



# MININGMEDIA INTERNATIONAL



Media Kit 2019

**E&M** ENGINEERING AND  
MINING JOURNAL

**CoalAge**

**EQUIPO  
MINERO**





- ***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.

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## We Deliver Your Message to the Decision-makers Who Run the \$1 Trillion 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 2019.

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

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



# Meet the People Behind Mining Media International

After purchasing *E&MJ*, *Coal Age* and their associated properties in 2017, Steve Fiscor and his team implemented a plan to improve readership and the publishing process. Mining Media International (MMI) focused on producing quality trade journals, while remodeling the digital side of its business. In mid-2018, they began to restore two niche conferences for 2019: Haulage & Loading and Longwall USA. Steve Fiscor manages a world-class group of mining writers and editors, and a seasoned team of advertising sales and marketing professionals. He has written countless articles on mining and mineral processing. Prior to pursuing a career in publishing more than 25 years ago, he worked as a project engineer. He holds a bachelor's degree in mining engineering from the University of Missouri-Rolla.



**Steve Fiscor**  
Publisher and Editor  
sfiscor@mining-media.com

## Mining Media's Editorial Staff



### 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. Prior to joining Mining Media International, 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. He joined MMI in 2006 as correspondent in Latin America, after more than 20 years working as a technical translator for different international companies in scientific facilities, power generation plants, and different mining sites. Later, he was promoted to Latin American editor, in charge of the translation, preparation and editing of articles, reports and news of current mining in Latin America.

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



### 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 more than 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

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## Mining Media's Production Staff

**Dan Fitts**

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. She pairs creativity with marketing, and thrives when given the opportunity to form concepts from beginning to end.





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*





## 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. 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.

June 2018  
BPA Statement


Total Audience  
19,035



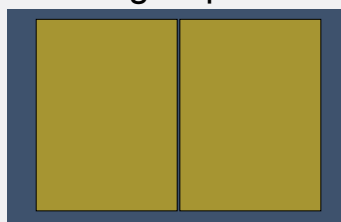
Easily upload files directly to [www.mining-media.com/uploads](http://www.mining-media.com/uploads).  
Please fill in the boxes and put the publication/issue for the ad in the subject line.

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.

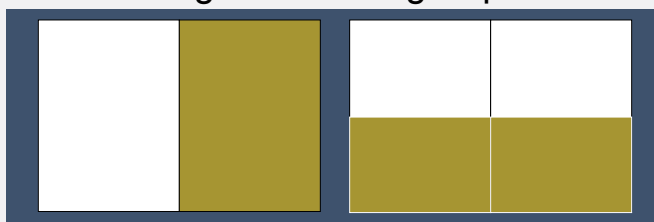
 Color blocking represents the approximate ad location on the page.

## 2-Page Spread



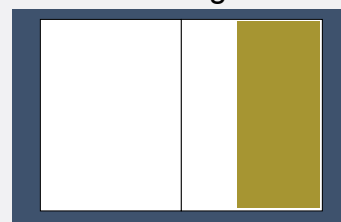
15.75" x 10.75"	1x \$11,200
(406 x 279 mm)	3x \$10,800
Ad needs 0.125"	6x \$10,500
or 3 mm bleed	12x \$9,700
on each side	

## Full Page & Half-Page Spreads



<b>Full Page</b> 7.875" x 10.75"	<b>Half Page</b> 15.75" x 4.875"	1x \$6,800
(200 x 273 mm)	(406 x 223 mm)	3x \$6,600
Ad needs 0.125"	Ad needs 0.125"	6x \$6,400
or 3 mm bleed	or 3 mm bleed	12x \$5,900
on each side	on each side	

## 2/3 Page



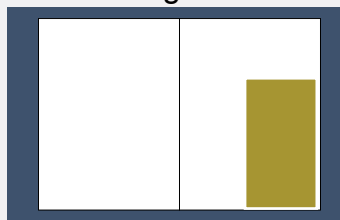
5.167" x 10.75"	1x \$5,300
(131 x 273 mm)	3x \$5,200
Ad needs 0.125"	6x \$5,100
or 3 mm bleed	12x \$4,800
on each side	

## Half Page (V) (H)



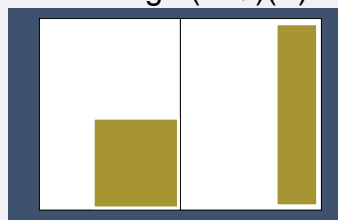
1/2(v): 3.375" x 9.25"	1x \$4,700
(86 x 235 mm)	3x \$4,600
1/2(h): 7" x 4.625"	6x \$4,500
(178 x 117 mm)	12x \$4,200

## Half-Page Island



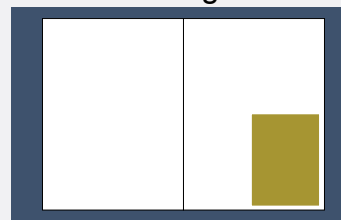
4.5" x 7.25"	1x \$5,000
(114 x 191 mm)	3x \$4,900
	6x \$4,800
	12x \$4,400

## 1/3 Page (SQ.)(V)



1/3 (sq.) 4.5" x 4.625"	1x \$3,900
(114 x 117 mm)	3x \$3,800
1/3 (v) 2.25" x 9.25"	6x \$3,700
(57 x 235 mm)	12x \$3,500

## 1/4 Page



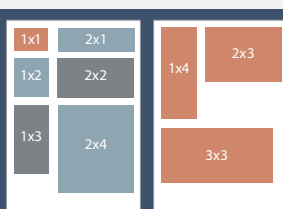
3.375" x 4.625"	1x \$3,400
(86 x 117 mm)	3x \$3,300
	6x \$3,200
	12x \$3,000

## 1/6 Page (V) (H)



2.25" x 4.625"	1x \$1,100
(57 x 235 mm)	3x \$1,000
	6x \$900
	12x \$800

## Classifieds



### 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

### Sample Sizes and Dimensions

Mining Media International has 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.

1x	\$175
3x	\$165
6x	\$145
12x	\$125



### Issue

**January**  
Close: 12/21/18  
Art: 12/28/18  
Mail: 1/16

#### Open-Pit Mining

Equipment Restoration

#### Underground Mining

Autonomous Mining

#### Mineral Processing

Plant Engineering

#### General Interest

Blasting

#### Special Features

Project Survey

International Society of Explosives Engineers, Nashville, USA

**February**  
Close: 1/22  
Art: 1/29  
Mail: 2/14

Haulage & Loading Preview

Resource Modeling

Process Control/ Optimization

Exploration

bauma Preview

Society of Mining Engineers, Denver, USA; Prospectors & Developers of Canada, Toronto, Canada; Haulage & Loading 2019, Tucson, USA

**March**  
Close: 2/19  
Art: 2/26  
Mail: 3/14

Machine Awareness

Haulage

Energy Efficiency

Motors & Drives

VDMA-Best of Germany

bauma, Munich, Germany; MiningWorld Russia, Moscow, Russia

**April**  
Close: 3/22  
Art: 3/29  
Mail: 4/16

Truck Dump Design

Shafts & Hoists

Leach Pad Design

Waste Management

Project Finance

CIM, Montreal, Canada; Exponor, Antofagasta, Chile; Longwall USA, Pittsburgh, USA; Arminera, Buenos Aires, Argentina

**May**  
Close: 4/22  
Art: 4/29  
Mail: 5/15

Shovels & Excavators

Novel Mining Techniques

Grinding Circuits

Maintenance Programs

Gold Miners Roundup

Elko Mining Expo, Elko, USA

**June**  
Close: 5/24  
Art: 5/31  
Mail: 6/18

In-Pit Crushing

Fans & Ventilation

Crushers

Material Handling

Company Profiles

**July**  
Close: 6/24  
Art: 7/1  
Mail: 7/17

Haul Road Management

Shotcrete

Pumps, Piping & Valves

Electrical Power Systems

Oil Sands

Asia-Pacific Int'l Mining Expo (AIMEX), Sydney, Australia

**August**  
Close: 7/23  
Art: 7/30  
Mail: 8/15

Haul Truck Maintenance

Development Drilling

Plant Modifications

Tire Management

Environmental Issues

Perumin, Arequipa, Peru; Exposibram, Belo Horizonte, Brazil

**September**  
Close: 8/23  
Art: 8/30  
Mail: 9/17

Surface Drilling

Narrow Vein Mining

Filtering & Dewatering

Pit Dewatering

Conveyor Systems

China Coal & Mining Expo, Beijing, China; China Mining, Tianjin, China

**October**  
Close: 9/23  
Art: 9/30  
Mail: 10/16

Improving Cycle Times

Soft Rock & Aggregates

IoT/Data Management

Wear Protection

Nordic Mining & Technology

**November**  
Close: 10/21  
Art: 10/28  
Mail: 11/14

Slope Stability

Rock Bolting Machines

Sampling & Online Analysis

Buyers Guide

Iron Ore Outlook

American Exploration & Mining Expo, Reno, USA

**December**  
Close: 11/22  
Art: 11/27  
Mail: 12/17

Autonomous Mining

Utility Equipment

Advances in Flotation

Drones & UAVs

Company Profiles

# Haulage & Loading 2019

Tucson, Arizona

March 10-13, 2019

## Sponsorships

Contact your sales representative to create your tailored sponsorship package.

### Elite VIP Packages

#### Platinum Level \$60,000

• Custom options available in addition to the Gold Level package. A Presidential Suite replaces the Hospitality Suite.

