

E&MJ
ENGINEERING AND
MINING JOURNAL

Coal Age.

**EQUIPO
MINERO**

MININGMEDIA
INTERNATIONAL

**Media Kit
2020**





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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*All statistical data and subscriber estimates are derived from the December 2018 BPA report

We Deliver Your Message to the Decision-makers Who Run the \$1 Trillion Global Mining Business

Mining Media International serves a loyal readership of more than 30,000 professionals in the mining business. It also provides marketers with 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 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 to help you meet your goals. Mining Media International can tailor an advertising program based on your needs and you should consider our marketing team as your best source for market information and competitive intelligence.

FIRST-CLASS EDITORIAL COVERAGE

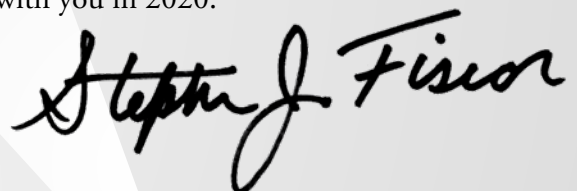

Readers trust Mining Media International. For more than 150 years, *E&MJ* has been considered the gold standard among mining trade journals. Likewise, *Coal Age* has served as an authoritative voice for the coal sector for more than 100 years. With each edition, the editors wade through the noise to 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.

A WELL-MANAGED MEDIA OUTLET

Three years ago, we formed Mining Media International to purchase these print and digital properties, and the conferences. The MMI team immediately implemented improvement plans. We invested heavily in readership management and migrated the magazines to a professional circulation management firm who helps us maintain the best independently audited readership in the mining business. In 2019, MMI successfully hosted two conferences: Haulage & Loading and Longwall USA. We also relaunched all websites, organizing the content and clearing the bots.

What sets us apart from others? We care about the mining business and your business. Before joining the editorial team more than 25 years ago, I received these trade journals at my desk while working as a mining engineer. It's a privilege to maintain the editorial integrity of these publications and equally rewarding to have established a business-to-business media outlet for the mining business.

We look forward to creating successful sales and marketing programs with you in 2020.



Steve Fisor, Publisher & Editor-in-Chief
Mining Media International

Meet the People Behind Mining Media International Editorial



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.

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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.



Russ Carter

Contributing Editor

rcarter@mining-media.com

Russ Carter has more than 30 years experience as a technical journalist, and has covered all aspects of the mining, quarrying and construction industries. He has received several awards

for journalistic excellence from the American Society of Business Publication Editors and the Society for Technical Communication.



Carly Leonida

European Editor

cleonida@mining-media.com

Carly Leonida is a U.K.-based technical writer and editor with more than a decade of experience covering the global mining sector. She currently serves as European editor at Mining Media and

also runs an independent editorial consultancy called *The Intelligent Miner*. Prior to joining Mining Media, she led the

team at *Mining Magazine* for eight years. She has written for a number of titles including *Mining Journal*, *GeoDrilling International* and *World Tunnelling*. She holds a first-class degree in geology and geography from the University of Brighton. She was named one of the most influential women in mining in 2016 by Clear Creek Media.

Oscar Martinez Bruna

Latin American Editor

omartinez@mining-media.com



Oscar Martinez joined MMI in 2006 as a 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. Today, he is the Latin American editor, in charge of the translation, preparation and editing of articles, reports and current mining news in Latin America. He holds two degrees from a technical college in Chile: english/german translator and business administration.

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

Gavin du Venage

African Editor

gavinduvenage@gmail.com



Gavin du Venage is a Cape Town-based business journalist. He has more than 20 years of experience covering Africa, including as a stringer for the *San Francisco Chronicle* and *New York Times*. He currently focuses on mining and energy issues, two subjects that are driving African development and changing its fortunes.

Sales & Marketing



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Dan Fitts

Production Manager

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Dan Fitts has more than 20 years of experience in project and print management. He specializes in magazine, trade show, and display materials. He holds a bachelor's 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

Marketing Manager

Tel +1 904 721 2925 ext.104

mvalverde@mining-media.com

Misty Valverde has been with MMI since 2017. She has a bachelor of fine arts degree in graphic design and web design from The Art Institute. She works with other team members to create print and digital marketing campaigns for MMI in order to attract potential customers and retain existing ones.

Total
Audience
19,034*



The Gold Standard Among Mining Trade Journals

The Market Leader

E&MJ has served as a respected brand in the mining industry 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. It is a recognizable brand.

An Experienced Team

Eight staff writers and editors support *E&MJ*, as well as contributors based in Australia, Brazil, China, India, Russia and Turkey. *E&MJ*'s contributors provide a local point of view. A team of experienced advertising professionals can tailor a marketing campaign that targets different aspects of the business.

Wide, Verifiable Distribution

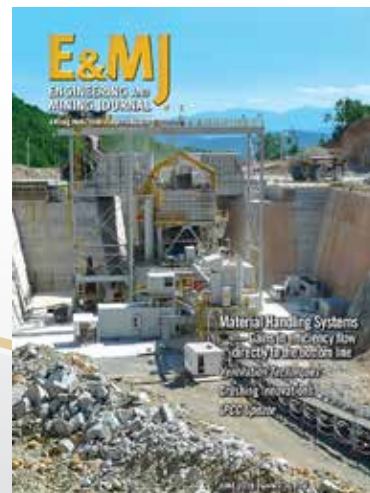
E&MJ is BPA audited. An independent third-party validates *E&MJ*'s readership.

Mining takes place in some form in almost every country, and *E&MJ* reaches mining and processing engineers in every major district. 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. They rely on *E&MJ* for the technical information that helps them improve safety, productivity and profit margins.

