

MINING equipment-buyer

IN ASSOCIATION WITH
electra mining africa

Rate Card 2015

The latest products, equipment and services guide dedicated to the mining industry

2015 Advertising rates:

Full colour

Number of insertions	6-7	3-5	1-2
Full Page	16 700	18 380	19 980
Half Page	10 010	11 025	11 960
Quarter Page	5 990	6 615	7 300

Guaranteed Prime Positions

- Outside Back Cover + 25%
- Inside Back Cover + 20%
- Inside Front Cover + 20%
- Centre Double Page Spread + 15%
- Outside Front Cover Strip R10 970
- Conventional Advertisements + 20%

- All rates are exclusive of VAT, include agency commission and quoted in ZAR
- Advertising contracts are to be used within a 12-month period

Loose Inserts: Price on application. Delivery of inserts to Cape Town for own account

- Direct mail facility available on request

Additional marketing tools

Prices and specifications on request:

- Belly bands
- Strip Ads
- Custom Publishing
- Cover Flap (Half Cover)
- Gatefold
- Double Gatefold
- Post-It Note
- Bookmark

Industrial distribution

- Shale, sand, sandstone, clay, gravel, granite & soil, etc 56.60%
- Precious gems 8.50%
- Base metals 9.34%
- Precious metals 6.70%
- Coal 7.54%
- Salt 6.42%
- Natural gas 3.2%
- Petroleum crude oil 1.7%

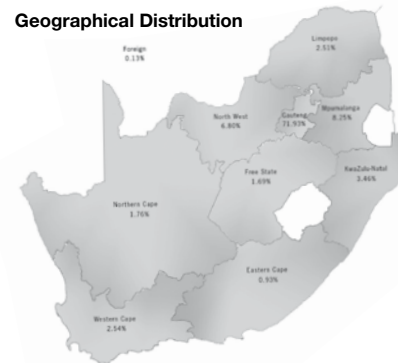


Occupational Title, Geographical Distribution and Mining Methodology

Occupational Title

1. Directors/owners	4 989
2. General managers	2 349
3. Engineers	1 925
4. Mine managers	1 295
5. Buyers	971
6. Production managers	392
7. Ad agencies/PR consultants	379
Sub-Total	12 300
8. Promotional copies	200
Total	12 500

Geographical Distribution



Mining Methodology

Opencast	56%
Surface	31%
Underground	10%
Sea	3%

Readership Profile

MINING EQUIPMENT BUYER, by joining forces with Specialised Exhibitions and its world class Electra Mining Africa exhibition, has developed a circulation database to the mining industry that guarantees unparalleled reach.



Having refined the most recent Electra Mining Africa visitor lists, Mining Equipment Buyer has targeted and clearly focused its audience to ensure the most extensive and up-to-date coverage available to advertisers targeting the general mining sector.

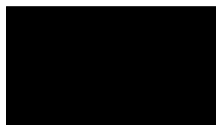
This extensive readership also includes information drawn from the Department of Minerals and Energy Affairs, ensuring every prominent mine in the country is incorporated into Mining Equipment Buyer's comprehensive 12 500 circulation coverage.

Contacts

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Technical Data

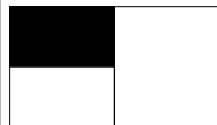
Conventional bleed material must be supplied allowing 3mm all round



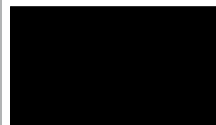
Full Page Type Area
180mm deep x 265mm wide
Full Page Trimmed Size
200mm deep x 282mm wide



Half Page Type Area
170mm deep x 128mm wide



Quarter Page Type Area
85mm deep x 128mm wide



Conventional Advertising Full Page Type Area
180mm deep x 265mm wide
Full Page Trimmed Size
200mm deep x 282mm wide

Frequency

Published six times a year

Issue	Material Deadline
February/March	30/01
April/May	27/03
June/July	29/05
August/September	31/07
October/November	30/09
December/January	23/11

Production specifications

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
 - All fonts and images must be embedded and all images should be 300dpi, CMYK
 - Files must be supplied as single pages
 - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
 - Photoshop – EPS, TIFF and JPG files (flatten image)
 - Illustrator – EPS or AI files (create outlines for text)
 - InDesign – (Package)

If changes are required, please supply open files
Additional charges apply to design alterations

Every second week, the highly popular MINING EQUIPMENT BUYER newsletter is sent to over 24 000 opt-in subscribers. Covering every aspect of mining including new products launched in the industry, related industry events, and news on mining projects, the newsletter is a quick and easy read aimed at keeping our subscribers, all industry decision makers, informed. The subscriber database is drawn primarily from visitors and exhibitors at the Electra Mining Africa exhibitions and, as such, readers are actively involved in the South African and African mining and related industries. Newsletter sponsorship means that ONLY the sponsor may carry advertising on the newsletter, consisting of a top and bottom banner. No secondary banners are carried as our intention is to provide a 'clean' looking newsletter. Sponsorship also allows the advertiser to include one article in the main body content of the newsletter.

e-Newsletters

Mining Equipment Buyer sends fortnightly e-newsletters to a highly targeted opt-in database within the mining industry. The editorial team goes to great lengths to ensure the information portrayed is factual and current, guaranteeing readers look to the newsletters to keep them abreast of the latest developments in their industry.

Top Banner
560 x 90 pixels

Lead Story

Online Rates

Valid from January 2014

Top Banner	R 7 000	(per newsletter)
Bottom banner	R 5 000	(per newsletter)
Top and Bottom Banner	R 10 000	(per newsletter)

Bottom Banner
560 X 90 pixels