#### Gold Level (I) \$35,000

- Opening Reception With Entertainment Choice
- Welcome Address (5 minutes)
- Sponsorship Recognition
- Prominent Signage
- Exhibit Package (8- x 20-ft)
- 5 Additional Registrations
- Hospitality Suite
- Corporate Golf Sponsorship
- Giveaway in Conference Bags
- Logo on the Conference Bag
- Pocket Guide Advertising

#### Silver Level (3) \$16,000

- Exhibit Package (8- x 10-ft)
- 3 Additional Registrations
- Sponsorship Recognition
- Signage Throughout Event
- Corporate Golf Sponsorship
- Casita Suite for Hospitality
- Giveaway in Conference Bags
- Pocket Guide Advertising

#### Copper Level (10) \$8,000

- Exhibit Package (8- x 10-ft)
- 1 Additional Registration
- Sponsorship Recognition
- Corporate Golf Sponsorship
- Pocket Guide Advertising

### Golf Sponsorships

#### Corporate Sponsor Level \$3,200

Includes Business & Hole Sponsor Packages Plus:

- Recognition at Golf Breakfast & Golf Lunch
- Award Presentation at Opening Reception Dinner

#### Business Sponsor Level \$1,600

Includes Hole Sponsor Package Plus:

- Giveaway (one item per golfer)
- Prize Recognition

#### Hole Sponsor Level \$800

- Signage on Selected Hole
- 1 Foursome

### Food & Beverage Sponsorships

#### Opening Reception

#### Western Style BBQ \$8,000

#### 4 Sponsorships Available Sunday Evening

- Cocktails and Buffet Dinner
- 5-Minute Speaker Slot During Reception
- 4 Full-conference Registrations

#### Cowboy Breakfast Buffet \$12,000

#### 2 Sponsorships - Monday & Tuesday

- 5-Minute Speaker Slot During Breakfast
- 2 Full-conference Registrations

#### Adios Amigos Continental Breakfast \$8,000

#### 1 Sponsorship - Wednesday

- 5-Minute Speaker Slot During Breakfast
- 2 Full-conference Registrations

#### Southwestern Lunch Buffet \$15,000

#### 2 Sponsorships - Monday & Tuesday

- 5-Minute Speaker Slot During Lunch
- 2 Full-conference Registrations

#### Let's Take A Break \$5,000/\$6,000

#### 5 Sponsorships - Half Day Each

- Choose from Beverage Only or Beverage & Food Options
- 1 Full-conference Registration



## Additional Marketing Opportunities

#### Mobile App \$8,000

1 Sponsorship Available

The mobile app will be designed for attendees and exhibitors to easily network, connect and share information at their fingertips. Prominent logo placement on the event mobile app for all delegates to see.

1 Full-conference Registration

#### Conference Bags \$6,500

4 Sponsorships Available

Conference bag includes event logo and sponsor's logo on the flap. This business-style bag with shoulder strap includes organizer pockets, a phone holder with an expandable all-around zipper and a zipped pocket on the front of the bag.

1 Full-conference Registration

#### Custom Lanyards \$4,500

1 Sponsorship Available

Heavy-duty-quality lanyards featuring sponsoring company's color logo. Used throughout event for every attendee.

1 Full-conference Registration

#### Hotel Room Key Cards \$2,500

3 Sponsorships Available

Distribution of key cards with sponsoring company's logo to the attendees in the H&L room block at the Hilton El Conquistador Resort.

1 Full-conference Registration

#### Notepad Sponsorship \$1,200

1 Sponsorship Available

Custom-notepad with sponsoring company's color logo distributed on all conference tables each day.

1 Full-conference Registration

#### Giveaway in Conference Bags \$1,000

Printed promotional materials (6-page maximum) or 1 promotional item placed in delegate bags. (Does not include the cost of purchase or creation of promotional materials.)

1 Full-conference Registration



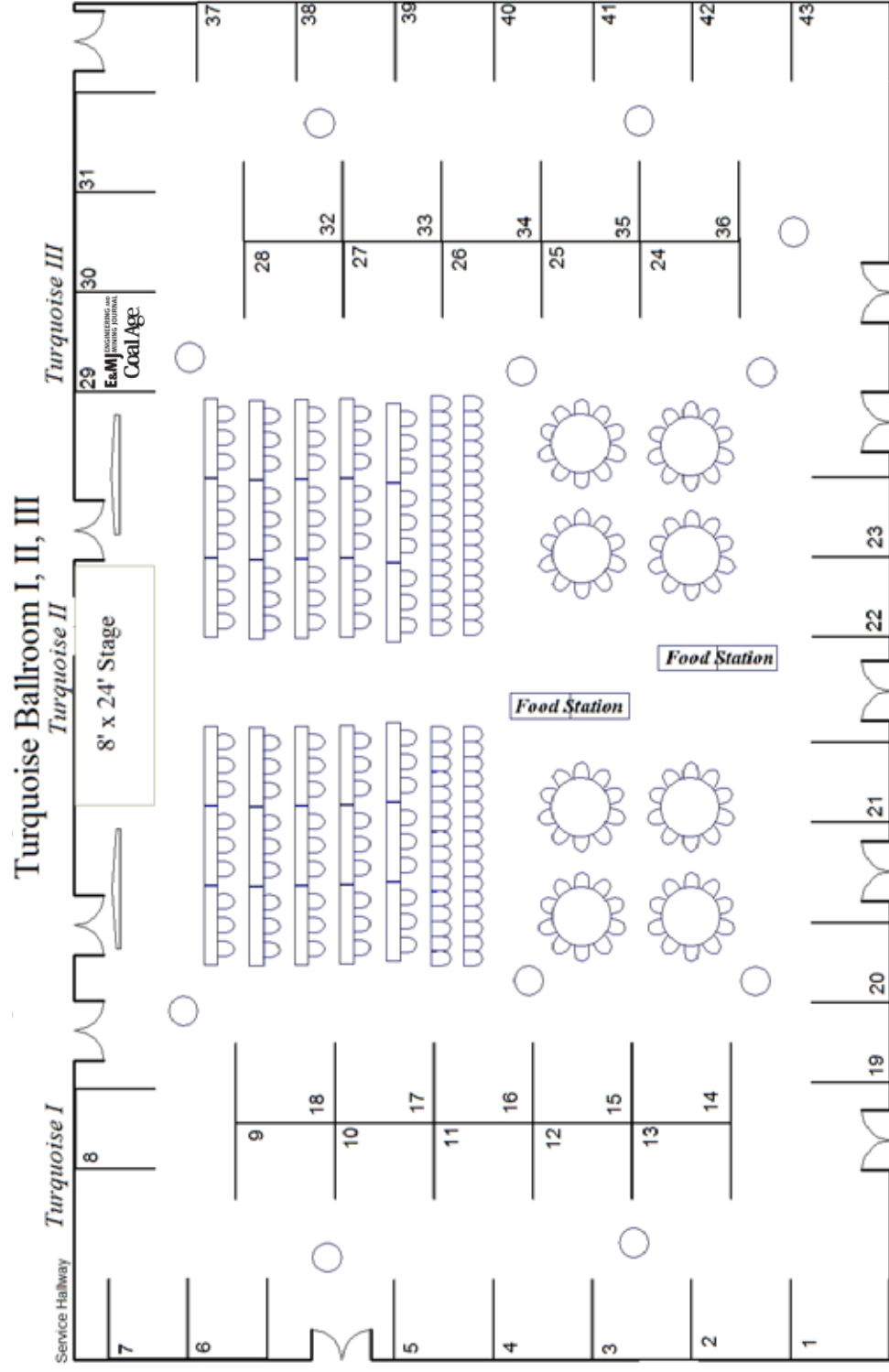
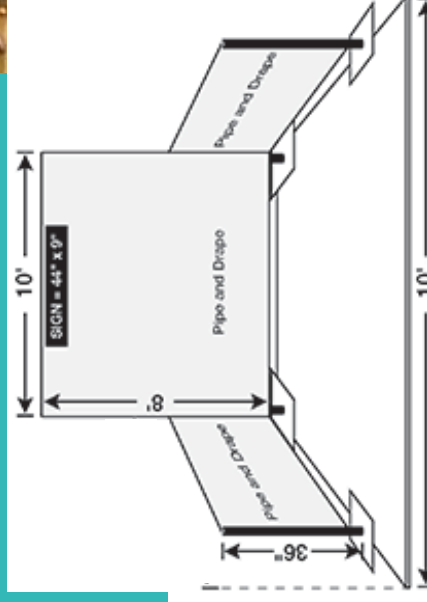
# Exhibit Package & Floor Plan

## Exhibit Package

**\$2,800**

### Includes:

- 8- x 10-ft exhibit space
- 7- x 44-in. booth sign with company name and booth No.
- 8-ft back drape with 3-ft side rails
- 1 full-conference registration
- Additional discounted registrations available
- 100-word company description and logo in the pocket guide and promo materials
- Attendee contact list for post-show marketing
- 6-ft table topped and skirted
- Two chairs
- Waste basket



# Coal Age.

## 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. The U.S. coal industry began to rebuild in 2018 after it and its customers received some regulatory relief. While power demand remained relatively flat, exports increased considerably for both steam and metallurgical-grade coals. Coal production and consumption worldwide continues to grow at a healthy pace. Marketers looking to capitalize as coal operators and consumers invest in equipment and technology 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*





June 2018  
BPA Statement

## The World Still Depends on Coal

In 2017, American coal miners produced nearly 787 million tons, an 8% increase from 2016. Many expect that figure to be the new norm for the U.S. 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 metallurgical grade coal remain at high, but sustainable levels and 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.