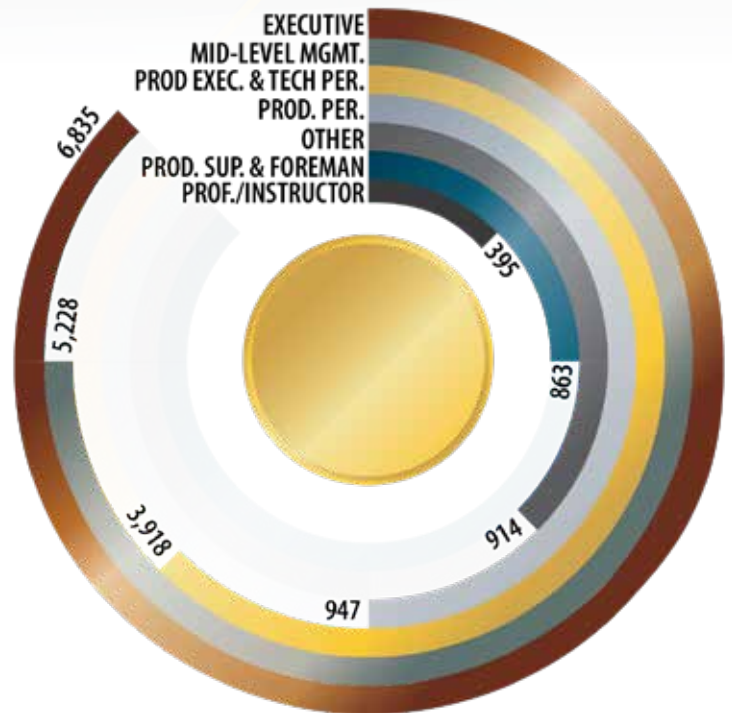
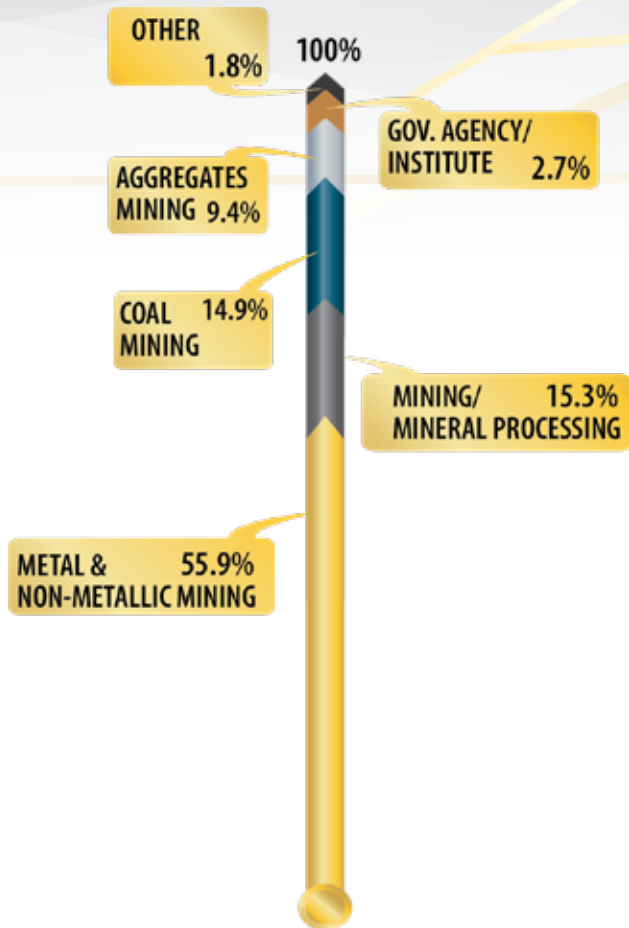
In addition to providing insight about the mining and mineral processing business worldwide, *E&MJ* delivers the technical information engineers and metallurgists seek.

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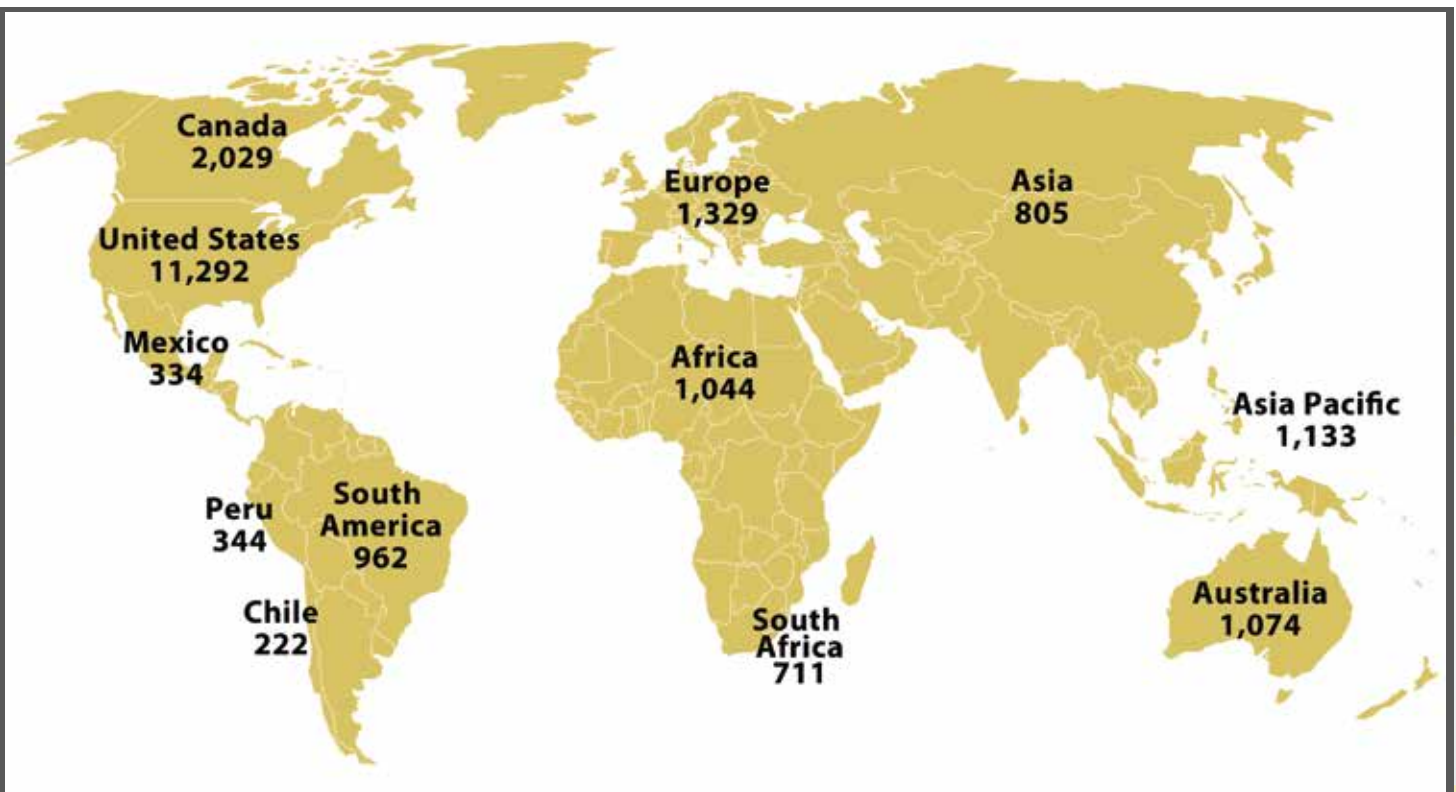


