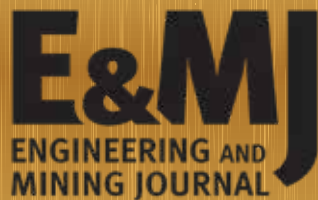


The logo for Engineering and Mining Journal (E&M) is centered on a dark gray background. The background is decorated with a network of thin, intersecting gold lines forming a diamond pattern. Three diagonal bands with a fine gold dot pattern cross the background. The logo itself consists of the letters 'E&MJ' in a large, bold, gold-colored sans-serif font. Below this, the words 'ENGINEERING AND MINING JOURNAL' are written in a smaller, all-caps, gold-colored sans-serif font, with the 'J' from the acronym above it.

E&MJ

ENGINEERING AND
MINING JOURNAL



19,100
Readers

Print
16,161

Digital Edition
6,520

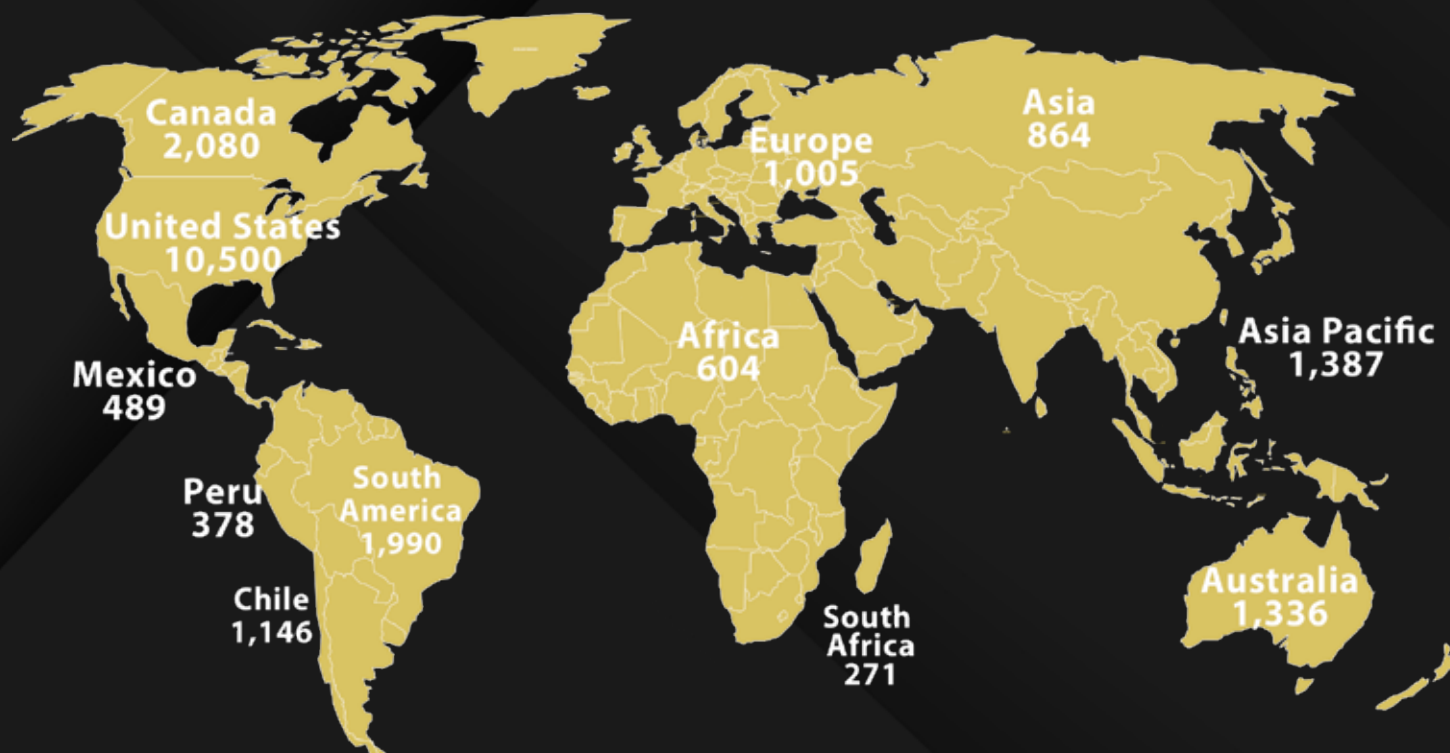
All statistical data and
subscriber estimates are
derived from the June 2020
BPA report.