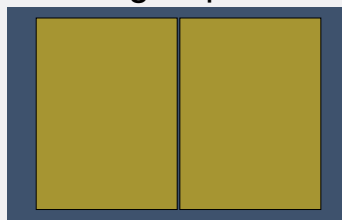
On average, over the course of the last 25 years, the coal business has lowered its fatality and injury rate significantly. Coal operators are always looking for any means to improve profit margins by lowering costs, which usually equates to economies of scale and technology improvements. In addition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

Total Audience  
12,100



 Color blocking represents the approximate ad location on the page.

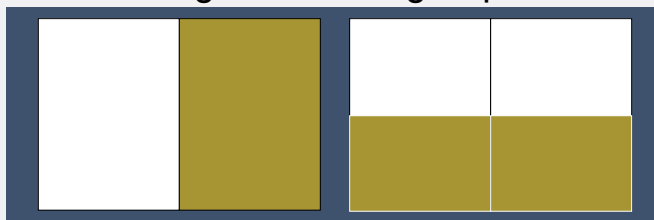
## 2-Page Spread



15.75" x 10.75"  
(406 x 279 mm)  
Ad needs 0.125"  
or 3 mm bleed  
on each side

1x \$10,900  
2x \$10,400  
5x \$10,100  
10x \$9,400

## Full Page & Half-Page Spreads

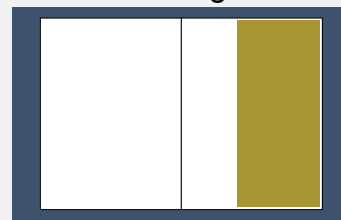


Full Page  
7.875" x 10.75"  
(200 x 273 mm)  
Ad needs 0.125"  
or 3 mm bleed  
on each side

Half Page  
15.75" x 4.875"  
(406 x 223 mm)  
Ad needs 0.125"  
or 3 mm bleed  
on each side

1x \$6,600  
2x \$6,300  
5x \$6,000  
10x \$5,700

## 2/3 Page



5.167" x 10.75"  
(131 x 273 mm)  
Ad needs 0.125"  
or 3 mm bleed  
on each side

1x \$5,100  
2x \$5,000  
5x \$4,900  
10x \$4,700

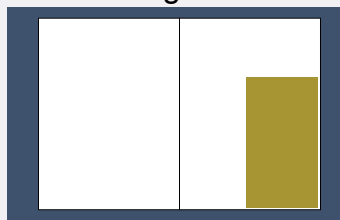
## Half Page (V) (H)



1/2(v): 3.375" x 9.25"  
(86 x 235 mm)  
1/2(h): 7" x 4.625"  
(178 x 117 mm)

1x \$4,600  
2x \$4,400  
5x \$4,300  
10x \$4,000

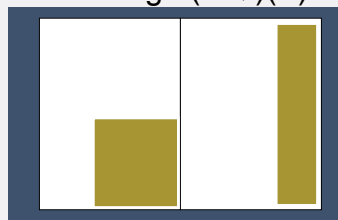
## Half-Page Island



4.5" x 7.25"  
(114 x 191 mm)

1x \$4,900  
2x \$4,700  
5x \$4,600  
10x \$4,300

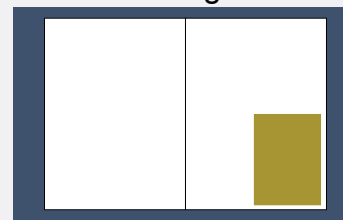
## 1/3 Page (SQ.)(V)



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 \$3,800  
2x \$3,700  
5x \$3,600  
10x \$3,400

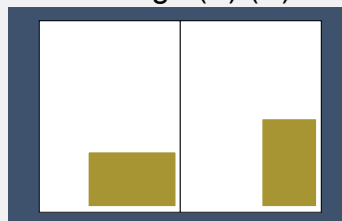
## 1/4 Page



3.375" x 4.625"  
(86 x 117 mm)

1x \$3,300  
2x \$3,200  
5x \$3,100  
10x \$3,000

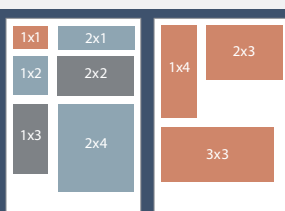
## 1/6 Page (V) (H)



2.25" x 4.625"  
(57 x 235 mm)

1x \$1,100  
2x \$1,000  
5x \$900  
10x \$800

## Classifieds



### 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

### Sample Sizes and Dimensions

Mining Media International 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.

1x \$175  
2x \$165  
5x \$145  
10x \$125



### Issue

#### January/February

Close: 1/9  
Art: 1/16  
Mail: 2/1

#### Surface Mining

Haulage & Loading Preview

#### Underground Mining

U.S. Longwall Census

#### Coal Processing

Fines Dewatering

#### General Interest

Annual Forecast

#### Special Features

bauma Preview

Society of Mining Engineers, Denver, USA; Electric Power, Las Vegas, USA; Haulage & Loading 2019, Tucson, USA

#### March

Close: 3/1  
Art: 3/8  
Mail: 3/26

Loading Techniques

Roof Bolting

Coal Preparation

Coal-Fired Power

VDMA-Best of Germany

bauma, Munich, Germany

#### April

Close: 4/1  
Art: 4/8  
Mail: 4/25

Highwall Management

Fans/Ventilation

Sampling Systems

Pit Dewatering

Longwall USA Preview

Longwall USA, Pittsburgh, USA

#### May

Close: 5/3  
Art: 5/10  
Mail: 5/29

Crushing Systems

Power Distribution

Plant Maintenance

Material Handling

Export Markets

#### June

Close: 6/3  
Art: 6/10  
Mail: 6/26

Excavators & Shovels

Illinois Basin Profile

Slurry Pumps

Company Profiles

Regional Report: Australia

Asia-Pacific Int'l Mining Expo (AIMEX), Sydney, Australia; Illinois Mining Institute, Marion, USA

#### July/August

Close: 7/15  
Art: 7/22  
Mail: 8/7

Collision Avoidance

Appalachian Profile

Heavy Media Recovery

Maintenance

Coal Transportation

Bluefield Coal Show, Bluefield, USA

#### September

Close: 9/2  
Art: 9/9  
Mail: 9/25

PRB Roundup

Communications

Coarse Coal Recovery

IoT/Data Management

Regional Report: China

China Coal & Mining Expo, Beijing, China; World Coal Leaders, Barcelona, Spain

#### October

Close: 10/4  
Art: 10/11  
Mail: 10/29

Moving Overburden

Longwall Mining

Prep Plant Census

Drones & UAVs

Regional Report: India

#### November

Close: 10/31  
Art: 11/7  
Mail: 11/26

Haul Truck Maintenance

Rock Dusting Systems

Refuse Disposal

Conveyor Systems

Regional Report: South Africa

#### December

Close: 12/2  
Art: 12/9  
Mail: 12/27

Blasting Programs

Room & Pillar Mining

Fine Coal Recovery

Company Profiles

Regional Report: Indonesia

International Society of Explosives Engineers 2020, Nashville, USA

# Longwall USA 2019

Pittsburgh, Pennsylvania

May 19-22, 2019  
Sponsorships



## Mobile App

\$8,000 sponsorship

The mobile app will be designed for attendees and exhibitors to easily network, connect and share information at their fingertips. Prominent logo placed on the event mobile app for all delegates to see. Includes two full-conference registrations.

- 1 available

## Custom Lanyards

\$2,000 sponsorship

Heavy-duty quality lanyards featuring the sponsoring company's logo. Used throughout the event for every attendee. Includes one full-conference registration.

- 1 available

## Conference Bags

\$3,500 sponsorship

Conference bag includes event logo and up to three sponsor logos on the flap. This business-style bag with shoulder strap includes organizer pockets, and a phone holder with an expandable all-round zipper. Includes one full-conference registration.

- 3 available

## Giveaway in Conference Bags \$1,000

Printed promotional materials (six-page maximum) or one promotional item placed in delegate bags. (Does not include the cost of purchase or creation of promotional materials.)

## Pen Sponsorship

\$2,000 sponsorship

Custom-Longwall USA pen with sponsoring company's logo placed on all conference tables each day. Includes one full-conference registration.

- 1 available

## Notepad Sponsorship

\$2,000 sponsorship

A custom 5" x 7" notepad with sponsoring company's color logo placed on all conference seats daily.

- 1 available

## Lunch Sponsorships

\$5,000 sponsorship

These sponsorships will help support a buffet lunch on the show floor. In addition to recognition, sponsors will be allowed a 5-minute speaking slot during lunch. Includes two full-conference registrations.

- 6 available

## Cocktail Sponsorships

\$5,000 sponsorship

These sponsorships will buy refreshments on the show floor toward the end of each day. In addition to recognition, sponsors will be allowed a 5-minute speaking slot during the cocktail hour. Includes two full-conference registrations.

- 3 available

## Full-page Show Pocket Guide Ad

4" x 9" ad \$700

Promote your products and services while boosting your brand visibility to all exhibitors and attendees in our easy-to-carry pocket guide.







