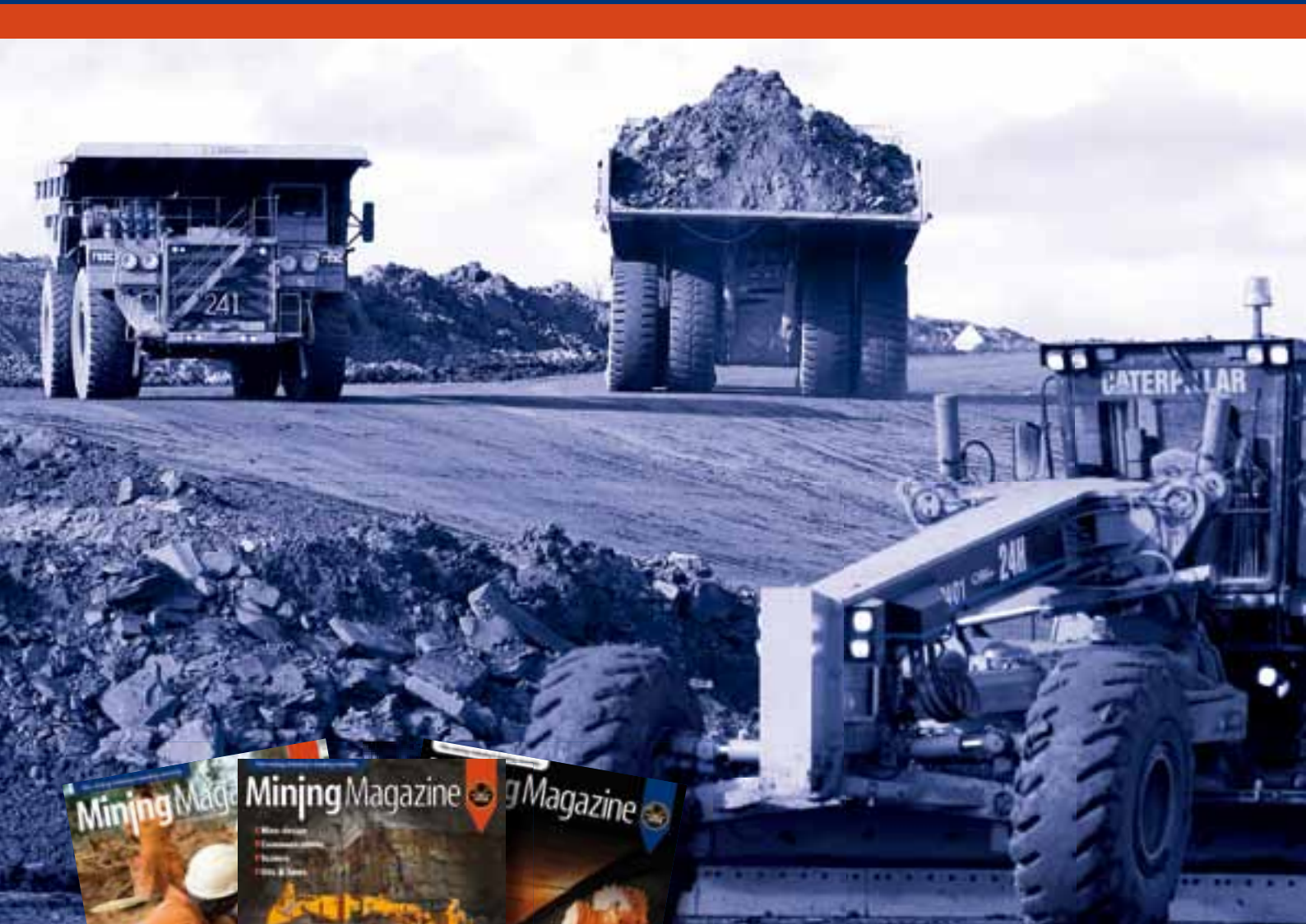


Minjng Magazine

2012 MEDIA KIT



Aspermont UK
Information for Industry



Minjng Journal

Minjng Magazine

mjnes and money

Minjng Magazine **Congress**

Minjng Journal
Investor Seminars
www.investor-seminars.com

AUSTRALIAN
MINING MONTHLY

AUSTRALIAN
LONGWALL
MAGAZINE

The Aspermont portfolio

In print...