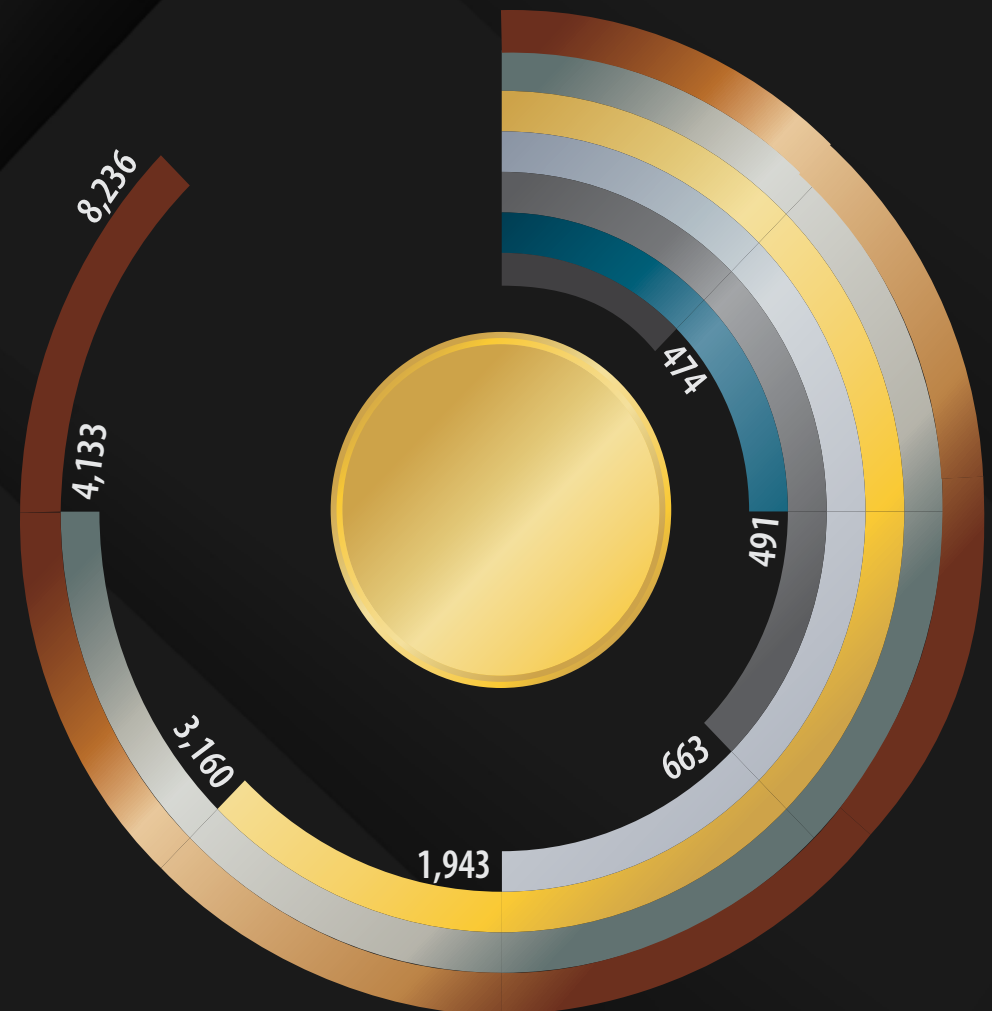
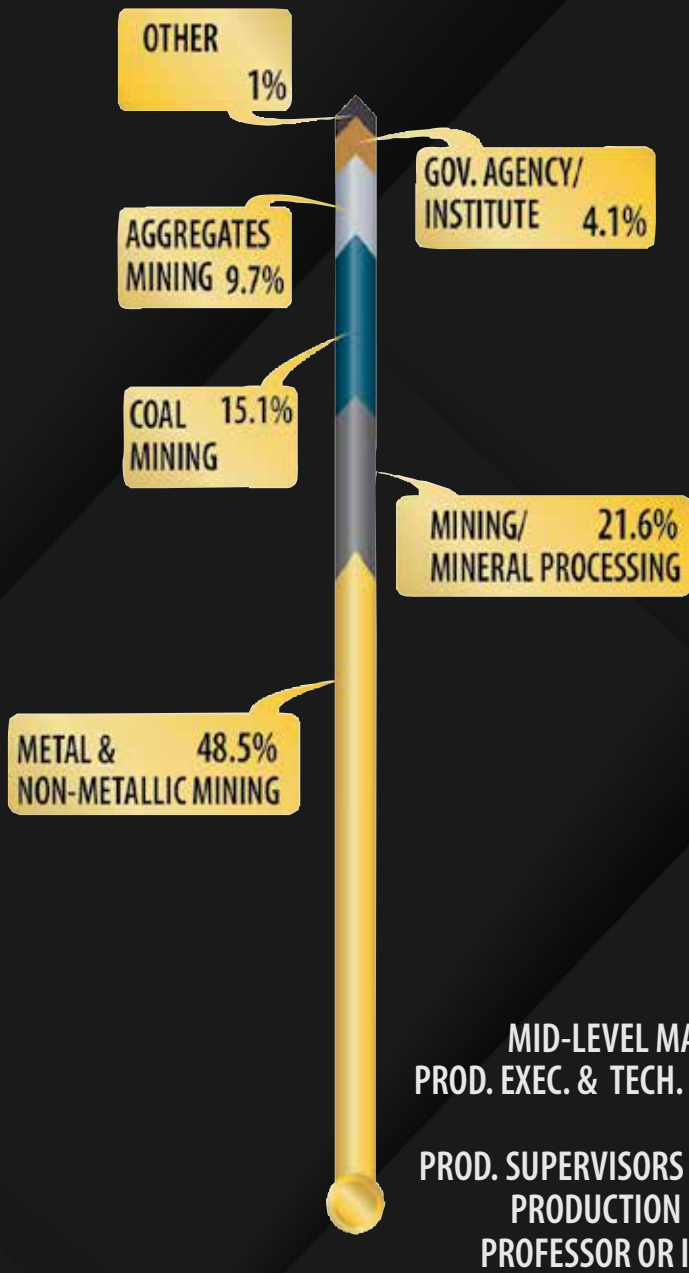
The Market Leader