Distributed Throughout Latin America

## Publishing Technical Information for Latin American Miners

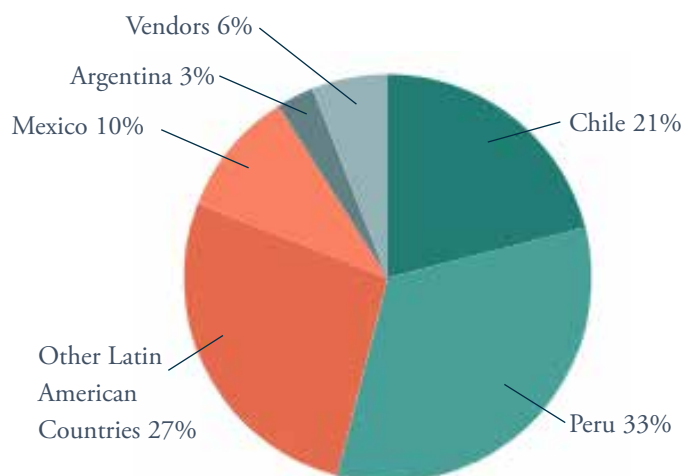
*Equipo Minero* reaches mining professionals in Spanish. Many of the engineers working in Latin America were educated at colleges where English was the primary language and they read *E&MJ*. Another large segment, however, are those educated and trained at regional universities where Spanish was the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

## 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 field, 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*



## Reaching Miners in 20 Countries

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



Publishers Own  
Data

## Latin America Remains the Leading Destination for Mining Investment

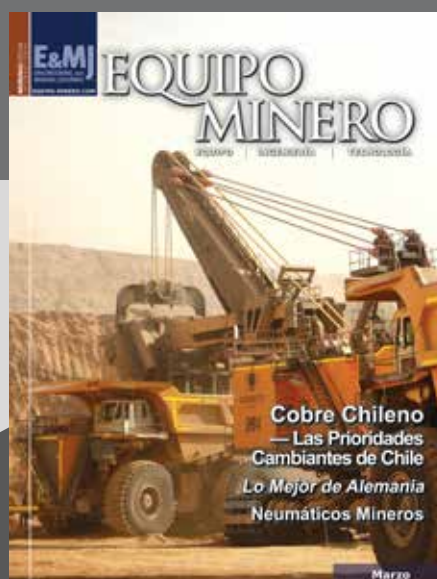
Latin America represents more than \$200 billion in project development, second only to \$400 billion planned for U.S. and Canada. Chile operates some of the largest open-pit mines and it is the world's leading copper producer. Peru is also a mining country, the leading silver producer, and a major gold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


Codelco, the Chilean national copper company, is investing substantial sums of money to maintain copper mining operations. BHP approved the \$2.5 billion Spence Growth Project, which involves a new copper concentrator, desalination plant and pipeline.

Anglo American is moving forward with its Quellaveco copper project in southern Peru. The project will be an open-pit mine that will process 127,500 metric tons per day (mt/d) of ore via conventional crushing, grinding and flotation technology to produce 300,000 mt/y of copper. Grupo Mexico is spending \$1.2 billion to expand its Toquepala copper mine by expanding the open pit and adding a new concentrator. The company is also developing the \$1.4 billion Tia Maria project.

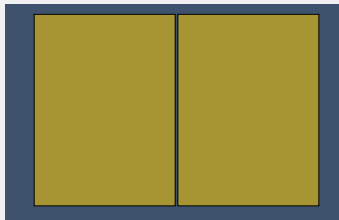
New metal mines are opening in Ecuador and Panama. Bolivia is investing in modernization programs. Both Colombia and Venezuela have coal, gem stones and precious metals. Estimates indicate that nearly 70% of Latin America remains unexplored.

Total Audience  
3,507



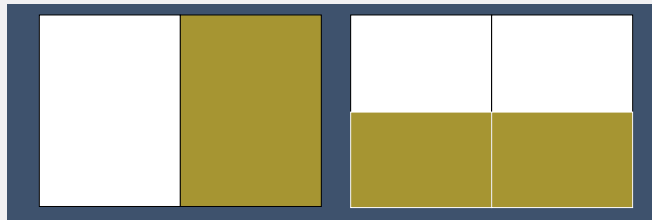
 Color blocking represents the approximate ad location on the page.

## 2-Page Spread



15.75" x 10.75"	1x \$6,600
(406 x 279 mm)	2x \$6,300
Ad needs 0.125"	3x \$6,000
or 3 mm bleed	4x \$5,600
on each side	

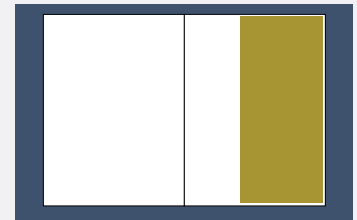
## Full Page & Half-Page Spreads



Full Page 7.875" x 10.75"	Half Page 15.75" x 4.875"
(200 x 273 mm)	(406 x 223 mm)
Ad needs 0.125"	Ad needs 0.125"
or 3 mm bleed	or 3 mm bleed
on each side	on each side

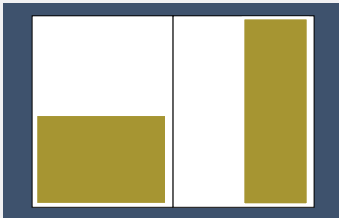
1x \$4,000
2x \$3,800
3x \$3,600
4x \$3,400

## 2/3 Page



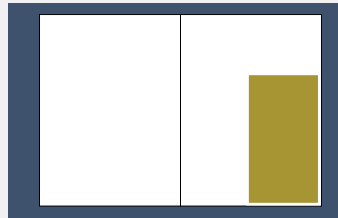
5.167" x 10.75"	1x \$3,200
(131 x 273 mm)	2x \$3,100
Ad needs 0.125"	3x \$3,000
or 3 mm bleed	4x \$2,900
on each side	

## Half Page (V) (H)



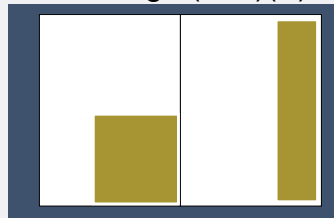
1/2(v): 3.375" x 9.25"	1x \$2,800
(86 x 235 mm)	2x \$2,700
1/2(h): 7" x 4.625"	3x \$2,600
(178 x 117 mm)	4x \$2,500

## Half-Page Island



4.5" x 7.25"	1x \$3,000
(114 x 191 mm)	2x \$2,800
	3x \$2,700
	4x \$2,600

## 1/3 Page (SQ.) (V)



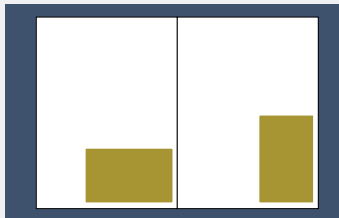
1/3 (sq.) 4.5" x 4.625"	1x \$2,300
(114 x 117 mm)	2x \$2,200
1/3 (v) 2.25" x 9.25"	3x \$2,100
(57 x 235 mm)	4x \$2,000

## 1/4 Page



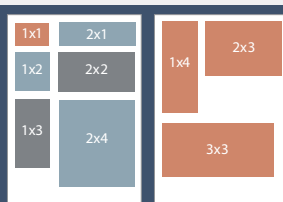
3.375" x 4.625"	1x \$2,000
(86 x 117 mm)	2x \$1,900
	3x \$1,800
	4x \$1,700

## 1/6 Page (V) (H)



2.25" x 4.625"	1x \$1,100
(57 x 235 mm)	2x \$1,000
	3x \$900
	4x \$800

## Classifieds



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

## Sample Sizes and Dimensions

Mining Media International 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.

