018)

India is unable to satisfy its growing need for natural resources domestically and, as a result, it imports natural resources. It plans to launch greenfield operations and expand existing operations to reduce its dependency on outside sources. Published in English, *E&MJ/Coal Age India* will fill a need for technical information.

Bonus Distribution:

IMME 2018
October 31- November 3, 2018
Kolkata, India

Reserve Space by: August 23, 2018
Materials Due by: September 6, 2018



Digital Communications

E&MJ/Coal Age/Equipo Minero



Weekly Newsletter Custom Email Blasts

A Weekly News Digest Readers Want

Often news stories break during the magazine's monthly production cycle. Mining Media International's newsletter provides a great way for readers to keep current. Unlike many newsletters that randomly compile all the press releases issued that week, MMI's editorial team selects the top six to 10 important stories and reports them in a concise manner.

An Extensive Email List

Through the audit process, Mining Media International has developed extensive information on its readers and it maintains a list of only those individuals who wish to receive the newsletter. More than 20,400 weekly subscribers, many of whom are mining engineers and other professionals with purchasing power, have requested to receive this newsletter.

Great Message Visibility

This communication tool also offers a cost-effective method for marketers to reach Mining Media International's readership digitally. Whether you are building brand awareness or promoting products and services directly, the newsletter's simple design draws attention with clear links to your website.

Adaptive Technology

Using the latest technology, Mining Media International ensures your message is optimized for all devices — smart phones and tablets, as well as laptops and desktops.

*Let Us Deliver Your Message to the
Mining World Digitally*

[View Online](#)

[Send to a Friend](#)

E&MJ
ENGINEERING AND
MINING INTERNATIONAL

Mining Media's Weekly News Digest

Coal Age

000000

BHP Approves Investment to Extend Life of Spence Copper Mine

BHP this week approved a \$2.46 billion Capex investment for the Spence Growth Option (SGO) at the Spence open-pit copper mine in northern Chile, which will extend the mine life by more than 30 years. Andrew Mackenzie, CEO, BHP, said the SGO project supports the company's strategy to deliver near-term, valuable copper production. [Read More](#)

Sponsored Content

Merritor® P800 Series Tridem



Looking for planetary axles that can haul the heaviest of cargo safely and efficiently?

The Merritor® P800 series tridem offers a GCWR of up to 550,000 pounds and a proportioning inter-axle differentials that sends equal torque to each axle to increase load capacity and maximize traction. Manufactured in Laurinburg, North Carolina, it also offers reduced lead times, easy low-cost serviceability and industry-leading global customer support.

Run With The Bull.

[Learn more](#)

Judge Rules Against Signal Peak Expansion

A U.S. District Court judge invalidated a proposed expansion of Signal Peak Energy's Bull Mountains mine because he said the Office of Surface Mining (OSM) did not adequately consider the climate impacts. Judge Donald W. Molloy of the District Court of Montana reportedly barred mining in the proposed expansion area, located south of Roundup, Montana. [Read More](#)

Sponsored Content

Why you need gearbox lubrication protection even at low temps



The performance of gearbox lubricants at low temperatures can be inadequate after prolonged standstills or during slow operating speeds. That's why we test low-temp performance of gear oils in three critical gear-failure areas: microspitting, wear failure, and roller-bearing failure. Learn more about how advanced lubricants can protect your gearbox even at low temps.



Leading the Way With a Complete Range of Electronic Media Products



Custom Email Blasts

An eBlast sent by Mining Media International allows marketers to promote directly to verified third-party email lists for *E&MJ*, *Coal Age* and *Equipo Minero*. Send a blast to one, two or across all three publications.

Promote to Specific Demographics

From as few to as many subscribers as your needs require, your eBlast can be customized by geography and commodity (coal, metal and nonmetal).

Comply With All CAN-SPAM Laws

Mining Media International complies with all anti-spam laws. Working with a verified list means that the readers will be more receptive to eBlasts. We make sure your message complies by containing a useable message, no deception and an opt-out address.