E&M 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.

E&M Reaches Decision-makers Worldwide



Breakouts of the Total Qualified Circulation of *E&M* Readers



E&MJ 2021 Editorial Calendar

Issue	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
January Close: 12/23/20 Art: 12/30/20 Mail: 1/15	Drilling & Blasting	Battery-Powered Equipment	Process Control	Electric Motors & Drives	Mining in Arizona
February Close: 1/21 Art: 1/28 Mail: 2/15	Equip. Transport & Assembly	Maintenance Planning	Grinding Systems	Material Handling	Mining in Ontario
March Close: 2/18 Art: 2/25 Mail: 3/15	GET & Wear Protection	Ore Haulage	Hydrometallurgy	Communications & Networking	Legal Vein
April Close: 3/24 Art: 3/31 Mail: 4/16	Fleet Management	Shaft Sinking	Secondary Crushing	Pumps & Valves	Mining in Chile
May Close: 4/21 Art: 4/28 Mail: 5/14	Hydraulic Excavators	Production Drilling	Vibratory Screens	Oils & Lubricants	Mining in Nevada
June Close: 5/26 Art: 6/2 Mail: 6/18	Haul Road Design	Mine Rescue	Flotation	Gold Miners Roundup	Health & Safety

Bonus Distribution

Subject to change

February
Haulage & Loading 2021
Tucson, Arizona, USA

March
MiningWorld Russia
Moscow, Russia

April
CIM Convention
Montreal, Quebec, Canada
Expomin
Santiago, Chile

May
EuroMine Expo
Skelefteå, Sweden
Elko Mining
Elko, Nevada, USA

Marketing Extras

June
Company Profiles

E&MJ 2021 Editorial Calendar

Issue	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features
July Close: 6/23 Art: 6/30 Mail: 7/16	Blasthole Drilling	Ground Control	Slurry Pumps	MINE expo Preview	Mining in Brazil
August Close: 7/22 Art: 7/29 Mail: 8/16	Pit Dewatering	Narrow Vein Mining	Gold Recovery	Data Management/ Cyber Security	Mining in Peru
September Close: 8/23 Art: 8/31 Mail: 9/17	Haul Trucks	Mass Mining	Dewatering & Drying	Supply Chain Optimization	Alaska/Yukon Mining
October Close: 9/22 Art: 9/26 Mail: 10/15	Maintenance Programs	Ventilation Optimization	Tailings Storage	Conveyor Engineering	Nordic Mining Technology
November Close: 10/21 Art: 10/28 Mail: 11/15	Pit Slope Design	IT Systems	Next Gen Concentrators	Mine Power Products	Exploration & Permitting