1x \$175
2x \$165
3x \$145
4x \$125



### Issue

#### Quarter 1

Close: 2/14  
Art: 2/21  
Mail: 3/11

Open-Pit  
Mining

Slope  
Monitoring

Underground  
Mining

Rock  
Bolting

Mineral  
Processing

Screening  
Machines

General  
Interest

Conveyor  
Systems

Special  
Features

Autonomous  
Mining

Regional  
Focus

Regional Focus:  
Argentina

Arminera, Buenos Aires, Argentina

#### Quarter 2

Close: 4/12  
Art: 4/19  
Mail: 5/9

Collision  
Avoidance

Utility  
Equipment

Tailings  
Management

VDMA  
Best of Germany

Company  
Profiles

Regional  
Focus: Chile

Exponor, Antofagasta, Chile

#### Quarter 3

Close: 8/2  
Art: 8/9  
Mail: 8/27

Equipment  
Rebuilds

Haulage

Leach  
Pad Design

Power  
Distribution

Energy  
Efficiency

Regional  
Focus: Peru

Perumin, Arequipa, Peru

#### Quarter 4

Close: 11/8  
Art: 11/15  
Mail: 12/4

Blasthole  
Drilling

Development  
Drilling

Crushers

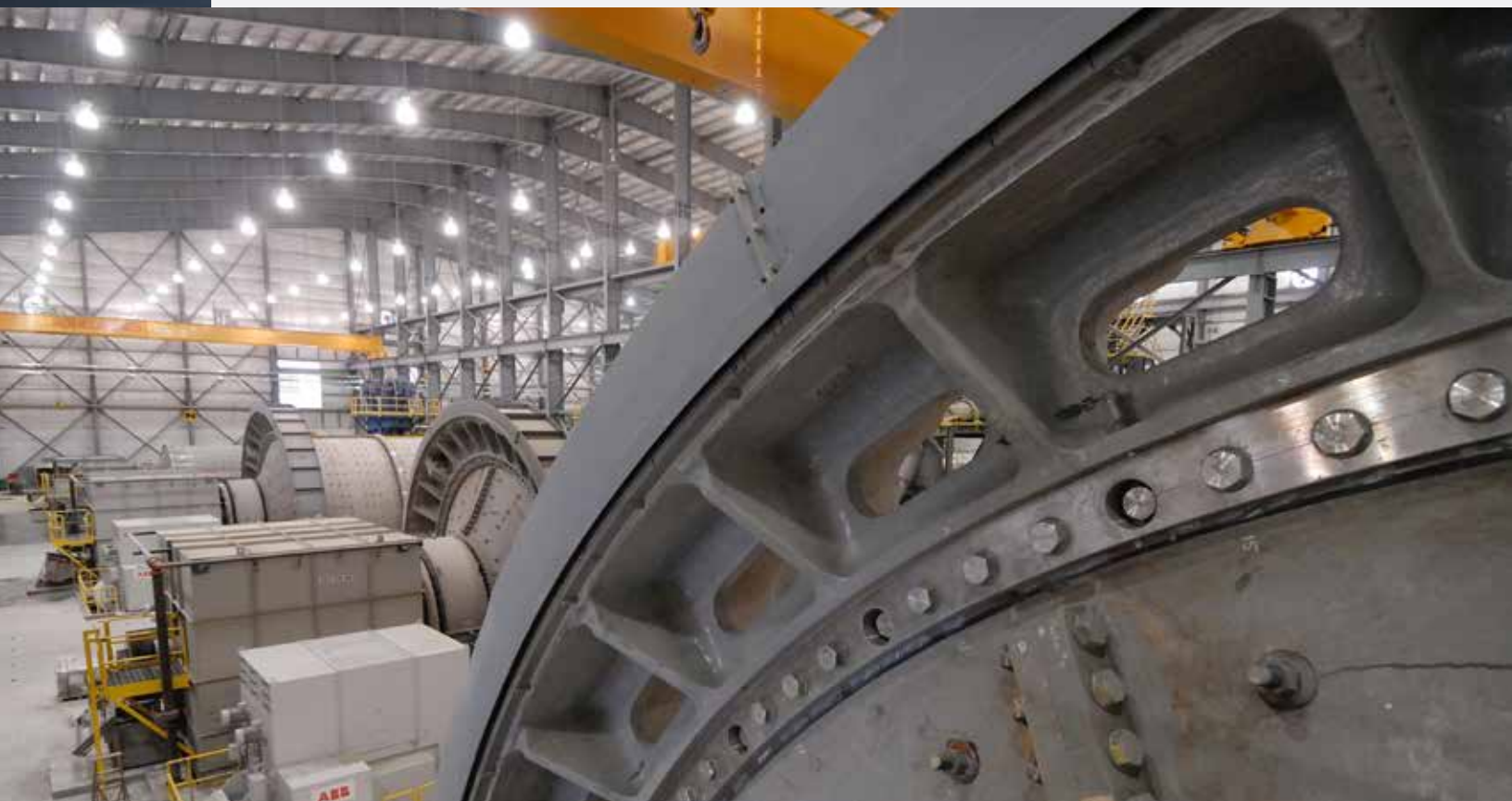
Maintenance

Company  
Profiles

Regional  
Focus: Mexico

Expomineria, Guadalajara, Mexico

Editorial Calendar Subject to Change





# Supplements & Regional Specials

## 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.

## VDMA-The Best of Germany

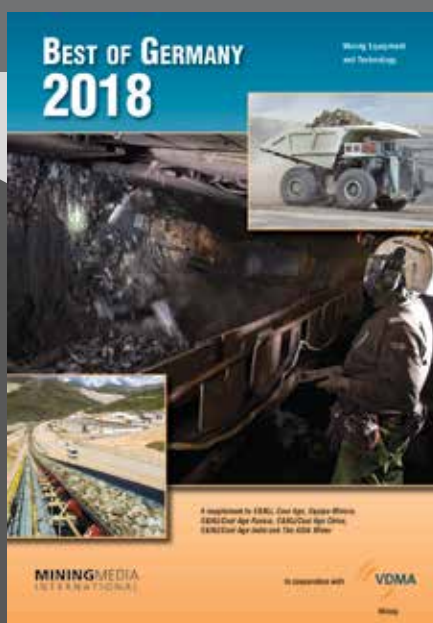
Europe's largest industrial association, the German Engineering Federation (VDMA), has long recognized the advantages of working with Mining Media International and has awarded its annual *Best of Germany* supplement to Mining Media International. The 2019 *Best of Germany* supplement will be polybagged with the March editions of *E&MJ* and *Coal Age*, and the Q2 2019 edition of *Equipo Minero*, 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*

### For more information, contact Gerd D. Strasmann:

Tel +49 202 28 14 64 83 Fax +49 202 28 14 64 84 email: [gerd@strasmann-media.de](mailto:gerd@strasmann-media.de)





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

## Regional Specials

During 2019, 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.

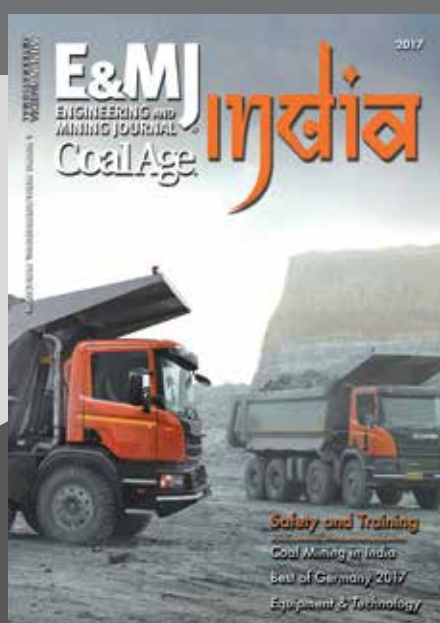
### *E&MJ/Coal Age China*

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



# Supplements & Regional Specials

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

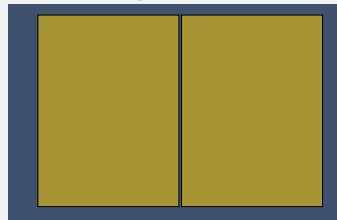
 Color blocking represents the approximate ad location on page.

## 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

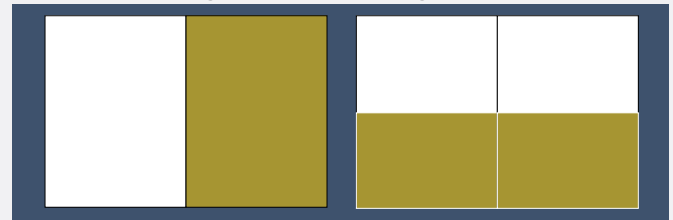


15.75" x 10.75"  
(406 x 279 mm)

Ad needs .125"  
or 3 mm bleed  
on each side

1x \$6,600  
2x \$6,300  
3x \$6,000

## Full Page & Half-Page Spreads



Full Page  
7.875" x 10.75"  
(200 x 273 mm)

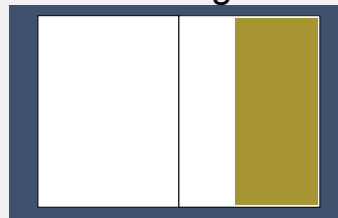
Ad needs .125"  
or 3 mm bleed  
on each side

Half Page  
15.75" x 4.875"  
(406 x 223 mm)

Ad needs .125"  
or 3 mm bleed  
on each side

1x \$4,000  
2x \$3,800  
3x \$3,600

## 2/3 Page

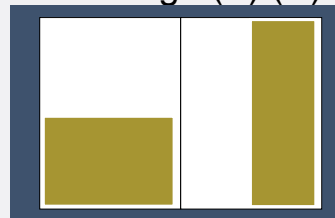


5.167" x 10.75"  
(131 x 273 mm)

Ad needs .125"  
or 3 mm bleed  
on each side

1x \$3,200  
2x \$3,100  
3x \$2,900

## Half Page (V) (H)

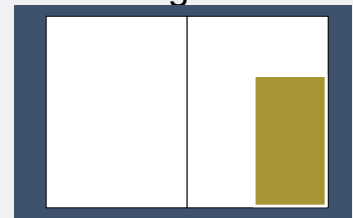


1/2(v): 3.375" x 9.25"  
(86 x 235 mm)

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

1x \$2,800  
2x \$2,600  
3x \$2,400

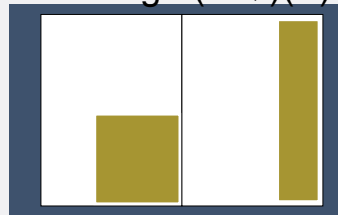
## Half-Page Island



4.5" x 7.25"  
(114 x 191 mm)

1x \$3,000  
2x \$2,800  
3x \$2,700

## 1/3 Page (SQ.)(V)

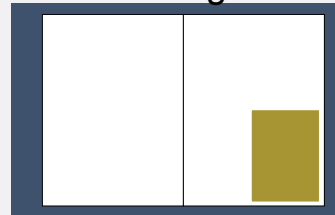


1/3 (sq.)  
4.5" x 4.625"  
(114 x 117 mm)

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

1x \$2,300  
2x \$2,200  
3x \$2,100

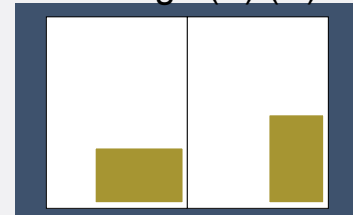
## 1/4 Page



3.375" x 4.625"  
(86 x 117 mm)

1x \$2,000  
2x \$1,900  
3x \$1,800

## 1/6 Page (V) (H)



2.25" x 4.625"  
(57 x 235 mm)

1x \$1,100  
2x \$1,000  
3x \$900



### *E&MJ/Coal Age Russia (April 2019)*

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 23-25, 2019  
Moscow, Russia

Ugol & Rossii & Mining  
June 4-7, 2019  
Novokuznetsk, Russia

Reserve Space by: February 15, 2019  
Materials Due by: March 4, 2019  
Contains VDMA/Best of Germany

### *E&MJ/Coal Age China (September 2019)*

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 Conference  
October 2019  
Tianjin, China

China Coal & Mining Expo  
October 2019  
Beijing, China

Reserve Space by: June 12, 2019  
Materials Due by: July 10, 2019  
Contains VDMA/Best of Germany

### *E&MJ/Coal Age India (November 2019)*

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:*

The VDMA mails this edition to mining professionals in India and it will be distributed at tradeshow in Q4 2019 - Q1 2020.