A Source They Trust

We send your eBlast to Mining Media International's verified list, so the readers are receiving an email from a name they know and trust. Each eBlast uses email headings that do not deceive about the message's true intentions and allows individuals to unsubscribe from the eBlast's contact list at any time.

Blast Your Message to Our Readers

The screenshot shows an email from Mining Media International. At the top, it says "View Online" and "MININGMEDIA INTERNATIONAL". Below this is a photo of several miners in hard hats and safety gear, with the text "2017 LONGWALL USA Exhibition & Conference" overlaid. The main body of the email is as follows:

Thank you for attending Longwall USA 2017. As you know, the technical program was packed with great presentations. Your full conference registration entitled you to access the presentations, which have been placed in a password-protected location on the Longwall USA website.

Please use the following login information:

User Name: LW2017	Password: LWpass17
-------------------	--------------------

We did our best to capture as much of the technical program as we could. We have provided audio files for all the presentations and links to the PowerPoint files for most of the presentations. Some of the presentations were heavy on linked video feeds and we are hoping to eventually post them to the site.

We will hold Longwall USA again in 2019. I hope you will join us then. In the meantime, if you found Longwall USA beneficial or you think there is room for improvement, please send me an email.

Take care and enjoy the rest of your summer.

Sincerely,
Steve Florer, Publisher & Editor
E&MJ/Coal Age-Mining Media Int'l
E-mail: sflorer@mining-media.com

Below the signature is a blue button that says "View Presentations".

At the bottom of the email, it says: "You are receiving this email from Mining Media Int'l because you attended the 2017 Hoisting & Loading Exhibition and Conference." It then provides the mailing address: "Mining Media International Inc. 11350 Central Parkway Suite 300 Jacksonville FL 32204" and a website link: "For more information email customerservice@mining-media.com". It also includes a note: "You can unsubscribe from this list here."

Mining Media's Weekly News Digest

View Online Send to a Friend



E&M
ENGINEERING AND
MINING JOURNAL

Mining Media's Weekly News Digest



Coal Age

100%

Agrium and PCS Become Nutrien

Potash Corporation of Saskatchewan (PCS) and Agrium announced this week that once the anticipated merger transaction closes, the new company will be named Nutrien. According to the two companies, the new organization will be the global leader in reliable, low-cost crop nutrient production, combined with the largest agricultural retail-distribution network in the world. The regulatory review and approval process for the merger continues and they expect it to close in the third quarter of 2017. [Read More](#)

Sponsored Content

SJ3TM Series Engineering Class Chains



Tsubaki's patented SJS(TM) Sealed Joint Technology effectively protects and defends a chain's bearing areas by impeding the infiltration of aggressive fine and sticky particulate.

In doing so, the risks of premature elongation, joint lockage and/or dry cavitation are greatly reduced, thus allowing for more effective chain performance and extended life.

Find out more here

Murray Energy Sues Time Warner and HBO

In response to what Murray Energy Corp. (MEC) called blatantly false, totally concocted and deliberately destructive statements made against Robert L. Murray, MEC and some of its West Virginia operations, the company confirmed they have filed a lawsuit against Time Warner Inc., Home Box Office Inc. (HBO) and their operatives for statements they made during the broadcast of an episode of "Last Week Tonight with John Oliver," which aired on June 18.

[Read More](#)





Stillwater Reaches 2-year Wage Agreement With US Steel Workers

Sibanye announced that it has secured a two-year wage agreement with the United Steel Workers of America, International Union, the representative union at its Stillwater Operations in Montana, USA. Negotiations with the United Steel

Sponsored Content

The size of this ad space (300 x 600) offers users a rich engagement and is one of the fastest growing sizes by impressions. This is indicative of a trend where publishers are offering more visually impactful ad sizes that are preferred by brand advertisers.