December Close: 11/24 Art: 12/1 Mail: 12/17	Autonomous Mining	Utility Equipment	Copper Processing	AI/Machine Learning	Mining in Australia
Bonus Distribution	August MINExpo Las Vegas, Nevada, USA Exposibram Belo Horizonte, Brazil	Perumin Arequipa, Peru	October IMARC Melbourne, Australia	November AEMA Annual Conference Spokane, Washington, USA	Marketing Extras December Company Profiles

E&MJ Magazine Advertising Rates

Frequency & Rates

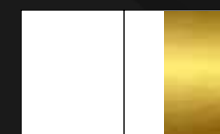
Ad Size	1x	3x	6x	12x
2-Page Spread	\$11,200	\$10,800	\$10,500	\$ 9,700
Full Page	\$ 6,900	\$ 6,600	\$ 6,400	\$ 5,900
Half-Page Spread	\$ 6,900	\$ 6,600	\$ 6,400	\$ 5,900
2/3 Page	\$ 5,300	\$ 5,200	\$ 5,100	\$ 4,800
Half Page (V) (H)	\$ 4,700	\$ 4,600	\$ 4,500	\$ 4,200
Half-Page Island	\$ 5,000	\$ 4,900	\$ 4,800	\$ 4,400
1/3 Page (sq.)(v)	\$ 3,900	\$ 3,800	\$ 3,700	\$ 3,500
1/4 Page	\$ 3,400	\$ 3,300	\$ 3,200	\$ 3,000
1/6 Page (V) (H)	\$ 1,100	\$ 1,000	\$900	\$800

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.

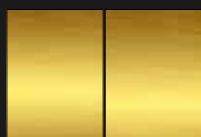
*Ad needs 0.125-in. or 3-mm bleed on each side



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



2/3 Page*
5.167" x 10.75"
(131 x 273 mm)*



2-Page Spread*
15.75" x 10.75"
(406 x 275 mm)*



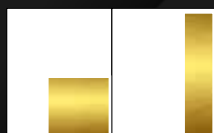
Half-Page Spread*
15.75" x 4.875"
(406 x 124 mm)*



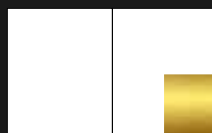
Half Page (V)(H)
1/2(v): 3.375" x 9.25"
(86 x 235 mm)



Half-Page Island
4.5" x 7.25"
(114 x 184 mm)



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)

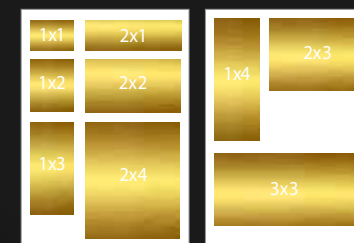


1/4 Page
3.375" x 4.625"
(86 x 117 mm)



1/6 Page (V)(H)
2.25" x 4.625"
(57 x 117 mm)

Classified Advertising



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

E&MJ Regional Editions

Ad Size	Frequency & Rates		
	1x	2x	3x
2-Page Spread	\$ 6,600	\$ 6,300	\$ 6,000
Full Page	\$ 4,000	\$ 3,800	\$ 3,600
Half-Page Spread	\$ 4,000	\$ 3,800	\$ 3,600
Half Page (V) (H)	\$ 2,800	\$ 2,600	\$ 2,400
Half-Page Island	\$ 3,000	\$ 2,800	\$ 2,700
1/3 Page (sq.)(v)	\$ 2,300	\$ 2,200	\$ 2,100
1/4 Page	\$ 2,000	\$ 1,900	\$ 1,800
1/6 Page (v) (H)	\$ 1,100	\$ 1,000	\$ 900

*Regional edition pricing does not apply to Best of Germany or custom publishing issues.