Breakouts of the Total Qualified Circulation of E&MJ Readers

Fields Served*




E&MJ Reaches Decision-makers Worldwide

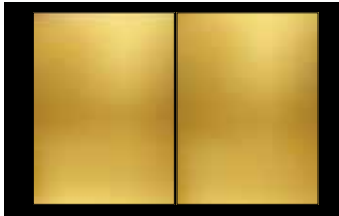


Issue	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
January Close: 12/23/19 Art: 12/30/19 Mail: 1/16	Equipment Rebuilds	Battery-Powered Equipment	Screens & Media	Blasting	Project Survey
International Society of Explosives Engineers (ISEE), Denver, Colorado, USA					
February Close: 1/22 Art: 1/29 Mail: 2/14	Loaders & Dozers	Maintenance Planning	SAG Mill Maintenance	Motors & Drives	Exploration
Society of Mining Engineers (SME), Phoenix, USA; Prospectors & Developers of Canada (PDAC), Toronto, Canada					
March Close: 2/18 Art: 2/25 Mail: 3/13	Wear Protection	Trucks & LHDs	Pre-Concentration	Wearable Technology	Stockpiles & Storage
MiningWorld Russia, Moscow, Russia					
April Close: 3/24 Art: 3/31 Mail: 4/16	Pit Planning	Raise Boring	Iron Ore Beneficiation	Mining Tires	Gold Miners Roundup
Canadian Institute of Mining (CIM), Vancouver, Canada; Expomin, Santiago, Chile					
May Close: 4/21 Art: 4/28 Mail: 5/15	Hydraulic Excavators	Improved Drilling Accuracy	Dewatering & Drying	Fuels & Lubes	Nordic Mining Technology
Euro Mine Expo, Skellefteå, Sweden; Elko Mining Expo, Elko, Nevada, USA					
June Close: 5/25 Art: 6/1 Mail: 6/18	Fleet Management Systems	Mine Rescue	Slurry Pumps	Power Generation	Company Profiles
July Close: 6/24 Art: 7/1 Mail: 7/17	Blasthole Drilling	Roof Support	Crusher Maintenance	Material Handling	Diamond Mining
August Close: 7/22 Art: 7/29 Mail: 8/14	Pit Dewatering	Narrow Vein Mining	Gold Processing	Data Security & Management	MINExpo Preview
September Close: 8/25 Art: 9/1 Mail: 9/17	Truck Shovel Mining	Novel Mining Techniques	Expansion Planning	Mining Leaders & Influencers	Sustainability
MINExpo 2020 International, Las Vegas, Nevada, USA					
October Close: 9/23 Art: 9/30 Mail: 10/16	Maintenance Programs	Ventilation	HPGR Systems	Conveyor Systems	Intelligent Monitoring
China Mining, Tianjin, China					
November Close: 10/21 Art: 10/28 Mail: 11/13	Slope Stability	Bits & Steels	Tailings Management	Buyers Guide	Iron Ore Outlook
American Exploration & Mining Ass'n Annual Conference, Spokane, Washington, USA					
December Close: 11/24 Art: 12/1 Mail: 12/17	Autonomous Mining	Utility Equipment	Copper Processing	Diesel Engines	Company Profiles

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.

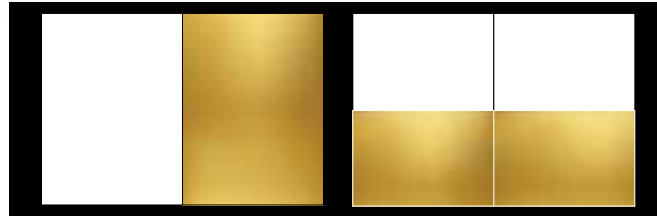
 Color blocking represents the approximate ad location on the page.

2-Page Spread



15.75" x 10.75" (406 x 275 mm)	1x \$11,200
	3x \$10,800
Ad needs 0.125" or 3 mm bleed on each side	6x \$10,500
	12x \$9,700

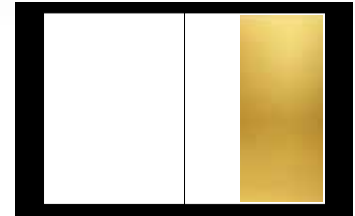
Full-Page & Half-Page Spreads



Full Page 7.875" x 10.75" (200 x 273 mm)	Half Page Spread 15.75" x 4.875" (406 x 124 mm)
Ad needs 0.125" or 3 mm bleed on each side	Ad needs 0.125" or 3 mm bleed on each side

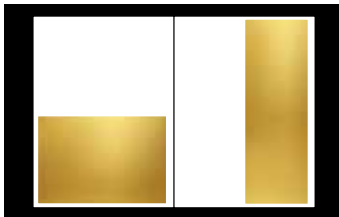
1x \$6,900
3x \$6,600
6x \$6,400
12x \$5,900

2/3 Page



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

Half Page (V) (H)



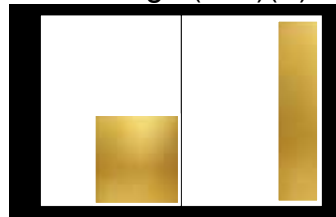
1/2(v): 3.375" x 9.25" (86 x 235 mm)	1x \$4,700
	3x \$4,600
1/2(h): 7" x 4.625" (178 x 117 mm)	6x \$4,500
	12x \$4,200

Half-Page Island



4.5" x 7.25" (114 x 184 mm)	1x \$5,000
	3x \$4,900
	6x \$4,800
	12x \$4,400

1/3 Page (SQ.)(V)



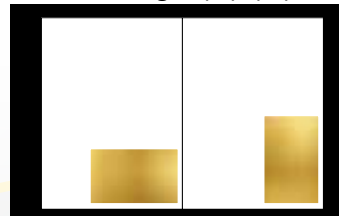
1/3 (sq.) 4.5" x 4.625" (114 x 117 mm)	1x \$3,900
	3x \$3,800
1/3 (v) 2.25" x 9.25" (57 x 235 mm)	6x \$3,700
	12x \$3,500

1/4 Page



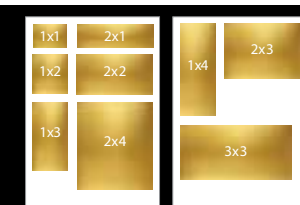
3.375" x 4.625" (86 x 117 mm)	1x \$3,400
	3x \$3,300
	6x \$3,200
	12x \$3,000

1/6 Page (V) (H)



2.25" x 4.625" (57 x 117 mm)	1x \$1,100
	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

Total
Audience
12,100*



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. 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.

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. Readers know they get unbiased reporting from *Coal Age* and can decide for themselves between what is bluster or hyperbole.

Satisfying a Thirst for Knowledge

The three biggest concerns for the coal industry are safety, operational efficiency and environmental stewardship. *Coal Age* keeps readers abreast of technology, safety precautions and operational techniques to help operators maximize profit margins.

Experience

Coal Age's team of writers and marketing professionals understand the ebb and flow of cyclic markets. They know when buyers are maintaining or purchasing equipment, and can help you build a plan for any budget.

Major Coal Exporters 2018

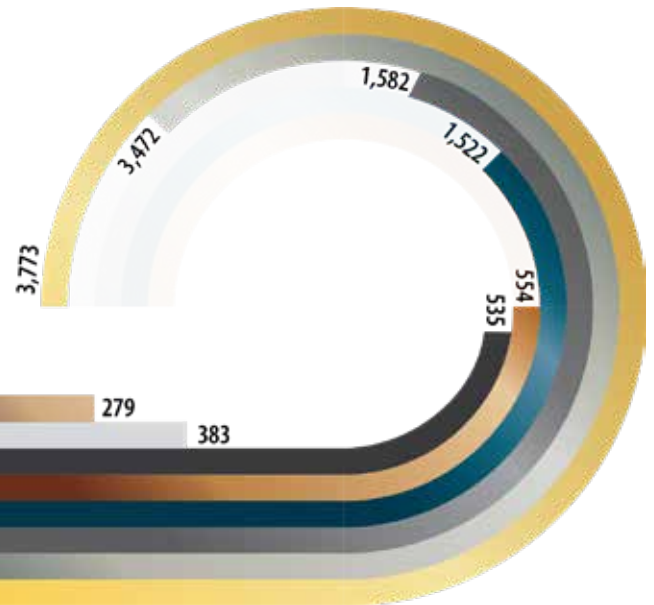
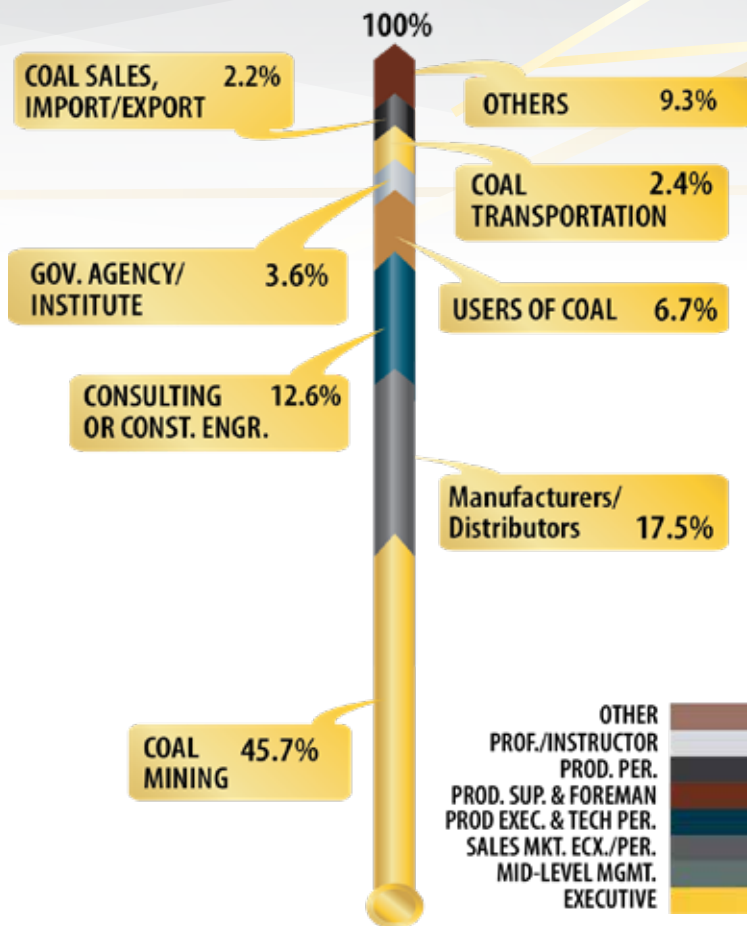
	millions of tons	CA Readers*
Indonesia	396.4	252
Australia	382.1	536
Russia	163.2	5
USA	115.3	10,233
Colombia	82.4	20
South Africa	80.1	72
Canada	31.2	343