Your logo/image (up to 200 x 200 pixels) is showcased to accompany a stand-out headline, a message up to 75 words and a link to your site. This is a popular option for occasions when a more traditional banner ad may not offer the space to fully convey your message. It has been a proven way to drive traffic with your call to action.

Full Banner

Also known as a “leaderboard,” banner advertising is also called display advertising (as opposed to text-only advertising) because of the visual nature of banner ads. The purpose of banner advertising is to promote a brand. The banner ad can take the visitor from the host website/newsletter to the advertiser’s website or a specific landing page.

Banner ads can be static or animated. A static banner ad can be a simple image or a visual that is acting just like an ad that you can click on to go the website or landing page of the advertisement. An animated banner ad generates a display or sequential visuals that create the illusion that the objects in the image are moving.



Covering the Market Segments That You Need to Reach

Sponsored Content

Sponsored Content

Include a 200 x 200 pixel, IMU, up to 10k
A headline, a link to your site
and a message up to 75 words.

1x	4x	12x	24x
\$575	\$550	\$520	\$460

Full Banner

Full Banner

Include a 468x 60 IMU and a
link to your site.

1x	4x	12x	24x
\$430	\$405	\$375	\$345



Customized Email Opportunities

Custom Email Blasts

An eBlast sent by Mining Media International allows marketers to promote directly to verified third-party email lists for *E&MJ*, *Coal Age* and *Equipo Minero*. Send a blast to one, two or across all three publications.

Promote to Specific Demographics

From as few to as many subscribers as your needs require, your eBlast can be customized by geography and commodity (coal, metal and nonmetal).

Comply With All CAN-SPAM Laws

Mining Media International complies with all anti-spam laws. Working with a verified list means that the readers will be more receptive to eBlasts. We make sure your message complies by containing a useable message, no deception and an opt-out address.

A Source They Trust

We send your eBlast to Mining Media International's verified list, so the readers are receiving an email from a name they know and trust. Each eBlast uses email headings that do not deceive about the message's true intentions and allows individuals to unsubscribe from the eBlast's contact list at any time.

Blast Your Message to Our Readers



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.

Custom Emails

\$3,750	1 to 5,000 verified custom email addresses
+\$750*	*per 1,000 additional verified custom email addresses

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

*Custom lead generation available at an extra charge.

Email Specifications

- Responsive up to 700 px wide.
- 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 be aware 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).



Digital Communications

E&MJ/Coal Age/Equipo Minero



Website Advertising Social Media

Website Advertising

Mining Media's websites, including e-mj.com, coalage.com, and equipo-minero.com, feature regular news updates, online versions of publications, and are 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.

Fresh, Current Look.

Durring 2017, we completed a rehaul of mining-media.com, e-mj.com, coalage.com and equipo-minero.com. We created a fresh look with pages that load quickly, which improves the stickiness of websites.

Niche Specific Websites

A simple design enables you to maintain a presence on some of the most popular websites for mining and mineral processing.

Search Engine Optimization

Search engine optimization (SEO) is a strategy for drawing new and unique visitors to a website. With our new websites, we will be using expanded SEO techniques to grow the amount of visitors, which increases our placement in search engines, such as Google, Bing, Yahoo!, etc.



Build a Web Presence With Us



Leading the Way With a Complete Range of Electronic Media Products



Social Media is No Longer Optional

Popular social platforms have become marketing giants, offering businesses valuable data about their customers and an inexpensive way to reach them, but they can only maintain contact within their own networks. Mining Media International's titles and tradeshow have a growing social sphere that spans traditional brand loyalty.



How We Post

When news breaks, the editors update the website, and the respective titles push notices out across their social media platforms, Facebook, Twitter and LinkedIn, directing viewers to the websites and digital editions. Weekly, those stories are compiled to produce our newsletter. Social media provides instant gratification for news junkies.

Benefits of Networking With Us

In the past, marketers faced the challenge of ensuring their content reached customers in the shortest possible time, but had to rely only on their own social media networks. When Mining Media International directs its followers to our website, we are also directing them to you, the advertiser who has placed ads on our websites or in our weekly newsletter, increasing your brand awareness and generating higher converting leads.