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. Extra copies can be printed for handouts.





Newsletter
19,800+ Average Weekly
Subscribers



Eblasts
14,485+ Requested
Subscribers



Social Media
LinkedIn 8,414
Facebook 4,144
Twitter 4,222

E&M/J Newsletter, Eblasts and Social Media

Frequency & Rates

	1x	4x	12x	24x
Newsletter				
Video Spotlight	\$1,300	\$1,100	\$900	\$800
Sponsored Content	\$800	\$700	\$600	\$500
Banner	\$600	\$500	\$400	\$300

Eblast

A/B Testing, Static Video and Geo-sorting available at a 15% premium

1 to 5,000 verified custom email addresses	\$4,000	per each +1,000 verified custom email addresses	+\$800
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Frequency & Rates

Social Media	1x	2x	3x	4x	5x	6x
LinkedIn	\$800	\$750	\$700	\$650	\$600	\$550
Facebook	\$800	\$750	\$700	\$650	\$600	\$550
Twitter	\$500	\$450	\$400	\$350	\$300	\$275

LinkedIn

Image size: 600 px x 335 px
JPEG, GIF or PNG
Image ratio: 16:9
Recommended resolution:
1,080 x 1,080 px
File size: no larger than 5 mb
Primary Text:
Approx. 100 words

Twitter

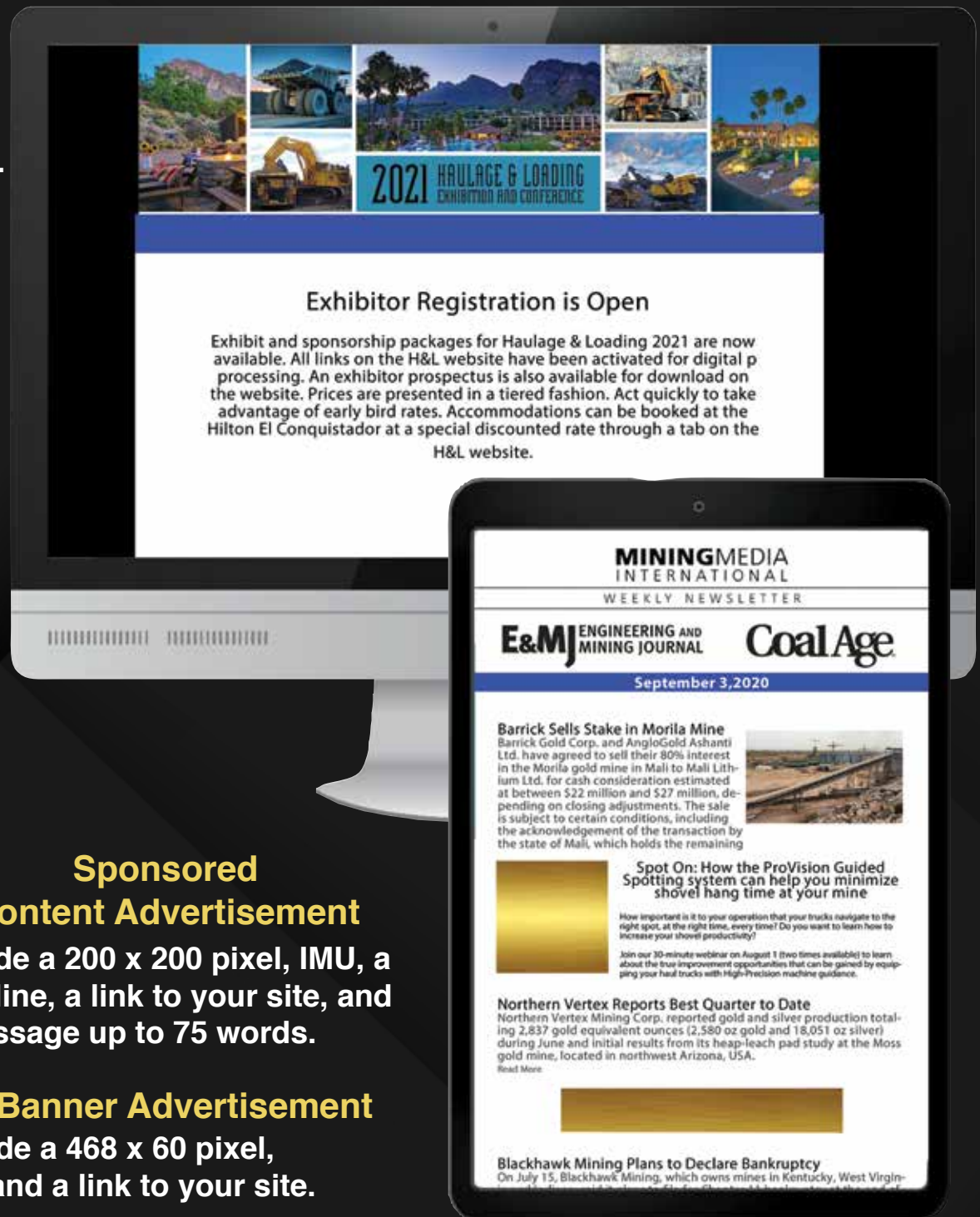
Image size: 500 px x 261 px
JPEG, GIF or PNG
Image ratio: 16:9
Recommended resolution:
1,080 x 1,080 px
File size: no larger than 5 mb
Max. Tweet length:
280 characters