Published by Aspermont UK

Other global products



Mining Magazine, the industry's leading magazine, was founded in 1909 by the future US President Herbert Hoover. BPA audited, the magazine targets the leading equipment purchasers around the world.
 Visit MiningMagazine.com



Mining Journal is the industry's leading weekly newspaper covering all aspects of the global mining industry. Every Friday the Mining Journal is the single definitive source of international mining intelligence.
 Visit Mining-Journal.com



Mining, People and the Environment is written for those who want to take a big step forward in environmental awareness and sustainable development in the mining industry.
 Visit mpe-magazine.com



GeoDrilling International is the only global publication serving the drilling sector. Features include highly specialised information on every aspect of drilling worldwide, insights into equipment problems.
 Visit GeoDrillingInternational.com



World Tunnelling and **Trenchless World** are the magazines for key decision-makers in the underground construction sector, and build on the excellence and know-how unique to Aspermont UK.
 Visit WorldTunnelling.com
 Visit TrenchlessWorld.com



Australia's Mining Monthly is the most authoritative mining magazine in the Asia-Pacific region, featuring exclusive industry reports and surveys, as well as in-depth news, views and analysis on mines, miners, mining regions, issues and technology.



RESOURCESTOCKS is the publication of choice for informed and novice investors interested in the global resources sector. It provides incisive investment commentary and authoritative company profiles, as well as publishing the annual World Risk Survey which rates countries on a range of investment risk factors.



Australian Longwall Magazine is Australia's leading source of information for the longwall mining sector with a dedicated readership among operators, suppliers, government bodies, and research and safety organisations.



International-China Mining Review is a dual-language (Mandarin and English) mining magazine distributed directly to mine industry executives throughout China.



CONTRACTOR has revolutionised trade media coverage of the civil construction industry, satisfying the need for industry-specific news and strategic information.



Cranes and Lifting covers all classes of cranes and lifting and positioning systems. It is distributed to Australia's leading crane industry bodies, operators and industry suppliers.



In person...

Minjng Magazine Congress

The Mining Magazine Congress will bring together the leading companies within the mining sector and will create an interactive and informative business environment. **Visit: miningcongress.com**

mines and money

Mines and Money London is widely recognised as one of the most important events in the mining and finance calendar. It is the place to network, debate, learn and to gain insight into marketplace issues.

Visit: minesandmoney.com/london

Mines and Money Hong Kong brings together some of the most influential decision-makers within international mining companies, the investment community and professional services.

Visit: minesandmoney.com/hongkong

Mines and Money Beijing brought together over 500 of the most influential decision-makers within international mining companies, the investment community and professional services.

Visit: minesandmoney.com/beijing

Mines and Money Australia draws on the global investor database of its sister shows to match up Australian mines with both domestic and international capital.

Visit: minesandmoney.com/australia



Mining in a Day a back-to-basics day-long seminar on the mining industry. Three mining experts provide a comprehensive but straightforward explanation of what the global mining industry is, and how it works.

Visit: mining-in-a-day.com

Mining Journal Investor Seminars deliver quality context and valuable information to delegates, ensuring they fully understand and appreciate what each presenting company has to offer.

Visit: investor-seminars.com



Online...

- MiningNewsPremium.net
- MiningNews.net
- Mining-journal.com
- MiningMagazine.com
- Worldtunnelling.com
- Trenchlessworld.com
- Geodrillinginternational.com
- longwalls.com
- Constructionindustrynew.net
- EnergyNewsBulletin.net
- EnergyNewsPremium.net
- PNGIndustryNews.net
- Searchmining.net
- Searchconstruction.net
- Searchpetroleum.net

Mining, People and the Environment
From the introduction of legislation to address climate change and greenhouse gas emissions to working with indigenous peoples and local communities surrounding proposed projects, environmental and social responsibility has become an integral part of exploration and mining.

Visit: mpe-conference.com



E-mail newsletters...

- Mining Journal
- miningnews.net
- Mining Magazine
- World Tunnelling
- Trenchless World
- Mining, People and the Environment
- IndustryNews.net
- EnergyNewsBulletin.net
- EnergyNewsPremium.net
- PNGIndustryNews.net

- Finance
- Exploration & Development
- Equipment
- Environment
- Features, Analysis & Comment
- Professional Placements
- Company Watch

Please refer to the 2012 Online Media Kit or visit: www.miningmagazine.com

GeoDrilling is the UK's only free-to-attend conference and exhibition dedicated to the ground drilling, geotechnical, piling and geothermal industry.