Reserve Space by: September 9, 2019  
Materials Due by: September 16, 2019  
Contains VDMA/Best of Germany

# Digital Communications

## Weekly Newsletter

Total Audience  
23,596



### 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 stay up-to-date with the latest news. Unlike many newsletters that randomly compile all the mining-related press releases issued that week, MMI's editorial team selects the top six to 10 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 23,596 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*

14/ Mining Media International

**MININGMEDIA**  
INTERNATIONAL

WEEKLY NEWSLETTER

**E&M** ENGINEERING AND  
MINING JOURNAL

**Coal Age**

July 19, 2018

**De Beers to Acquire Peregrine Diamonds**  
De Beers Canada has entered into an agreement to acquire all the outstanding shares of Peregrine Diamonds Ltd, which owns the Chidliak diamond resource located in Canada's Nunavut Territory, at a purchase price of C\$0.24 per share, for a total cash consideration of C\$107 million.  
[Read More](#)



**Sponsored Content**

**Dodge® bearings and power transmission**  
Local manufacturing. Global support

For 140 years, we've focused on providing industry-leading products that reduce your total cost of ownership. Every day we produce the mounted bearings, enclosed gearing and PT components you trust and prefer from Tennessee, North Carolina, and South Carolina.

We are proud to continue to offer the same products and service you prefer with the global ABB technologies and innovation you deserve.

**SUEK Produces 55.6 MT of Coal in First-half of 2018**  
The Siberian Coal Energy Co. (SUEK), the largest coal producer in Russia, reported 55.6 million metric tons (mt) of coal for the first half of 2018, representing a 4% increase over the same period in 2017. Sales volumes during the period increased by 12% compared to the same period last year and amounted to 59.9 million mt of coal.  
[Read More](#)



**Sponsored Content**

**Reduce Blast-Hole Deviation, Reduce Dilution, Reduce Down-Time, Increase Ore Recovery. With Minnovere's Production Optimizer™ System**

Substantially improve drill and blast productivity and output, while slashing cost of production by eliminating the primary causes of blast-hole deviation. Align your production rig to within 0.1 degree every time with Minnovere's NEW Production Optimizer™ system. Suitable for ALL rig types.

Click here to go to [minnovere.com/pro-optimizer](http://minnovere.com/pro-optimizer)

**Turquoise Hill Commissions Shaft 5 at Oyu Tolgoi**  
Oyu Tolgoi has achieved an important underground development milestone with the commissioning of Shaft 5, which is 1,178 meters (m) deep and 6.7 m in diameter. Turquoise Hill Resources now expects a step-up in underground activities with the increased ventilation capacity from Shaft 5. The company is looking forward to the first draw bell in mid-2020 and sustainable first production in 2021.  
[Read More](#)



# Mining Media's News Digest

## Weekly Newsletter

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

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[Read More](#)

# Covering the Market Segments That You Need to Reach

## Audience Reach

### Sponsored Content

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.



## Sponsored Content Advertisement



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	\$700
4x	\$650
12x	\$600
24x	\$500

## Full Banner Advertisement



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

1x	\$550
4x	\$500
12x	\$450
24x	\$400



# Custom Email Blasts Send in English and Spanish

## 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).

## GDPR Compliant

The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in European Union (EU) law on data protection and privacy for all individuals within the EU and the European Economic Area (EEA). Mining Media International and all its properties are GDPR compliant.

## 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**

## 2019 HAULAGE & LOADING EXHIBITION AND CONFERENCE



Registration is Open

2019  
Tucson, Arizona

Links on the H&L website have been updated to take advantage of early bird rates. Sponsorships. Another link allows you to request an exhibitor prospectus is available. Request on the website or contact us for more productive days in March 2019.

LA SEGURIDAD ES  
SIEMPRE PRIMERO

STRATA  
WORLDWIDE



El trabajo subterráneo tiene sus riesgos inherentes. Espacios limitados de operación con maquinaria en movimiento; gases potencialmente dañinos; comunicaciones comprometidas; y posibles emergencias que previenen el escape.

Existen muchos productos y tecnologías que se han desarrollado para mitigar tales riesgos a la seguridad y Strata Worldwide es considerada una de las compañías más importantes a nivel global que brindan estas soluciones.

- Refugios mineros para emergencias
- Sistemas de detección de proximidad y anti-colisión
- Monitoreo de gases y atmosférico en forma inalámbrica
- Rastreo y localización de equipo y personal
- Notificación de emergencia de trabajador solitario
- Opciones múltiples de comunicaciones en dos vías incluyendo de forma totalmente inalámbrica

PARA CONOCER MÁS HAGA CLICK AQUÍ

Con su sede ubicada en Estados Unidos, Strata ofrece distribución, soporte y servicio local a través de su red de socios calificados en:

- México
- Brazil
- Perú
- Chile
- Colombia
- Argentina
- Nicaragua
- Guatemala

Favor de ponerse en contacto con Ryan Fielden en

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MINING MEDIA  
INTERNATIONAL

Inc.  
Florida 32224 USA 4.4.2018

STRATA WORLDWIDE  
8995 ROSWELL ROAD STE 200 | SANDY SPRINGS, GA 30305 USA

Este correo electrónico le fue enviado por Mining Media International Inc. porque ya se ha suscrito o hecho negocios con nosotros.

Mining Media International, Inc.  
11655 Central Parkway, Suite 306; Jacksonville, Florida 32224 USA 4.4.2018

# Customized Email Opportunities

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## Blast Your Message to Our Readers

## Audience Reach

*E&MJ*  
14,960

*Equipo Minero*  
1,335

*Coal Age*  
5,792

All numbers current as of August 2018, subject to change based on opt ins/outs and demographics selected.

## 2019 HAULAGE & LOADING EXHIBITION AND CONFERENCE



**Registration is Open  
March 10-13, 2019**

**El Conquistador Resort, Tucson, Arizona**

Registration for Haulage & Loading 2019 is now open. All links on the H&L website have been activated for digital processing. Full conference delegates can take advantage of early bird rates. Suppliers and service providers can also book stands and sponsorships. Another link allows all attendees to reserve rooms at the Hilton El Conquistador. An exhibitor prospectus is available for download on the website. Questions? Use the email request on the website or contact the sales reps mentioned below. Join us for the three most productive days in March 2019.

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For more information, contact  
Kristin Thompson  
[KThompson@mining-media.com](mailto:KThompson@mining-media.com)

**MININGMEDIA**  
INTERNATIONAL

Mining Media International, Inc.  
11655 Central Parkway, Suite 306; Jacksonville, Florida 32224 USA 4.4.2018



# Send in English and Spanish

## Custom Emails

\$4,500	1 to 5,000 verified custom email addresses
+\$900*	*per 1,000 additional verified custom email addresses

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

## 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).
- An additional fee of \$250 will be added to the rate for demographic sorting.

## LA SEGURIDAD ES SIEMPRE PRIMERO



El trabajo subterráneo tiene sus riesgos inherentes. Espacios limitados de operación con maquinaria en movimiento; gases potencialmente dañinos; comunicaciones comprometidas; y posibles emergencias que previenen el escape.

Existen muchos productos y tecnologías que se han desarrollado para mitigar tales riesgos a la seguridad y Strata Worldwide es considerada una de las compañías más importantes a nivel global que brindan estas soluciones.

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- Notificación de emergencia de trabajador solitario
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# Digital Communications

## Website Advertising

**E&MJ**  
ENGINEERING AND  
MINING JOURNAL®

e-mj.com

**Coal Age**®

coalage.com

**EQUIPO  
MINERO**

equipo-minero.com

### 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, our sites will reach your target audience wherever they are.

### Fresh, Current Look

During 2018, we completed an overhaul of mining-media.com, e-mj.com, coalage.com and equipo-minero.com. We created a fresh look with pages that load faster and are more secure than the old sites.