*Like Us, Follow Us, and Join
Our Social Media Family*

Facebook:

@EngineeringAnd
MiningJournal

@coalage

@Equminero

Twitter:

@eminingjournal

@coalagemag

@equipominero



Website Marketing

Mining Media's sites, including e-mj.com, coalage.com, and equipo-minero.com, feature regular news updates, online versions of publications, and a design that engages readers and encourages 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 is 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.

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.



Half Page (V) (H)

This format provides a larger space for advertisers to get their message across and can offer users rich engagement.

The Half Page advertising options will be placed next to prominent feature articles and leading development stories for maximum exposure.



Leaderboard

With the top position on the website, the Leaderboard banners are our most popular advertising option. These are placed above our main content.

Inline Rectangle (Boom Box)

A cost-effective option offering nearly the same visibility as the Leaderboard is the Inline Rectangle. There are three positions available: top, center and bottom. Prices vary depending on placement.





Half Page (V)(H)

Pixel Size (w x h)
(V) 300 px x 600 px
(H) 600 px x 300 px
File Size limit: 40k/15



Monthly Cost

	1x	3x	6x	12x
1st Position	\$3,600	\$3,060	\$2,600	\$2,210
2nd Position	\$3,060	\$2,600	\$2,210	\$1,880

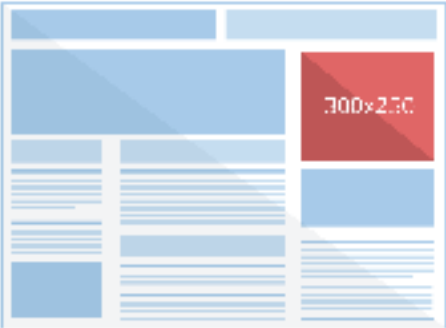


Leaderboard

Pixel Size (w x h)
970 px x 90 px
File Size limit: 40k/15

Monthly Cost

	1x	3x	6x	12x
Run of Site	\$1,750	\$1,490	\$1,265	\$1,075



Inline Rectangle
(Boom Box)

Pixel Size (w x h)
300 px x 250 px
File Size limit: 40k/15

Monthly Cost

	1x	3x	6x	12x
1st Position	\$1500	\$1,275	\$1,085	\$920
2nd Position	\$1275	\$1,085	\$920	\$785
3rd Position	\$920	\$785	\$665	\$565



Connect With Us on Social Media

Benefits of Networking With Us

In the past, marketers faced the challenge of ensuring their content reached customers in the shortest possible time, but had to rely only on their own social media networks. When Mining Media International directs its followers to our website, we are also directing them to you, the advertiser who has placed ads on our websites or in our weekly newsletter, increasing your brand awareness and generating higher converting leads.

Like Us, Follow Us, and Join
Our Social Media Family





Social Media

E&MJ/Coal Age/Equipo Minero

Social Media is No Longer Optional

Popular social platforms have become marketing giants, offering businesses valuable data about their customers and an inexpensive way to reach them, but they can only maintain contact within their own networks. Mining Media International's titles and tradeshow have a growing social sphere that spans traditional brand loyalty.

How We Post

When news breaks the editors update the website, and the respective titles push notices out across their social media platforms, Facebook, Twitter and LinkedIn, directing viewers to the websites and digital editions. Weekly those stories are compiled to produce our newsletter. Social media provides instant gratification for news junkies.

Facebook:

@EngineeringandMiningJournal
@coalage
@Equminero

Twitter:

@eminingjournal
@coalagemag
@equipominero



BPA Worldwide

E&MJ/Coal Age



Numbers You Can Trust

For savvy marketers, it is imperative that media evaluation be based on reliable audience data that has been verified by a trusted third-party auditing firm. Trust can be undermined by factors such as unsupportable claims, failure to protect confidential customer data, keeping company with lesser brands or letting the brand be seen in offensive, off-brand or dishonest content. With Mining Media International, our advertisers can be assured we strive to protect our brand and yours from those dangers, and BPA stands behind us.