*All statistical data and subscriber estimates are derived from the December 2018 BPA report



Breakouts of the Total Qualified Circulation of Coal Age Readers

Fields Served*




Coal Age Reaches Decision-makers Worldwide



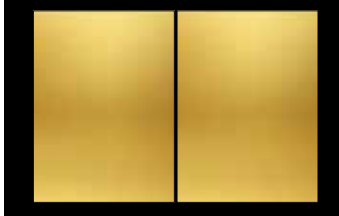
Issue	Surface Mining	Underground Mining	Coal Processing	General Interest	Special Features
January/February Close: 1/7 Art: 1/14 Mail: 1/31	Blasthole Drilling	U.S. Longwall Census	Screens & Media	Annual Forecast	Battery-Powered Equipment
Society of Mining Engineers, Phoenix, Arizona, USA					
March Close: 3/3 Art: 3/10 Mail: 3/26	Moving Overburden	Roof Bolting	Coal Preparation	Coal-Fired Power	Equipment Rebuilds
CoalProTec, Lexington, USA; Electric Power, Denver, Colorado, USA					
April Close: 4/1 Art: 4/8 Mail: 4/24	Haul Trucks	Comms, Tracking & Prox	Coal Blending	High Pressure Hydraulics	Motors & Drives
May Close: 5/5 Art: 5/12 Mail: 5/29	Coal Handling & Storage	Continuous Miner Rebuilds	Plant Maintenance	Dust Control	Tire Management
June Close: 6/3 Art: 6/10 Mail: 6/26	Maintenance Planning	Utility Equipment	Slurry Pumps	Company Profiles	Tools to Improve Safety
Illinois Mining Institute, Marion, Illinois, USA					
July/August Close: 7/15 Art: 7/22 Mail: 8/7	Machine Safety Systems	Shuttle Car Advancements	Fine Coal Recovery	Fuels & Lubes	MINExpo Preview
September Close: 9/2 Art: 9/9 Mail: 9/25	Loaders & Dozers	Longwall Mining	Quality Control	Slope Construction	Mine Rescue
MINExpo 2020 International, Las Vegas, Nevada, USA					
October Close: 10/6 Art: 10/13 Mail: 10/29	Equipment Upgrades	Shafts & Hoists	Prep Plant Census	Coal Mining Contractors	Equipment Transport
November Close: 11/3 Art: 11/17 Mail: 11/27	Highwall Management	Maintenance Programs	Dewatering & Disposal	Conveyor Systems	Engineering Consultants
December Close: 12/2 Art: 12/9 Mail: 12/28	Blasting Programs	Room-and-Pillar Mining	Heavy Media Cyclones	Company Profiles	Emergency Planning
International Society of Explosives Engineers 2021					

Editorial Calendar Subject to Change

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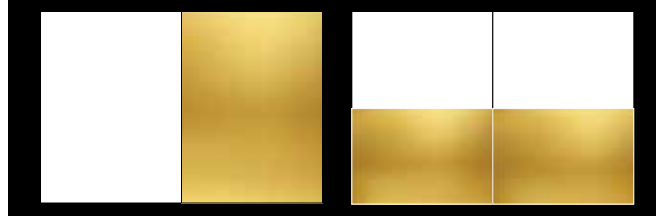
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2-Page Spread



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or 3 mm bleed	10x \$9,400
on each side	

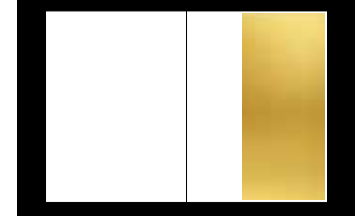
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on each side	on each side

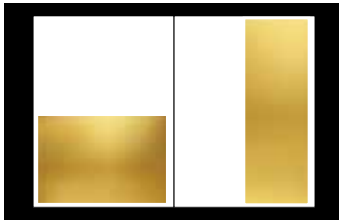
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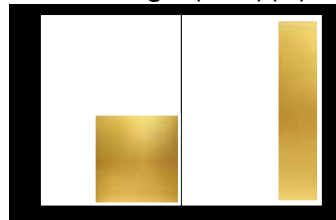
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Half-Page Island



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	10x \$4,300

1/3 Page (SQ.)(V)



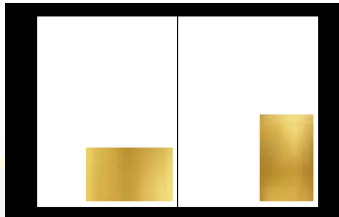
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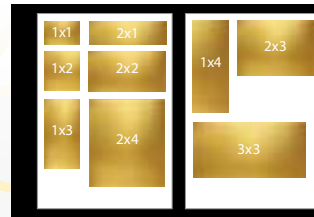
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1x \$175
2x \$165
5x \$145
10x \$125

EQUIPO MINERO

equipo-minero.com

Total
Audience
3,507
Publishers
Own Data

Distributed Throughout Latin America

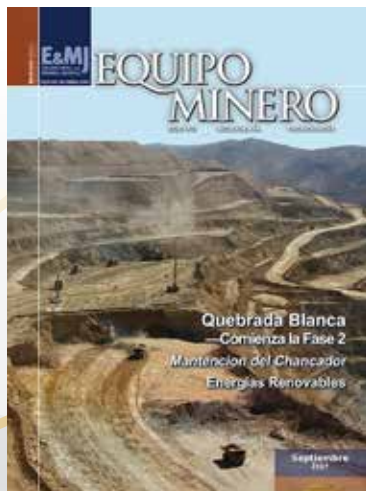
Equipo Minero reaches mining professionals in Spanish. Over the last 10 years, *Equipo Minero* has grown into a trusted source for technical information.

Equipo Minero publishes technical information with the best translation. 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.

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 is the world's leading copper producer. Peru is 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.