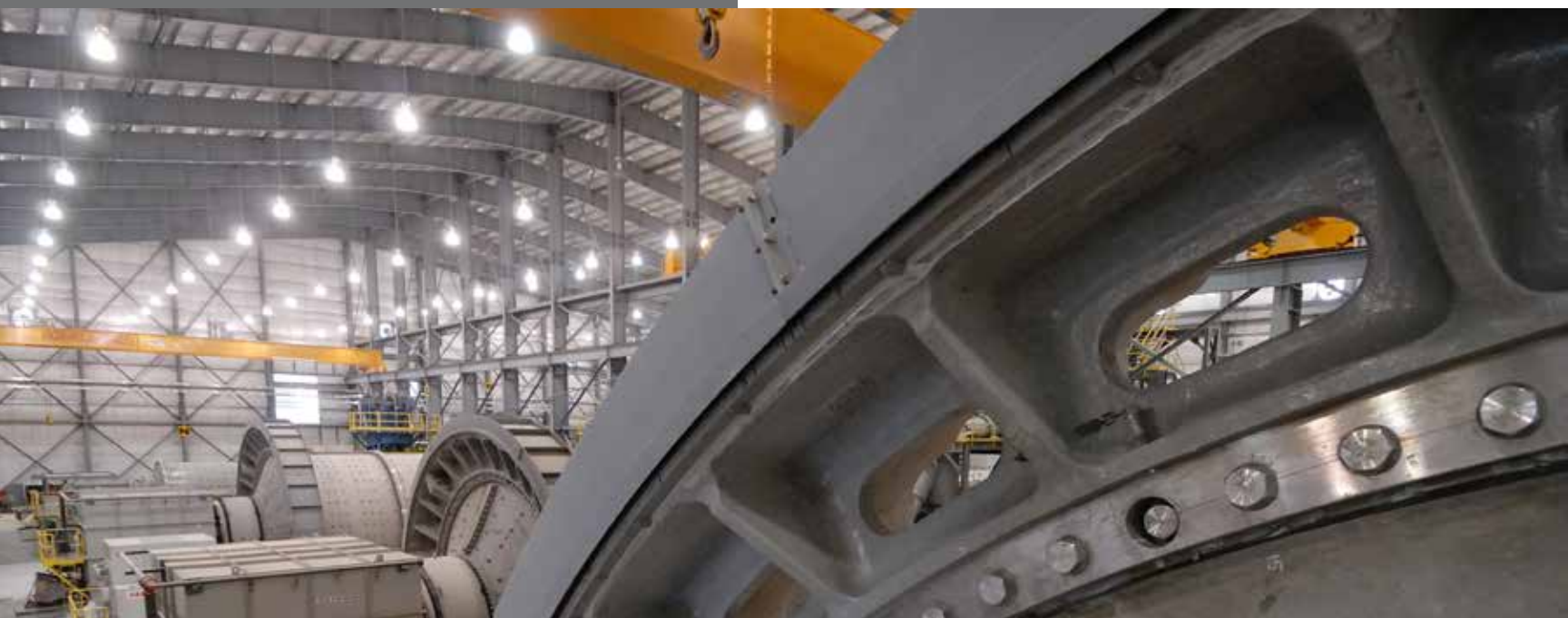
### Niche Specific Websites

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*





# Website Marketing

Niche Specific

**E&MJ**  
ENGINEERING AND  
MINING JOURNAL®

e-mj.com

**Coal Age**®  
coalage.com

**EQUIPO  
MINERO**  
equipo-minero.com

## Website Advertising

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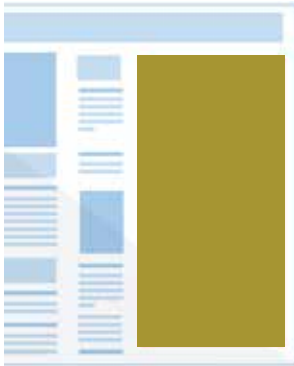
*Build a Web Presence With Us*



# Covering the Market Segments That You Need to Reach

## Options

### Half-page (V) Advertisement



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

The half-page advertising options will be placed next to prominent feature articles and leading development stories for maximum exposure.

Prices are per month.

Pixel Size (w x h) 300 px x 600 px  
File size limit: 150 kb  
Prices are monthly costs

1st Position	
1x	\$4,300
3x	\$3,600
6x	\$3,100
12x	\$2,700

2nd Position	
1x	\$3,700
3x	\$3,100
6x	\$2,600
12x	\$2,200

### Leaderboard Advertisement



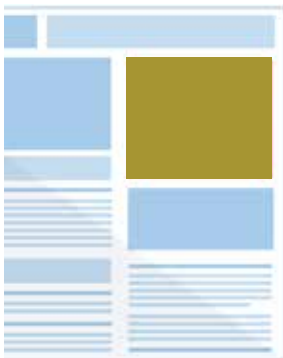
With the top position on the website, the leaderboard banners are our most popular advertising option. These are placed above our main content.

Pixel Size (w x h) 970 px x 90 px  
File size limit: 150 kb

Prices are per month.

1x	\$2,200
3x	\$1,800
6x	\$1,600
12x	\$1,300

### Boombox Advertisement (Inline Rectangle)



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.

Pixel Size (w x h) 300 px x 250 px  
File size limit: 150 kb

Prices are per month.

1st Position	
1x	\$1,800
3x	\$1,400
6x	\$1,200
12x	\$1,100

2nd Position	
1x	\$1,600
3x	\$1,300
6x	\$1,100
12x	\$900

3rd Position	
1x	\$1,100
3x	\$900
6x	\$800
12x	\$700



## Social Media

### 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 trade shows 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*

### Our Facebook Handles

E&MJ  
@EngineeringAnd  
MiningJournal  
followers: 3,381

Coal Age  
@coalage  
followers: 2,016

Equipo Minero  
@equiminero  
followers: 759

### Our LinkedIn Network

E&MJ  
followers: 4,273

Coal Age  
followers: 1,281

Equipo Minero  
followers: 659

### Our Twitter Handles

E&MJ  
@eminingjournal  
followers: 3,779

Coal Age  
@coalagemag  
followers: 4,267

Equipo Minero  
@equipominero  
followers: 4,518



All numbers current as of August 2018, subject to change.

Mining Media International /17

# BPA Worldwide

bpaww.com



## 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. Visit [www.bpaww.com](http://www.bpaww.com) for more information.

## 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 mm 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 0.25" (6.35 mm) away from the trim edge.

Any frame or border for a full-page ad must be at least 0.25" (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 mm 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](http://www.mywebsite.com) or [email@server.com](mailto: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.



# Special Options For Print

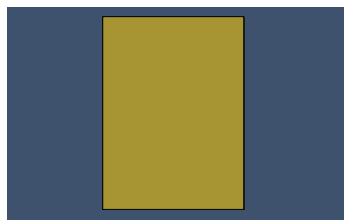
## *Furnished Inserts*

Furnished inserts are inserts that are physically attached to the publication. They are usually bound-in or glued (tipped) on, as described below.

Geo-sorting by geographical data is offered on all insert options. An additional \$250 will be added to the rate for geo-sorting.

 Color blocking represents the approximate ad location on the page.

### Bound-in Inserts



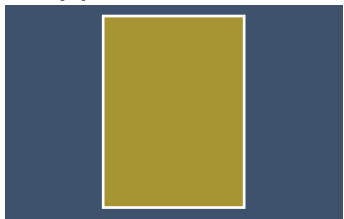
7.8975" x 10.875"  
(full page)

(200.5 x 276 mm)

Ad needs 0.125"  
or 3 mm bleed

Bound-in inserts are fixed into the main publication, giving the feeling that they are a part of it, and tend to force the publication to open at your page. Staying attached, they have a longer life, offering more chances to be noticed by your customer.

### Tipped-on Inserts



7.5" x 10.5"

(190.5 x 266.7  
mm)

Ad needs 0.125"  
or 3 mm bleed

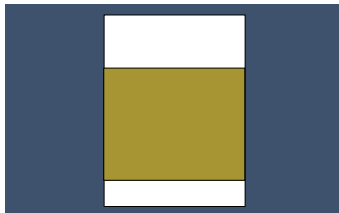
Tip-ons are inserts that are glued on to a relevant advert page within the publication. Tip-ons give you two shots at grabbing your customer's attention, which is particularly useful for shared readerships, and allow you to use this additional card as a response mechanism or creative ploy.



## *Furnished Outserts*

Furnished outserts are inserts that are physically attached to the outside of the publication, usually on the front cover.

### Belly Band



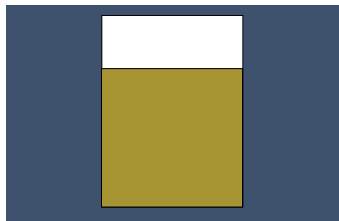
16" x 6"

(406 x 152 mm)

Ad needs 0.125"  
or 3 mm bleed

A belly band is a belt of paper wrapped around the outside of a publication. Belly bands are highly visible and have to be physically removed from the publication before it can be read — guaranteeing some level of interaction between you and your customer.

### False Cover



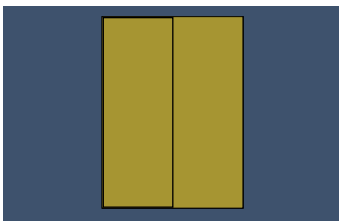
7.8975" x 10.875"  
(full page)

(200.5 x 276.2  
mm)

Ad needs 0.125"  
or 3 mm bleed

Many publications offer you different opportunities to add a special cover — often a cover on top of the publication's real front cover. The publication's mast and key details (such as price, issue and barcode) need to be in your advert, which can give a feeling of synergy between your product and our brand.

### French Door Cover



16.125" x 10.875"

(409.5 x 276.2  
mm)

Ad needs 0.125"  
or 3 mm bleed

French door gatefolds are special front-cover configurations that draw attention to a message "inside" the cover of the magazine. The French door cover opens up from the middle to reveal your advertising message or image underneath. They are most often used for premium attention-getting advertising.

# Global Business Reports

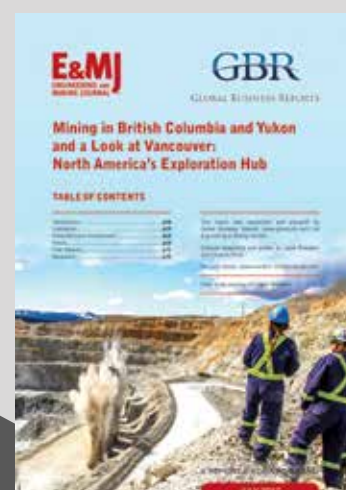
gbreports.com



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. Their 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. The GBR teams spend months immersing themselves in the mining industry of each country that they 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 the GBR reports for companies looking at expanding their global horizons. Contact Alice Pascoletti at [apascoletti@gbreports.com](mailto:apascoletti@gbreports.com) for more information.