Visit: www.geodrillingshow.com



The global industry's leading mining magazine

Minjng Magazine

Mining Magazine is the global industry's leading magazine, published 10 times a year, providing detailed coverage of all the technical and operational aspects shaping the industry, including equipment reviews and reports on how mines and plants are being developed and operated across the globe.



Mining Magazine is written for operational management, and addresses the full range of mining issues - from exploration and development, through mining and processing, to metallurgy and logistics. In-depth articles examine a variety of products and techniques, covering their applications, advantages, problems and solutions.

THE FACTS

Publication	10 times a year
Distribution	Printed copies 19,028* Average no. of electronic copies downloaded per issue 4,000** Total circulation per issue 23,028 * June 2011, BPAWW ** Not audited by the BPA
Subscription	Paid subscription service and controlled circulation
Reader demographics	Senior management and mining industry decision makers

SUBSCRIPTIONS

Mining Magazine is a valuable tool for anyone with an interest in the technological developments within the mining industry. Companies can subscribe via the website www.miningmagazine.com

www.miningmagazine.com/free-subscription

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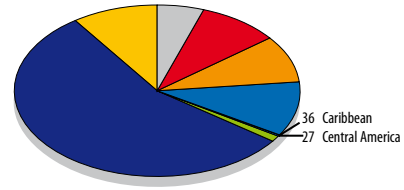


DISTRIBUTION & READERSHIP

19,028* copies of the 100%-qualified* Mining Magazine reach the most important decision-makers in mining.

Mining Magazine mails to 156 countries* per issue, which is more than any other mining title, whilst still maintaining the highest North American circulation for the same.

*June 2011, BPAWW



- 1,055 Africa
- 1,704 Asia
- 1,699 Asia Pacific (including 1,648 Australia)
- 1,943 Europe
- 217 Middle East
- 10,545 North America (including 2,279 Canada and 277 Mexico)
- 1,802 South America
- 19,028 TOTAL ***

How far does your marketing spend get you?

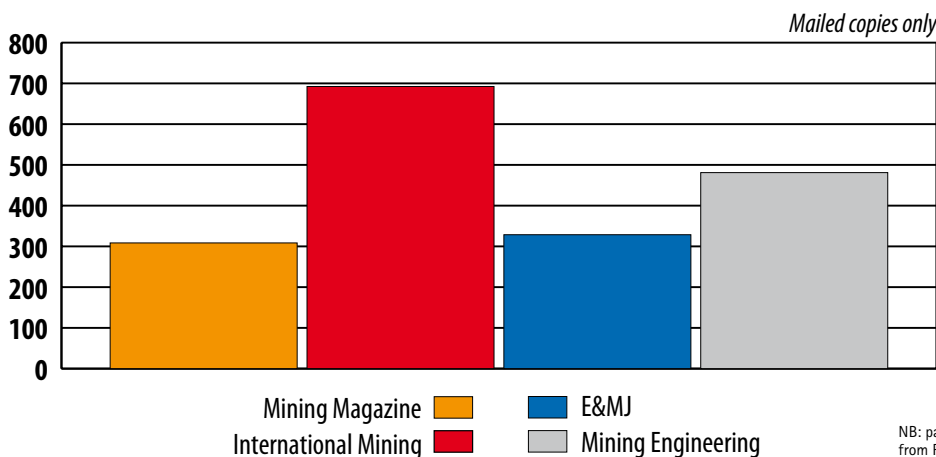
Mining Magazine is the most cost-effective platform to reach senior operational and technical management within mining. Fact. Your advertising spend goes further with us than any other title and, as our cost-per-thousand diagrams show, we are the most cost-effective publication for your marketing spend.

International Mining is more than **DOUBLE** the cost per thousand of Mining Magazine. Sound like a good deal now?