Facebook

Image size: 500 px x 261 px
JPEG, GIF or PNG
Image ratio: 1.91:1 to 1:1
Recommended resolution:
1,080 x 1,080 px
File size: no larger than 5 mb
Primary Text:
Approx. 100 words

Eblasts

HTML files only. 100% image email blasts are prohibited. Width should be no more than 700 px, responsive.



Exhibitor Registration is Open

Exhibit and sponsorship packages for Haulage & Loading 2021 are now available. All links on the H&L website have been activated for digital p processing. An exhibitor prospectus is also available for download on the website. Prices are presented in a tiered fashion. Act quickly to take advantage of early bird rates. Accommodations can be booked at the Hilton El Conquistador at a special discounted rate through a tab on the H&L website.

Facebook

Sponsored Content Advertisement

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

Twitter

Full Banner Advertisement

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

LinkedIn



E&MJ Website Advertisements & Webinars



Website

BPA 14,931
WORLDWIDE

Average Monthly Page Views: 25,832

Average Monthly Sessions: 18,987

Rotate Indefinitely

Multiple ads within an ad group will rotate on a 12-second interval.

Website Ads	Frequency & Rates				Ads in Rotation
	1x	3x	6x	12x	
Leaderboard	\$2,200	\$1 800	\$1,600	\$1,300	3
Boombox P1	\$1,800	\$1,400	\$1,200	\$1,100	3
Boombox P2	\$1,600	\$1,300	\$1,100	\$900	3
Boombox P3	\$1,100	\$900	\$800	\$700	3
Video Spotlight Prominent placement, not shared	\$1,700	\$1,600	\$1,500	\$1,300	1
Website Geo-targeting (15% premium added to rate)					
	1x	2x	3x	4x	
Full Site Takeover Includes Wallpaper & Leaderboard (weeklong placement)	\$2,000	\$1,900	\$1,800	\$1,600	
Digital Edition	1x	2x	3x	4x	
Splash Page Includes banner ad in the Digital Edition eblast and full-page ad on the website	\$2,800	\$2,700	\$2,500	\$2,100	1
Webinar	1x	2x	3x	4x	
	\$5,000	\$4,000	\$3,000	\$2,000	

All statistical data and subscriber estimates are derived from the June 2020 BPA report.

Full Site Takeover

A high-value campaign package that makes an absolutely massive impression. It includes wallpaper ad, sidebar ad and leaderboard ad space.