# World of Mining Professionals

womp-int.com



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

The World of Mining Professionals (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 13th 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. It enables readers, with a single click, to view video presentations of the industry’s latest equipment, products and services.

# WOMP

The Mining E-Journal Published in Association with

2018 Vol 03 - March

Issue - 124

## E&MJ

ENGINEERING AND MINING JOURNAL



FULLY MOBILE SURGE LOADER  
MINE SMARTER

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	<a href="#">Chilean Copper</a>
	<a href="#">Haul Road Designs</a>
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	<a href="#">Simon's Farewell</a>

### VIDEO PRESENTATIONS



### Transparency Finally Works for Modern Miners

When the U.S. Securities and Exchange Commission began to enforce the supply chain transparency policies that were introduced by Sarbanes-Oxley in 2002, some in the mining sector were bitter. They thought, rightfully so, that the publicly held side of the minerals extraction business had been forced unfairly to give up access to a share of the world's natural resources. They could no longer compete with state-sponsored actors who did not have to comply with the same set of rules. Publicly held mining companies were essentially barred from doing business in less than desirable areas. This created a vacuum that allowed businesses in developing countries that were paying substandard wages with little environmental oversight to purchase raw materials from dictators ..... [read more](#)

**Steve Fiscor** Publisher & Editor in Chief



# WOMP

World of Mining Professionals  
The Mining eJournal Published in Association With *E&MJ*  
[www.womp-int.com](http://www.womp-int.com)

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.

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

**WOMP** The Mining eJournal Published in Association with **E&MJ**  
2019 Vol 06 - June Issue - 127

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Around the World  
Conference Reports

**FEATURES**  
Metallic Hydrogen  
Ventilation  
Copper Maintenance  
Women in Mining

**VIDEO PRESENTATIONS**  
The latest from the World Mining Equipment Video Library

**July Mobile Surge Loader MINE SMARTER**  
LEARN MORE

**The Stretch Assignment**  
Having attended the three largest mining trade shows worldwide so far this year, it's time to spot some trends in dialogue. One of them involves women in mining. The annual Society of Mining, Metallurgical and Petroleum Engineers (SME) conference hosted a breakfast panel discussion (See Women in Mining). The Prospectors and Developers Association of Canada (PDAC) planned a session on sponsorship for women in mining, but renounced it due to allegations related to scandalous behavior by one of its sponsors, which was exposed by the #MeToo movement. The largest exposition in Latin America, Exponex, also held a similar discussion, which was well attended. It didn't, however, take the local media long to point out the irony with Exponex. For those who haven't attended the event, many of the stands display beautiful local models. ... [read more](#)

**Steve Chou, Publisher & Editor in Chief**

**World Mining Equipment**  
The online directory of equipment, products and services for the global mining industry.  
[www.wme.com](http://www.wme.com)

**2019 HAULAGE & LOADING EXHIBITION AND CONFERENCE**  
Register NOW for Early Bird benefits

**WOMP** The Mining eJournal Published in Association with **E&MJ**  
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**Alcoa, Rio Tinto to Develop First Carbon-free Aluminum Smelting Process**  
Alcoa Corp. and Rio Tinto announced a process to make aluminum that produces oxygen and eliminates all direct greenhouse gas emissions from the traditional smelting process. Executives of Alcoa, Rio Tinto and Alcoa were joined by Canadian Prime Minister Justin Trudeau and Premier of Quebec Philippe Couillard for the May 13. ... [read more](#)

**Dugald River Achieves Commercial Production**  
WMAU Ltd is Dugald River also operation in Queensland, Australia, achieved commercial production on May 1, according to the company. Executive General Manager Operations, Africa, Australia and Asia Mark Davis said the ramp-up of the plant is progressing on schedule and commercial production has been reached in line with guidance to the market. "Dugald River is a world-class operation that has been delivered under budget and ahead of schedule," he said. The successful achievement of the commercial production milestone. ... [read more](#)

**Updated Study Provides Improved Business Case for West Gullie**  
WorleyParsons R&D recently completed a feasibility study update for the total - Copco Joint Venture (WJV) in Papua New Guinea (PNG), giving the greenfield West Gullie project a revised execution plan (going forward). This update incorporates findings from earlier feasibility studies and draws on extensive data collection. ... [read more](#)

**Rio Tinto Considers Selling Stake in Grasberg**  
Rio Tinto confirmed it was discussing a possible sale of its entire interest in the Grasberg mine in Indonesia to PT Indonesia Asahan Aluminium (Grasberg) (PT AIG). The company said talks between Rio Tinto, Indium and Freeport are ongoing, and so far, no agreement has been reached, and there is no certainty that binding agreements will be signed. Located in the Papua province in Indonesia, Grasberg is one of the world's largest copper and gold mines in terms of ore reserves and production. It is owned and operated by ... [read more](#)

**AROUND THE WORLD - USA & CANADA**

**Barrick Purchases Stake in Midas Gold**  
Barrick Gold will acquire 19.9% of Midas Gold for more than \$30 million. Midas Gold's Striber gold project in Idaho offers the company a strong investment opportunity with low geological risk, potential for production of more than 300,000 ounces per year (200%) of gold, and exploration upside, said Barrick. ... [read more](#)



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Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
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Truck Dump Design	Shafts & Hoists	Leach Pad Design	Waste Management	Project Finance
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Improving Cycle Times	Soft Rock & Aggregates	IoT/Data Management	Wear Protection	Nordic Mining & Technology
Slope Stability	Rock Bolting Machines	Sampling & Online Analysis	Buyers Guide	Iron Ore Outlook
Autonomous Mining	Utility Equipment	Advances in Flotation	Drones & UAVs	Company Profiles

# World Mining Equipment

wme.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, *E&MJ*, *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

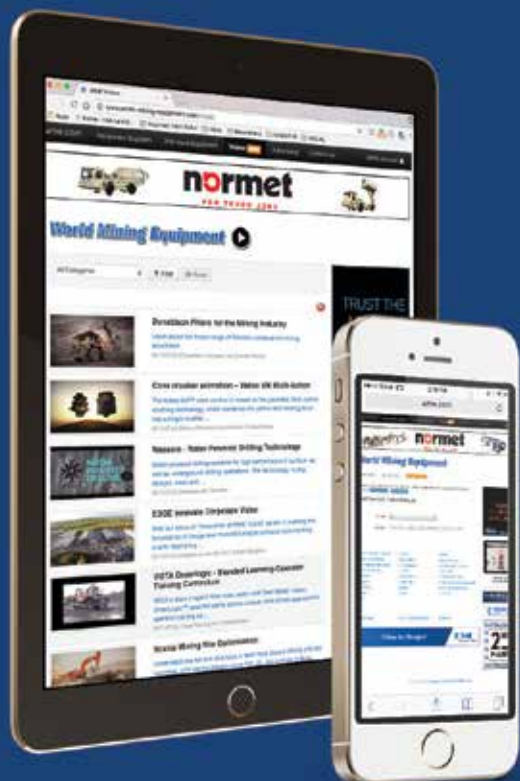
Maximize your video investment by listing your videos in the World Mining Equipment Video library. Used daily by mining professionals around the globe, with year-round promotion in the industry's leading titles, *E&MJ*, *Coal Age*, *Equipo Minero* and the WOMP eJournal, your videos are exposed to a huge, 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 more than 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 our various publications or participated in our 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*

## MINING MEDIA INTERNATIONAL

### Q3 Mining Marketers Newsletter

As the second half of 2018 begins, some noticeable positive trends are taking place in the mining sector. Demand for metals and energy minerals remains healthy and prices for most mined commodities remain firm. One of the biggest positive signs is that copper has been consistently selling above \$3/lb and forecasts are calling for the price to increase further. As a leading indicator, climbing copper prices usually point to improving economic conditions worldwide.

Several forces are reshaping mining markets. The uncertainty created by the political rhetoric surrounding tariffs and sanctions has also pushed prices for some metals higher. The rush for minerals such as cobalt, lithium and graphite is running at full steam as automakers anticipate a significant conversion to battery power. The prices for precious metals have held their ground even as the U.S. has raised interest rates. Worldwide demand for coal continues to increase. While consumption within the U.S. is flat for 2018, coal operators are exporting greater quantities of thermal coal. And, demand for metallurgical-grade coal remains healthy along with iron ore.

As a mining industry marketer, you have probably realized there are only a few small trade shows in the second half of 2018. The pace will pick up again in the first half of 2019 with Haulage & Loading, bauma, Longwall USA and Exponor, in addition to the annual mining events. So maybe it's time to refocus your marketing strategy on print and digital promos with a program for the second half of 2018 that draws attention to your company's equipment and services. If you are displaying equipment and services at one of those events, you could also use that H2 2018 advertising program to tell people where they can see your kit in the first half of 2019.

The mining market is gaining momentum and Mining Media International can literally put your message in front of tens of thousands of mining professionals who specify and purchase mining and mineral processing equipment, and the services needed to run a modern mining operation. Check out the planned upcoming editorial coverage for Engineering & Mining Journal (E&MJ), Coal Age and Equipo Minero that follows. If we have a match, or if you have an important an-

### E&MJ Editions



### July 2018 E&MJ

In a world where the largest equipment interacts with light-duty vehicles, collision avoidance systems help mines operate more safely. While collision avoidance systems are not new, the system has improved with advances in technology and novel approaches to implementation.

Many underground mines are encountering more difficult conditions in weak geology.





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