Publication	Audited by	Mailed circulation	Digital downloads	Total mailed and digital downloads	Countries reached
Mining Magazine	BPAWW	19,028*	4,000**	23,028	156
International Mining	not audited	9,200**	4,500**	13,700**	147**
E&MJ	BPAWW	20,022*	not known	20,022	133
Mining Engineering	not audited	11,500***	not known	11,500**	not known

* BPAWW circulation statements for the six-month period ending June 2011.
 ** Publisher's own data
 *** Of this total, 2,482 (21.5%) are listed as 'Educator'; 'Scientist/Research'; 'Student'; and 'Retired'

Cost per thousand (US\$)



NB: page rates (1 x full-colour page) taken from Publishers' 2011/12 media kits

FEATURES SCHEDULE

January/ February EDITORIAL: Jan 6 AD BOOKING: Jan 11 AD COPY: Jan 17 PRESS: Jan 20 PUBLICATION: Jan 27	Coal handling and processing	Backfill and paste	Underground loading and hauling	Dust control solutions	Drill and blast: underground	Advertiser Company Profiles
	Supplement: Award Winners (Display ad booking: Jan 5; Profile material: Jan 5; Ad material: Jan 11; Press: Jan 18) Bonus distribution: SME, Seattle, US: February 19-22					
March EDITORIAL: Feb 3 BOOKING: Feb 8 MATERIAL: Feb 14 PRESS: Feb 17 PUB: Feb 24	Diamond core drilling	Water sourcing	Remote exploration techniques	Power generation	Mine design and scheduling	
	Bonus distribution: PDAC, Toronto, Canada: March 4-7					
April EDITORIAL: Mar 9 AD BOOKING: Mar 14 AD COPY: Mar 20 PRESS: Mar 23 PUBLICATION: Mar 30	Drill and blast: surface	Communications surface	Underground safety/ mine rescue	Mine security	Graders and dozers	
	Bonus distribution: Expomin 2012, Santiago, Chile: April 9-13 Intermat, Paris, France: April 16-21					
May EDITORIAL: Apr 10 AD BOOKING: Apr 11 AD COPY: Apr 17 PRESS: Apr 20 PUBLICATION: Apr 27	Shotcreting and scaling	Pumps and dewatering solutions	Remote mining logistics	Oil sands	Plant/Process Design	
	Bonus distribution: CIM, Edmonton, Alberta, Canada: May 3-9					
June EDITORIAL: May 4 AD BOOKING: May 9 AD COPY: May 15 PRESS: May 18 PUBLICATION: May 25	Block Caving	Energy saving solutions	Rapid development and excavation	In Pit Crushing and Conveying	Communications underground	
	Bonus distribution: Euro Mine Expo, Skelleftea, Sweden: June 12-14; Massmin 2012, Sudbury, Ontario: June 11-13; Elko Mining, Elko, Nevada, US: July 6-8					
July/August EDITORIAL: July 6 AD BOOKING: July 10 AD COPY: July 17 PRESS: July 20 PUBLICATION: July 27	Minexpo preview	Mineral analysis	Surface coal	Tyres and tyre management	Filtration	Advertisers Company Profiles
	Bonus distribution:					
September EDITORIAL: Aug 3 AD BOOKING: Aug 7 AD COPY: Aug 14 PRESS: Aug 17 PUBLICATION: Aug 24	Automation: drilling and blasting	Rigid body haul trucks & Wear Parts	Mine utility vehicles	Engines and drive systems	Precious Metals Processing	Safety training and simulators
	Bonus distribution: MINExpo, Las Vegas, USA: September 24-26; Electra Mining, Johannesburg, South Africa: September 10-14					
October EDITORIAL: Sept 7 AD BOOKING: Sept 11 AD COPY: Sept 18 PRESS: Sept 21 PUBLICATION: Sept 28	Underground coal	Automation: loading and hauling	Mills and grinding	Equipment refurbishment and rebuilds	Sizing and classification	
	Bonus distribution: GoldFields Mining Expo, Kalgoorlie, WA, Australia: October 30 – November 1					
November EDITORIAL: Oct 5 AD BOOKING: Oct 9 AD COPY: Oct 16 PRESS: Oct 19 PUBLICATION: Oct 26	Equipment monitoring software	Bulk handling & Conveyors	Raise boring and shaft sinking	Mine water remediation	Flotation	
	Bonus distribution: Bauma China, Shanghai, China: November 27-30					
December EDITORIAL: Nov 9 AD BOOKING: Nov 13 AD COPY: Nov 20 PRESS: Nov 23 PUBLICATION: Nov 30	Surface loading equipment	Continuous mining	Subsea and offshore mining	Rock bolting and ground support	crushing	Buyers guide
	Supplement: Industry Leaders Round Table					