Leaderboard

Pixel Size (w x h):

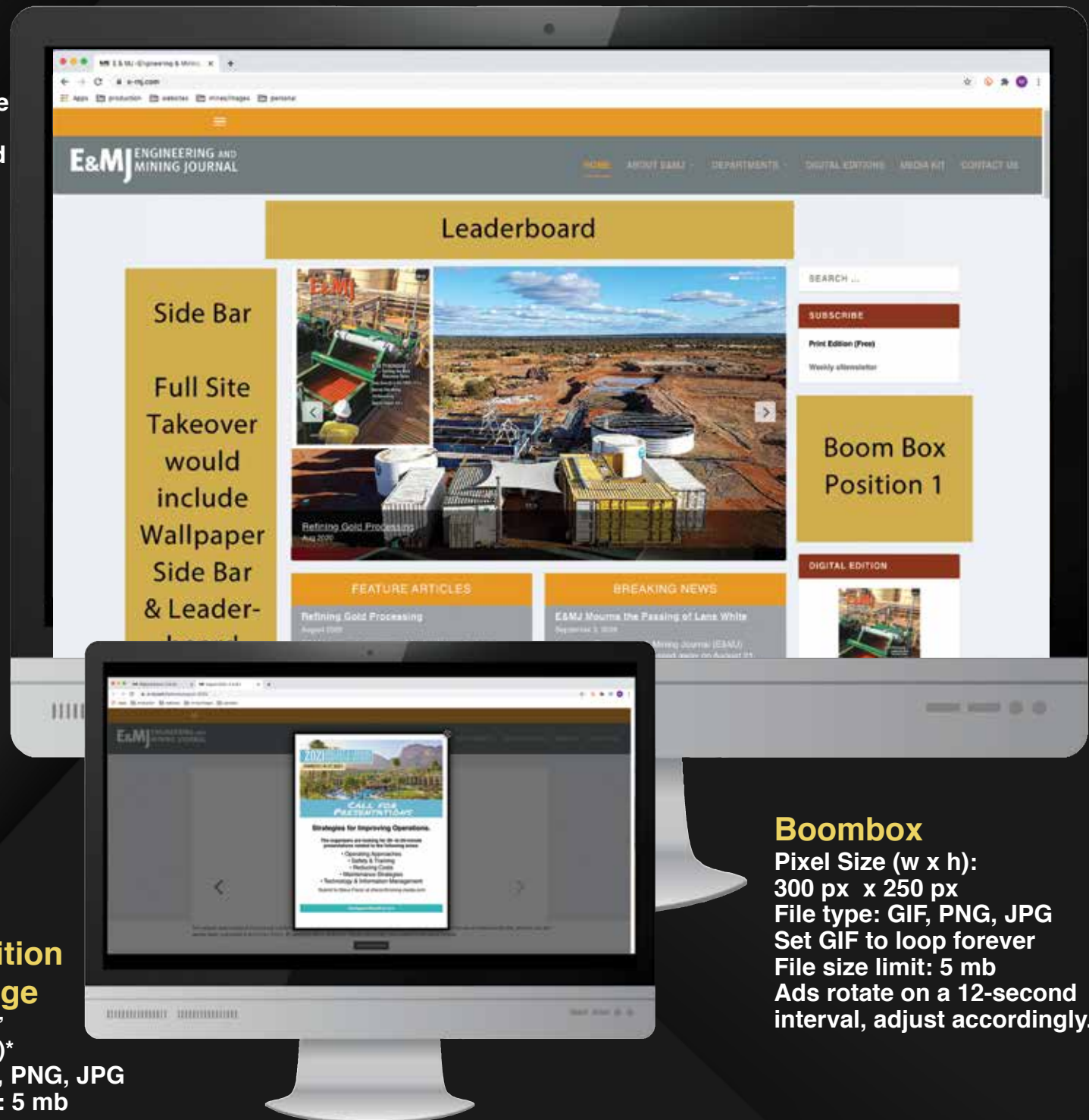
970 px x 90 px

File type: GIF, PNG, JPG

Set GIF to loop forever

File size limit: 5 mb

Ads rotate on a 12-second interval, adjust accordingly.



Digital Edition Splash Page

7.875" x 10.75"

(200 x 273 mm)*

File type: GIF, PNG, JPG

File size limit: 5 mb

Boombox

Pixel Size (w x h):

300 px x 250 px

File type: GIF, PNG, JPG

Set GIF to loop forever

File size limit: 5 mb

Ads rotate on a 12-second interval, adjust accordingly.

Contact

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