Issue

	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features	Regional Focus
Quarter 1 Close: 2/17 Art: 2/24 Mail: 3/11	Haul Truck Maintenance	Rock Bolting	Filtering & Dewatering	Tire Management	Battery-Powered Equipment	Regional Focus: Chile
Expomin, Santiago, Chile						
Quarter 2 Close: 4/15 Art: 4/22 Mail: 5/8	Slope Stability	Utility Equipment	Crusher Maintenance	Motors & Drives	Company Profiles	Regional Focus: Argentina
Quarter 3 Close: 8/4 Art: 8/11 Mail: 8/27	Loaders & Dozers	Improving Drilling Accuracy	Grinding Systems	Stockpiles & Storage	Maintenance Strategies	Regional Focus: Peru
MINExpo 2020 International, Las Vegas, Nevada, USA						
Quarter 4 Close: 11/10 Art: 11/17 Mail: 12/4	Blasthole Drilling	Trucks & LHDs	Slurry Pumps	Conveyor Systems	Company Profiles	Regional Focus: Mexico

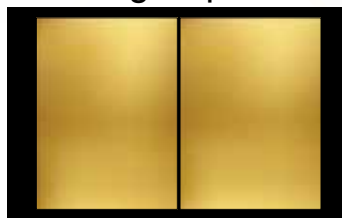
Editorial Calendar Subject to Change



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

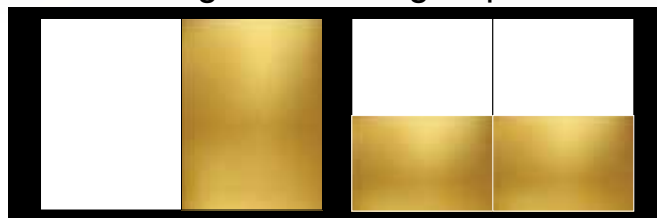


15.75" x 10.75"
(406 x 275 mm)

Ad needs 0.125"
or 3 mm bleed
on each side

1x \$6,600
2x \$6,300
3x \$6,000
4x \$5,600

Full-Page & Half-Page Spreads



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

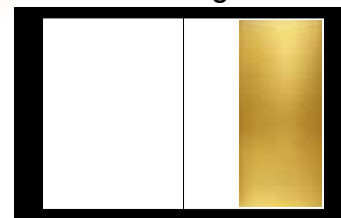
Ad needs 0.125"
or 3 mm bleed
on each side

Half Page Spread
15.75" x 4.875"
(406 x 124 mm)

Ad needs 0.125"
or 3 mm bleed
on each side

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

2/3 Page

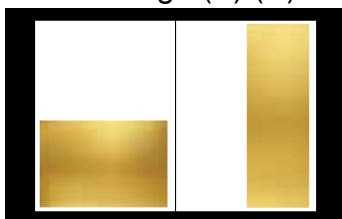


5.167" x 10.75"
(131 x 273 mm)

Ad needs 0.125"
or 3 mm bleed
on each side

1x \$3,200
2x \$3,100
3x \$3,000
4x \$2,900

Half Page (V) (H)

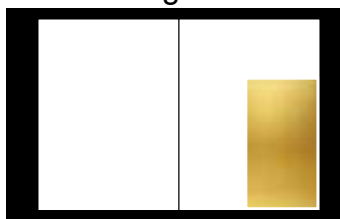


1/2(v): 3.375" x 9.25"
(86 x 235 mm)

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

1x \$2,800
2x \$2,700
3x \$2,600
4x \$2,500

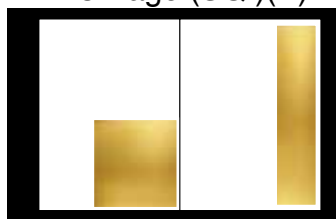
Half-Page Island



4.5" x 7.25"
(114 x 184 mm)

1x \$3,000
2x \$2,800
3x \$2,700
4x \$2,600

1/3 Page (SQ.)(V)

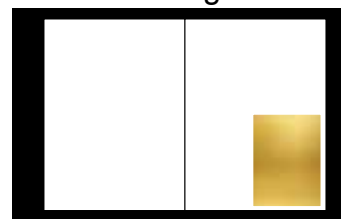


1/3 (sq.)
4.5" x 4.625"
(114 x 117 mm)

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

1x \$2,300
2x \$2,200
3x \$2,100
4x \$2,000

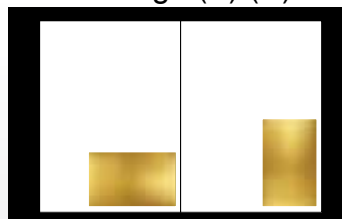
1/4 Page



3.375" x 4.625"
(86 x 117 mm)

1x \$2,000
2x \$1,900
3x \$1,800
4x \$1,700

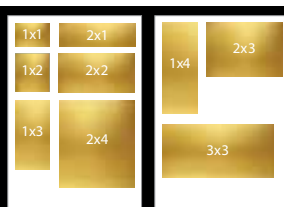
1/6 Page (V) (H)



2.25" x 4.625"
(57 x 117 mm)

1x \$1,100
2x \$1,000
3x \$900
4x \$800

Classifieds



Width in Columns

1 column wide
2 column wide
3 column wide

Width in Inches

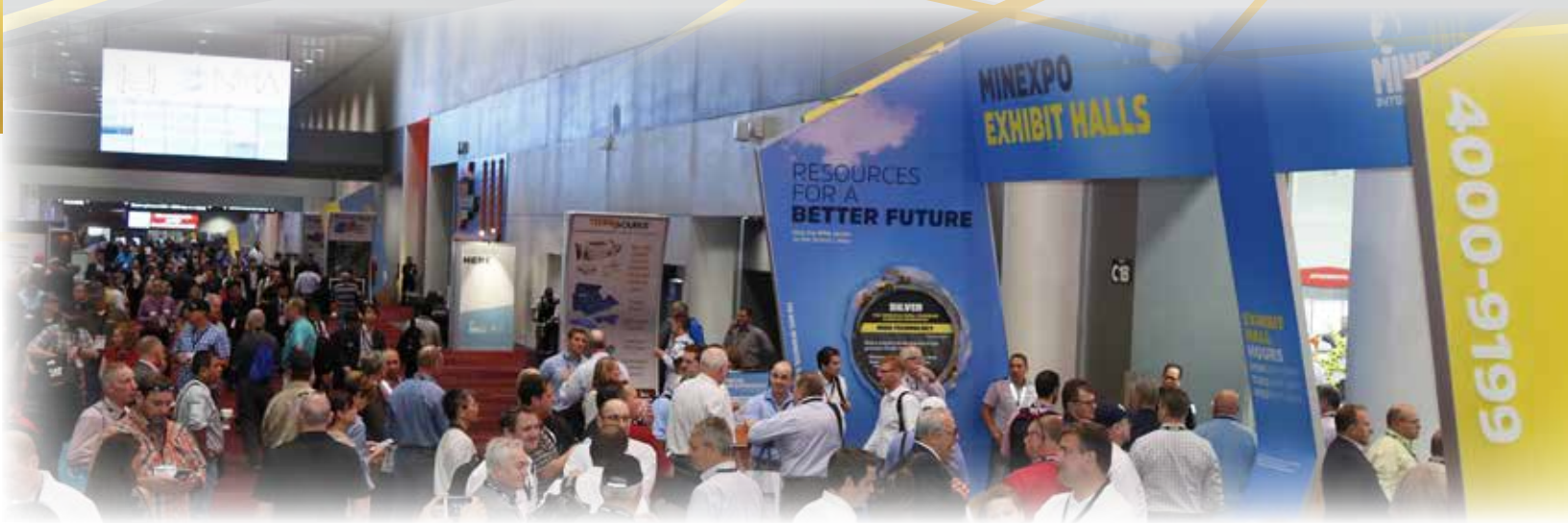
2-1/8 inches
4-1/2 inches
6-7/8 inches

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

Major Mining Trade Shows



**Can't afford to be at every major mining event?
Let MMI spread the word for you.**

MINExpo INTERNATIONAL 2020

The world's largest mining trade show, MINExpo INTERNATIONAL 2020, takes place every four years at the Las Vegas convention center. More than 2,000 vendors will display equipment in service and the largest mining-related exhibition. More than 44,000 people attended the event in 2016.