ADVERTISEMENT BOOKING

ADVERTISEMENT RATES

DISPLAY

Single insertions	£ Sterling	Euro	US\$
Double Page	6,795	8,300	10,570
Full page	3,755	4,600	5,870
1/2 page Double Page	4,500	5,040	7,005
1/2 page island	2,785	3,420	4,370
1/2 page	2,425	3,000	3,770
1/3 page	2,005	2,500	3,120
1/4 page	1,588	1,970	2,470
1/6 page	1,430	1,785	2,235

All advertisements are 4 colour

PREMIUM POSITIONS

Single insertions	£ Sterling	Euro	US\$
Front Cover	4,507	5,520	6,995
Inside FC	4,320	5,300	6,705
DPS IFC	7,814	9,250	12,110
Inside BC	4,320	5,300	6,705
Outside BC	4,550	5,575	7,060
Facing Com	4,320	5,300	6,705

CLASSIFIED

	£ Sterling	Euro	US\$
Standard entry	1,138	1,430	1,780
Double entry	1,707	2,215	2,660

Recruitment: As per display advertising rates

LIST RENTAL/ INSERTS

	£ Sterling	Euro	US\$
Cost per thousand (postage not included)	360	445	595

SERIES DISCOUNTS

3-5 insertions - 10% 6-11 insertions - 20% 12+ insertions - 25%

BASIC TYPESETTING RATES

Size	£ Sterling
Double page	250
Full page	200
Half page	125
Third page	100
Quarter page	85
Sixth page	75
Classified	FREE**

Please note: typesetting rates do not include the cost of scans, photo manipulation or drawing requirements. Advertisers will be notified of these charges BEFORE the sale is agreed and the cost of any extra work that is involved. ** Classified ads that involve more than basic typesetting will be subject to a nominal charge



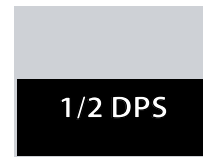
ADVERTISEMENT - ARTWORK SPECIFICATIONS



Double-page spread
Copy space: 254 376
Trim: 275 400
Bleed: 281 406



Full page
Copy space: 254 178
Trim: 275 200
Bleed: 281 206



Half double-page spread
Copy space: 120 380
Trim: 132 400
Bleed: (bottom & sides only) 138 406



Half-page horizontal
124mm (high) x 178mm (wide)



Half-page vertical
254mm (high) x 86mm (wide)



Half island
187mm (high) x 118mm (wide)



Third-page horizontal



Third-page vertical
254mm (high) x 57mm (wide)



Quarter-page horizontal
57mm (high) x 178mm (wide)



Quarter-page vertical
124mm (high) x 86mm (wide)



Sixth-page horizontal
38mm (high) x 178mm (wide)



Sixth-page vertical
124mm (high) x 57mm (wide)

Other sizes (display / classified):

Single column
38mm* (high) x 57mm (wide)

Double column
80mm* (high) x 57mm (wide)

* depends on size booked

DOCUMENT FORMATS

Font-embedded EPS files
If supplying Illustrator, InDesign, Pagemaker or Freehand documents, please supply as EPS files (Postscript Level 1) with fonts included in the file or converted to outlines or curves.

QuarkXPress files are no longer accepted

PDF (preferred format):
High-resolution Acrobat PDFs.
Resolution: 300 dpi. All colours CMYK. All fonts embedded.

Illustrator EPS files
Preferably to version 7.0, fonts embedded or converted to outlines.
Resolution: 300 dpi.

EPS, JPEG or TIFF
Photoshop (etc) files as eps, jpeg or tiff. Resolution: 300 dpi.

If any other formats are supplied, or our production team is required to make up an advertisement, an additional charge may be levied (see 'Basic Typesetting Rates', left). Advertisers will be informed of this charge before any work is carried out. All Aspermont UK titles adhere to a fully digital workflow, therefore we can no longer accept film.

CANCELLATION FEES

A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please visit www.mining-journal.com.

Note 1 - All scheduled booking and production deadlines as supplied by your Aspermont UK Sales Executive. Please feel free to contact your representative for further information and clarification.

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