E&MJ and *Coal Age* Are Audited by BPA

In today's ultra-competitive marketplace, insights and disclosure have never been more important for marketers. *E&MJ* and *Coal Age* are one of the few audited trade journals serving the mining business. Mining Media International is a member of BPA, whose engagements are trusted around the world for objectivity, rigor, reliability and timeliness. www.bpaww.com

What is the Value of an Audit Statement?

As a mining marketer, an audit statement is a useful decision-making tool. It forces the publisher to provide information on their subscribers. The BPA audit statement examines the demographic and geographic details of our subscribers as well as the age and source of their subscriptions. The audit statement also reports the number of magazines mailed as well as the number of qualified digital subscribers for each issue. Audits are an investment some publishers are unwilling to make, but it gives marketing professionals the satisfaction of knowing where their message is being sent. Without it, a marketer simply doesn't know. A publisher operating without an audit statement could decide to mail fewer magazines at random or "bulk" mail copies and claim subscribers.

Why a "Publishers Report" is Not Enough

Beware of the "Publisher's Report" because it is NOT an independent audit. It is merely the publisher's word with NO independent verification.



Specifications & Legalities

General Production Guidelines

All full-size editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full-sized editorial publications is 7.875" x 10.75" (200 x 273 mm) with three columns per page.

Body pages are printed on a 50# grade three-text paper. All covers are printed on a 100# grade three-cover stock.

Live Matter & Border Safety

Please keep any copy or type at least .25" (6.35 mm) away from the trim edge.

Any frame or border for a full page ad must be at least .25" (6.35 mm) thick from the trim edge.

File Submission

We accept PDF press-ready files using PDF/X-1a settings. The PDF should contain the ad material and bleed if needed. Slugs, color bars, ad traffic information should not be submitted on the final press-ready PDF file.

All fonts must be embedded into the PDF.

The color space should be CMYK, or grayscale. Do not submit ads with RGB, LAB, or embedded color profiles (such as ICC profiles).

Any file containing PMS colors will be automatically converted to CMYK unless prior notification is given before printing.

Files should be named in the following format: advertiser, publication, month and year. For example: Artes_EMJ_Sept17.pdf

Pre-Printed Inserts

Inserts that will be bound into a publication should be a full-size page with bleed and sent to our publisher untrimmed.

Inserts to be glued into a publication cannot exceed 7.5" x 10.5" (190 x 266 mm). A glued insert should be trimmed to final size and sent to our publisher.

Hyperlinks in PDF Ads

Our digital publishing software has the ability to create hyperlinks from text in your ad. The text should not be outlined and be in the following format: www.mywebsite.com or email@server.com.

Embedded hyperlinks attached to images within the ad will be processed as well. Please note any PDF created with Photoshop will not work with our program.

File Storage

A copy of the ad will be kept up to 12 months after publication or web posting.



Global Business Reports



Global Business Reports (GBR) was established in 2001 to provide up-to-date and first-hand information for global business decision makers. In an age where cross-boundary trade and investment and the globalization process are the driving factors for businesses, information is crucial. Precise sectorial reports help companies understand and expand their markets, improve their sourcing chain, target their investments and discover the trends affecting their industry around the world. GBR provides in-depth surveys and up-to-date information and data covering all aspects of the minerals, mining and the metallurgical industries around the world.

GBR also provides databases with more than 17,000 addresses of the major players in each industry from countries around the world. GBR publishes its surveys in the top trade journal for each sector. Our publishing partners are leaders in their field and profit from GBR's extensive global coverage to keep their readers informed of business developments in countries that lie beyond the usual scope of their coverage.