Expomin

Billed as Latin America's largest mining event, Expomin takes place every two years and attracts tens of thousands of mining professionals to Santiago, Chile. The trade show consists of an exposition with roughly 1,350 vendors and a technical program with educational presentations.



CoalProTec

Sponsored by the Coal Prep Society, CoalProTec focuses on removing the impurities in coal before its burned at the power plant. This conference and exhibition takes place in Lexington, Kentucky.



Euro Mine Expo

Located in Skelleftea, Sweden, Euro Mine Expo attracts thousands of hardrock mining professionals primarily from northern Sweden and Finland as well as Russia.



Haulage & Loading 2021 (March 14-17, 2021)

Held every two years, Haulage & Loading brings mine operators and suppliers together in an informal Arizona resort setting. It focuses on truck-shovel loading and offers a continuing education program.

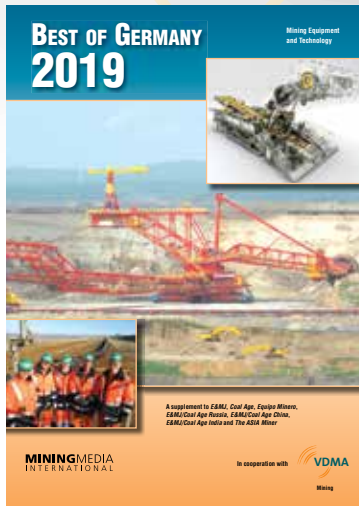


Longwall USA 2021 (May 4-6, 2021)

For more than 20 years now, industry leaders have gathered at Longwall USA, which takes place in Pittsburgh every two years on the odd years, to see the latest in longwall equipment and technology.



Supplements & Regional Specials



Supplements & Custom Publishing

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 an entire audience or a specific segment. This is something as simple as inserting an existing brochure into the magazine or printing a separate, special project produced by MMI's editors and designers. These can also be handed out at trade shows.

VDMA-The Best of Germany

Europe's largest industrial association, the German Engineering Federation (VDMA), awarded its annual *Best of Germany* supplement to Mining Media International. The 2020 *Best of Germany* supplement will be polybagged with the March editions of *E&MJ* and *Coal Age*, and the Q1 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*
- *Coal Age*
- *Equipo Minero*
- *E&MJ/Coal Age China*
- *E&MJ/Coal Age Russia*
- *E&MJ/Coal Age India*

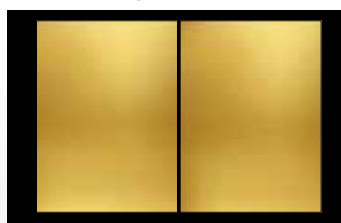
For more information, contact Gerd D. Strasmann:

Tel +49 202 28 14 64 83 Fax +49 202 28 14 64 84 email: gerd@strasmann-media.de

Pricing for Regional Specials

Does not apply to Best of Germany

2-Page Spread

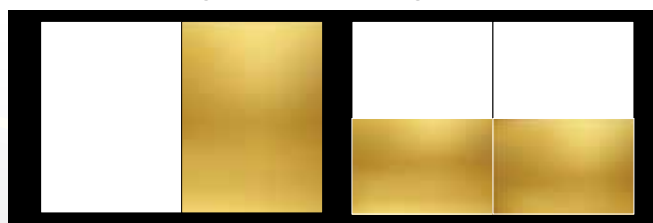


15.75" x 10.75"
(406 x 275 mm)

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)

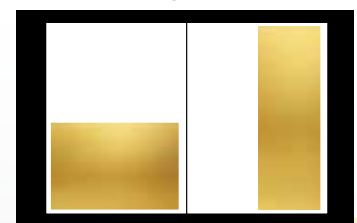
Ad needs .125"
or 3 mm bleed
on each side

Half Page Spread
15.75" x 4.875"
(406 x 124 mm)

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

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

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

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

Regional Specials

During 2020, 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.

E&MJ/Coal Age Russia

Russia and the Commonwealth of Independent States (CIS) have vast coal reserves and an abundance of mineral resources. Exporting more of these 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.

Ugol & Rossii & Mining
June 2-5, 2020
Novokuznetsk, Russia

Reserve Space by: February 21, 2020
Materials Due by: March 12, 2020
Contains VDMA/Best of Germany

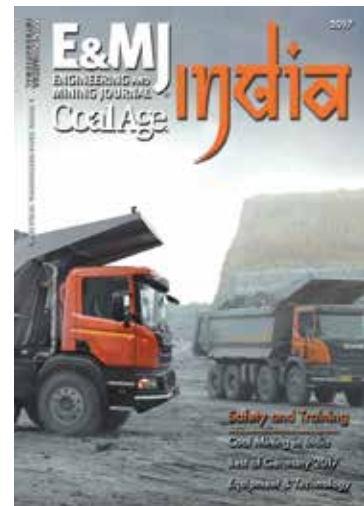


E&MJ/Coal Age China

China leads the world in coal and gold production and mines large amounts of iron ore, copper and rare earth minerals. The 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.

China Mining Conference
October 2020
Tianjin, China

Reserve Space by: August 7, 2020
Materials Due by: September 4, 2020
Contains VDMA/Best of Germany



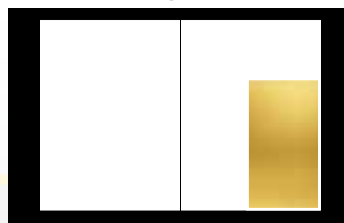
E&MJ/Coal Age India

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.

The VDMA mails this edition to mining professionals in India and it will be distributed at trade shows in Q4 2020 - Q1 2021.

Reserve Space by: September 4, 2020
Materials Due by: September 24, 2020
Contains VDMA/Best of Germany

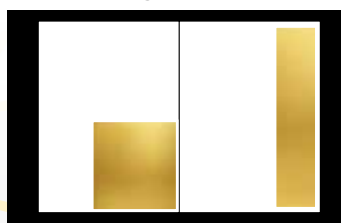
Half-Page Island



4.5" x 7.25"
(114 x 184 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)

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

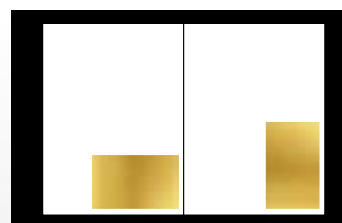
1/4 Page



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 117 mm)

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

Digital Communications

Weekly Newsletter

Newsletter
More Than
18,000
Subscribers

A Weekly News Digest Readers Want

Mining Media International's newsletter provides a great way for readers to stay up-to-date with the latest breaking 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 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 the newsletter.

Great Message Visibility

This communication tool also offers a cost-effective method for marketers to reach Mining Media International's readership digitally. 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.

**MININGMEDIA
INTERNATIONAL**
WEEKLY NEWSLETTER

**E&M_J ENGINEERING AND
MINING JOURNAL** **Coal Age**

July 18, 2019

Boart Longyear Achieves Safety Milestone
Boart Longyear announced a company-wide accomplishment of more than 10 million consecutive man-hours worked with no Lost Time Injuries (LTI) and one-year completely LTI-free, as of July 5. The company employs approximately 4,900 personnel including supervisors, drillers, driller assistants, mechanics, technicians, and welders, manufacturing plant personnel, distribution centers and warehouse personnel, and support staff.
[Read More](#)

**Spot On: How the ProVision Guided Spotting system can help you minimize shovel hang time at your mine**
How important is it to your operation that your trucks navigate to the right spot, at the right time, every time? Do you want to learn how to increase your shovel productivity?
Join our 30-minute webinar on August 1 (two times available) to learn about the true improvement opportunities that can be gained by equipping your haul trucks with High-Precision machine guidance.


Northern Vertex Reports Best Quarter to Date
Northern Vertex Mining Corp. reported gold and silver production totaling 2,837 gold equivalent ounces (2,580 oz gold and 18,051 oz silver) during June and initial results from its heap-leach pad study at the Moss gold mine, located in northwest Arizona, USA.
[Read More](#)



Blackhawk Mining Plans to Declare Bankruptcy
On July 15, Blackhawk Mining, which owns mines in Kentucky, West Virginia and Indiana, said it plans to file for Chapter 11 bankruptcy at the end of the week. The company employees about 2,800 people.
[Read More](#)

Vale Will Pay \$107M to Victims of Dam Failure Tragedy
On Monday, July 15, Vale entered into an agreement with the labor court of Batim in Brazil and the Minas Gerais State Public Ministry of Labor to

Sponsored Content Advertisement

**Spot On: How the ProVision Guided Spotting system can help you minimize shovel hang time at your mine**
How important is it to your operation that your trucks navigate to the right spot, at the right time, every time? Do you want to learn how to increase your shovel productivity?
Join our 30-minute webinar on August 1 (two times available) to learn about the true improvement opportunities that can be gained by equipping your haul trucks with High-Precision machine guidance.

Include a 200 x 200 pixel, IMU, up to 10k.

1x \$800

4x \$750

A headline, a link to your site, and a message up to 75 words.

12x \$700

24x \$650

Full Banner Advertisement



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

1x \$550

4x \$500

12x \$450

24x \$400

All distribution numbers current as of 9/2019, subject to change

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. They can be sent in English or Spanish.

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).

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.

E&MJ: More than 12,129 subscribers
Coal Age: More than 7,065 subscribers

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

Material Specifications:

HTML files only. Balance images and text
100% image email blasts are prohibited
Subject line

Width should be no more than 700px, responsive

*see detailed list on Equipo-minero.com

Equipo Minero: More than 1,493 subscribers

\$2,000	Access to all verified custom email addresses
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Material Specifications:

HTML files only. Balance images and text
100% image email blasts are prohibited
Subject line

Width should be no more than 700px, responsive

*see detailed list on Equipo-minero.com

All numbers current as of September 2019, subject to change based on opt ins/outs and demographics selected.



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 are encouraged to reserve rooms for all attendees to reserve rooms available for download on the website. The sales reps mentioned below.

Midwest/Eastern U.S. & Canada
Victor Matteucci
vmatteucci@mining-media.com
Tel +1 440 257 7565
Fax +1 440 257 6265

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

For more information, contact
Kristin Thompson
KThompson@mining-media.com

11655 Central Expressway

**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

Con su sede ubicada en Estados Unidos, Strata ofrece capacitación, soporte y servicio 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

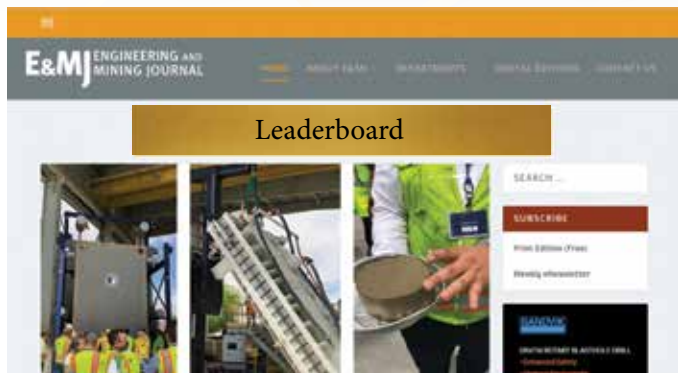
+1-770-321-2517
ventas@strataworldwide.com
STRATAWORLDWIDE.COM

Digital Communications

Website Advertising

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

Leaderboard Advertisement



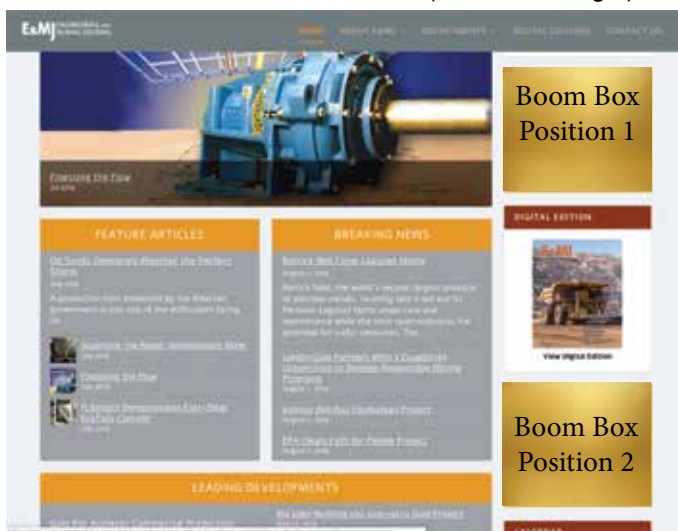
With the top position on the website, above our main content, the leaderboard banners are our most popular advertising option.

1st Position

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

Pixel Size (w x h)
970 px x 90 px
File type: GIF, PNG, JPG
File size limit: 5 mb
Ads rotate on a 12 second interval
please adjust accordingly.

Boombox Advertisement (Inline Rectangle)



The inline rectangle offers nearly the same visibility as the leaderboard. There are three positions available: top, center and bottom. Prices vary depending on placement.

	1st	2nd	3rd
1x	\$1,800	\$1,600	\$1,100
3x	\$1,400	\$1,300	\$900
6x	\$1,200	\$1,100	\$800
12x	\$1,100	\$900	\$700

Pixel Size (w x h)
300 px x 250 px
File type: GIF, PNG, JPG
File size limit: 5 mb
Ads rotate on a 12 second interval, adjust accordingly.

Half-page (V) Advertisement



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

	1st Position	2nd Position
1x	\$4,300	\$3,700
3x	\$3,600	\$3,100
6x	\$3,100	\$2,600
12x	\$2,700	\$2,200

Pixel Size (w x h)
300 px x 600 px
File type: GIF, PNG, JPG
File size limit: 5 mb
Ads rotate on a 12 second interval, adjust accordingly.

All prices are per month.

Social Media

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 have a growing social sphere and loyal followers.

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.

Benefits of Networking With Us

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. This increases your brand awareness and generating higher converting leads.