GBR has been collaborating with *E&MJ* for more than 15 years producing special country reports from all around the globe. Our teams spend months immersing themselves in the mining industry of each country that we visit, with an aim to uncover the opinions and attitudes of the local mining community; understand the regulatory system and national infrastructure and environment; report on project developments; and to analyze investment opportunities. Advertising opportunities are available within our reports for companies looking at expanding their global horizons. Please contact Alice Pascoletti at apascoletti@gbreports.com.

This year we will be reporting on Peru, Chile and Canada.





The Mining eJournal Published in Association With *E&MJ*

WOMP is a permission-based eJournal delivering news, features, equipment reports and video presentations the last week of each month directly into the mailboxes of more than 14,000 mining professionals throughout the world.

Now in its 12th 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. It features original content, with comments and opinions compiled by the industry’s leading editorial team at *E&MJ*.

Video Section

Included in every edition, the WOMP Video Section presents the latest listings from the World Mining Equipment Video Hub. Enabling readers, with a single click, to view video presentations of the industry's latest equipment, products and services.

WOMP

The Mining eJournal Published in
Association With *E&MJ*



Issue	Close	Mailing	Features
Vol 1	Jan 18	Jan 25	Blasting, Production Drilling, Grinding Technology, Diesel Engines, Project Survey
Vol 2	Feb 15	Feb 22	Wear Protection, Deep Mining Strategies, Hydrocyclones, Exploration, Best of Germany
Vol 3	March 15	March 22	Haul Road Design, Rescue Equipment, Cone Crushers, Desalination Systems, Chilean Copper
Vol 4	April 19	April 26	In-Pit Crushing & Conveying, Soft Rock & Aggregates, Heap Leach, Motors & Drives, Peruvian Gold
Vol 5	May 24	May 31	Shovels & Excavators, Mass Mining, Toll Milling, Fuels & Lubes, Gold Miners Roundup
Vol 6	June 21	June 28	Pit Dewatering, Ventilation, Crusher Maintenance, Material Handling, Company Profiles
Vol 7	July 19	July 26	Collision Avoidance, Shotcrete, Pumping Networks, Health & Safety, Environmental Management
Vol 8	Aug 23	Aug 30	Loading Techniques, Submersible Pumps, Screening Machines, Tires, Developments Down Under
Vol 9	Sept 20	Sept 27	Blasthole Drills, Narrow Vein Mining, Tailings Management, Workforce Management, Nordic Mining & Tech
Vol 10	Oct 18	Oct 25	Haul Trucks, Hoisting Systems, Corrosion Resistance, Conveyor Engineering, Iron Ore Outlook
Vol 11	Nov 22	Nov 29	Slope Monitoring, Rock Bolting, Filtration & Thickeners, Buyers Guide, Nickel Mining
Vol 12	Dec 13	Dec 20	Autonomous Mining, Utility Equipment, Flotation, Stockpile Management, Company Profiles

[Return to TOC](#)





WOMP is a permission-based eJournal delivering news, features, equipment reports and video presentations the last week of each month directly into the mailboxes of more than 14,000 mining professionals throughout the world.

Pixel Size (w x h)		Placement Options	1x	3x	Position
600 x 75	Single position at the top, immediately under the header		\$3,650	\$3,400	Top Opener
400 x 180	Single position under the editor's comment in the opening window		\$4,300	\$4,060	The Editor
600 x 75	Single position placed immediately under the contents		\$3,500	\$3,300	Top Section
468 x 151	Position in the editorial sections throughout the eJournal		\$1,770	\$1,530	Editorial



World Mining Equipment

world-mining-equipment.com

World Mining Equipment

The directory of companies providing equipment, products and services for the global mining industry.

It contains 2,235 companies in 473 categories.

Suppliers Directory

Listings in the World Mining Equipment suppliers directory offer a unique way to put your company's contact information in front of thousands of mining operations around the world. You can also use your listing to link them directly to your own website. Actively promoted in the mining industry's leading titles, *ECMJ*, *Coal Age* and *Equipo Minero* and always available online, this is a directory that is constantly speaking to your customers and potential clients.