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

LinkedIn Network

E&MJ
followers: 4,787

Coal Age
followers: 1,465

Equipo Minero
followers: 722

Facebook Pages

E&MJ
**@EngineeringAnd
MiningJournal**
followers: 3,929

Coal Age
@coalage
followers: 2,297

Equipo Minero
@equminero
followers: 855

Twitter Handles

E&MJ
@eminingjournal
followers: 3,935

Coal Age
@coalagemag
followers: 4,438

Equipo Minero
@equipominero
followers: 4,735

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. With Mining Media International, our advertisers can trust that we strive to protect our brand and yours from unsupported claims, confidentiality issues, data breaches and letting the brand be seen in an offensive or dishonest content and BPA stands behind us.

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

In an ultra-competitive marketplace, insights and disclosures are 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 for more information.

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.

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

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 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

gbreports.com



Global Business Reports (GBR) was established in 2001 to provide up-to-date and first-hand information for global business decision-makers. 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 a database with more than 17,000 addresses for the major players in each industry from countries around the world. GBR publishes its surveys in the top trade journal for each sector.

GBR has been collaborating with *E&MJ* for more than 15 years producing special country reports from all around the globe. Advertising opportunities are available within the GBR reports for companies looking at expanding their global horizons. Contact Alice Pascoletti at apascoletti@gbreports.com for more information.



World of Mining Professionals

womp-int.com

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 12,500 mining professionals throughout the world.

Now in its 14th year of production, WOMP features original content, with comments and opinions compiled by the industry's leading editorial team at *E&MJ*.

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



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Position	Pixel Size (w x h)	Placement Options	1x	3x
Top Opener	600 x 75	Single position at the top, presented in the opening window	\$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	468 x 60	Single position placed between the Contents and News	\$3,500	\$3,300
Editorial	468 x 60	Position in the editorial sections throughout the eJournal	\$1,770	\$1,530

2020 Editorial Calendar

Editorial calendar is the same topics as the *E&MJ* Calendar but has different submission dates

Volume 1	Close: 1/23 Mail: 1/30	Volume 4	Close: 4/23 Mail: 4/30	Volume 7	Close: 7/23 Mail: 7/30	Volume 10	Close: 10/22 Mail: 10/29
Volume 2	Close: 2/20 Mail: 2/27	Volume 5	Close: 5/21 Mail: 5/28	Volume 8	Close: 8/20 Mail: 8/27	Volume 11	Close: 11/19 Mail: 11/26
Volume 3	Close: 3/19 Mail: 3/26	Volume 6	Close: 6/18 Mail: 6/25	Volume 9	Close: 9/17 Mail: 9/24	Volume 12	Close: 12/10 Mail: 12/17

World Mining Equipment

wme.com

World Mining Equipment is a directory of companies providing equipment, products and services for the global mining industry. It contains 2,235 companies in 473 categories.

A listing in the World Mining Equipment suppliers directory offers a unique way to put your company's contact information in front of thousands of mining operations around the world. You can also link them to your website. Actively promoted in the mining industry's leading titles, *E&MJ*, *Coal Age* and *Equipo Minero* and always available online, this directory 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

List your videos in the World Mining Equipment Video library. Used daily by mining professionals around the globe, with year-round promotion in MMI's titles, *E&MJ*, *Coal Age*, *Equipo Minero* and the WOMP eJournal, your videos are exposed to an ever-growing market of potential buyers.

Regular Listing

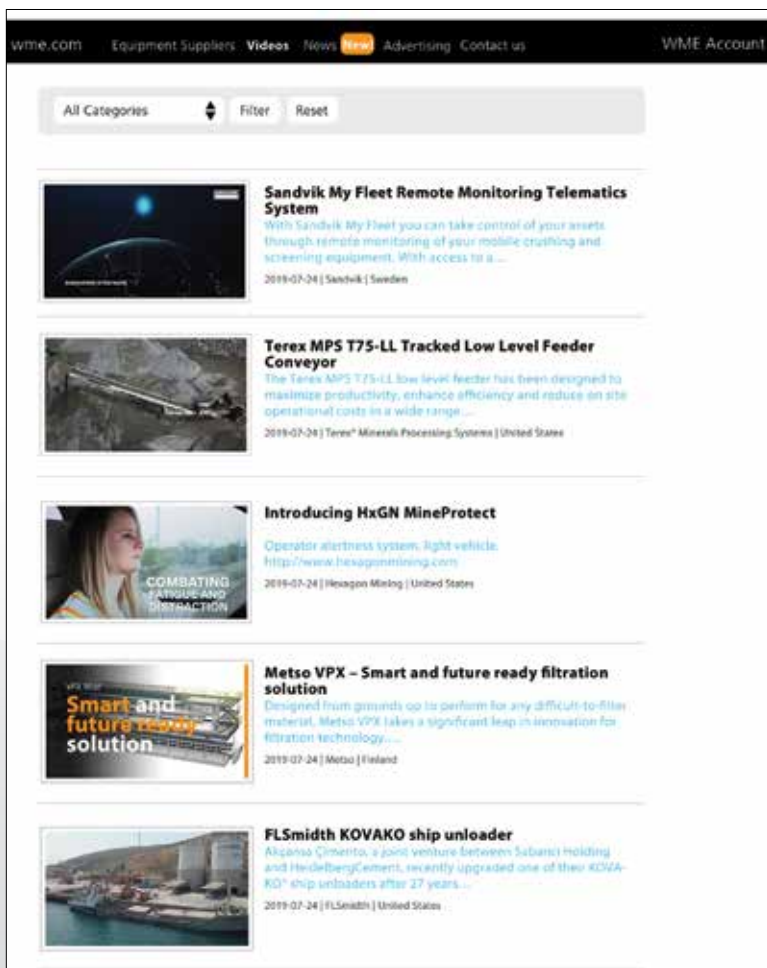
\$3,500 per year

- 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 a Mining Marketer's eNewsletter that is emailed to all firms that have advertised in our various publications or participated in our conferences. We use this tool to keep marketers informed about what the editorial team will be covering in the upcoming months.

It gives an industry update and 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.

If you are not already receiving the Mining Marketers eNewsletter, contact your advertising sales representative.

*Join a Winning Team:
Mining Media International*

MININGMEDIA INTERNATIONAL

Q3 Mining Marketers Newsletter

Projects are Moving Forward--Make Sure Your Brand is Visible

Several new mines have been commissioned and more projects are moving forward worldwide. Rio Tinto recently signed contracts with leading suppliers to develop what it claims will be its most technologically advanced mine, the Koodaideri iron ore operation in the Pilbara, Western Australia. Codelco has officially started mining at its Chuquibambilla Underground operations. Eldorado's Lamaque mine recently achieved commercial production in Canada. Permit approvals for new U.S. mining projects in Arizona and Minnesota are restoring confidence in those regions. Similarly, CONSOL Energy and Arch Coal in the U.S. announced plans for new coal mines, while Sasol commissioned a new coal mining operation in South Africa. All of this has happened in the last two months.

E&MJ Editions



July 2019

Haul Road Management—Professor Roger Thompson, the haul road expert, shares some of his philosophies regarding haul road design and construction.

Shotcrete—E&MJ reviews the attest in secondary roof support for underground headings.

Pumps, Piping & Valves—What new components are plant managers using to defeat wear and corrosion with slurry handling systems?

Electrical Power Systems—For mines to make that leap to battery- and electric-powered equipment, the power delivery infrastructure must be in place.

Oil Sands Report—With its ever-changing climate conditions, oil sands operators are looking at new technology to improve mining efficiency.



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