Basic Listing Free of Charge

- Company Contact Details
- Select One Category

Logo Listing \$415 per year

- Priority Listing on Search Results
- Logo on Search Results
- Logo on Listing
- Company Contact Details
- Active Email Link
- Three Categories

Full Listing \$650 per year

- Company Profile of Up to 100 words
- Company Info Marked on Search Results
- Priority Listing on Search Results
- Logo on Search Results and Listing
- Company Contact Details
- Active Email Link and URL Link
- Five Categories

Video Hub

Maximize your video investment by listing your videos in the World Mining Equipment Video library. Used daily by mining professionals around the globe, with year round promotion in the industry's leading titles, *ECMJ*, *Coal Age*, *Equipo Minero* and the WOMP eJournal, your videos are exposed to a huge, ever growing market of potential buyers.

Regular Listing \$4,000 per year

- Title – A headline description
- Description – Up to 50 word description of the video
- Picture – A screen grab to illustrate the video
- Your Company Name – Linked
- Your Web Address – Linked
- With more than one listing, other active listings are posted under the listing being viewed

Premium Listing \$4,720 per year

- Listed in the Womp eJournal Video Section
- Mailed to over 14,000 every month
- Direct active promotion of your video to mining professionals around the world



Mining Marketers Update



Keep in Touch With Us

Mining Media International periodically publishes the Mining Marketer's eNewsletter, which is emailed to all of the firms that have advertised in its various publications or participated in its conferences. We use this communications tool to keep marketers informed as to what the editorial team will be covering in the upcoming months.

In addition to a brief mining industry update, the Mining Marketers eNewsletter also discusses upcoming industry events and trade shows. Timing your message with our bonus distribution is a great way to drive traffic to your stand no matter where in the world you are exhibiting.

The Mining Marketers eNewsletter also provides tips and advice for approaches that seem to work best for the mining marketplace. If you are not already receiving the Mining Marketers Newsletter, contact your advertising sales representative.

*Join a Winning Team:
Mining Media International*

MININGMEDIA INTERNATIONAL

Mining Marketers Update

Much of the news industry-wide for the mining and mineral processing sector has been good. While iron ore prices have slipped, prices for gold, copper and metallurgical coal are still holding steady. The Exporcon conference, which took place the week of May 15 in Antofagasta, Chile — the world's copper mining capital — was well-attended and the attitude of most of the copper miners was upbeat. Similarly, coal operators gathered for Longwall USA in Pittsburgh, Pennsylvania, USA, the week of June 12 and the mood was upbeat there as well. U.S. coal production is currently tracking between 15% and 20% higher than one year ago.

Mine operators, in general, have a renewed sense of optimism. Looking forward to the next few months, marketers should be making plans to place their brands in front of these decision makers, who are starting to make some money and will be looking to invest in equipment and services.

Engineering & Mining Journal



The August edition of *EMJ* will focus on mine development and safety with an emphasis on fatigue awareness. This edition will also offer extended coverage for oil sands mining operations in Alberta, Canada. As for its equipment, it will carry reports on mining tires (and rims) along with a look at the circuits used to move water and slurry. There will be bonus distribution at Perucon in Arequipa, Peru, and Exporcon in Belo Horizonte, Brazil.

September *EMJ* will review some of the advancements taking place with tailings management. Depending on a mine's location, tailings management, which involves the use of water, runs the gamut from a serious cost consideration to a potential environmental liability. *EMJ* will also report on diamond mining operations. As for its equipment, this edition will focus on haul trucks for open-pit mines and the use of narrow-vein strategies underground. For plant managers, this edition will also have a report on screening machines.

Cool Age



Cool Age will publish a combined July-August edition, which will highlight the Bushfield Coal Show, a popular event that takes place every two years in the heart of Appalachia in September. Marketers wishing to promote their presence at the show should take advantage of this edition of *Cool Age*, which will be



