

SA Mining

www.samining.co.za

SA Mining is a monthly business-to-business magazine targeting mining professionals. SA mining is ABC audited, with a circulation of 5000 copies. SA Mining reaches the entire SADC region

2010 RATES

Size	1 - 5	6 - 10	11+
Full page	R9135	R8715	R8295
Half page	R7245	R6825	R6405
Third page	R6405	R6090	R5670
Quarter page	R5040	R4830	R4620
Strip ad	R4200	R3990	R5724
Double page spread	R17745	R17220	R16380

Loose Inserts

1 - 2 sides R4725

3 - 4 sides R6405

Additional page R500 per page

Bellybands R14000 (excluding printing)

Gatefolds Price on request

3-page profile in SA Mining R17 400 (includes writing, layout & production)

8-page profile in SA Mining R39 000 (includes writing, layout & production)

Cover R25 000 - subject to editorial approval & relevance to the monthly feature

- Rates quoted per insertion
- Rates inclusive of agency commission (accredited agencies)
- Rates exclude VAT
- Special positions carry a 25% loading.



COMPANY SUPPLEMENTS:

Supplier/Partner based profile - profiles are only eligible to be stand alone publications over 20 pages.

Minimum Cost: R9 135 + Vat (cost of a full page advert in SA Mining)

How it works

- The client buys 1 x full page advert/advertorial at a cost of R9 135 + Vat. In return, SA Mining will give 1 x full page of editorial
- The client would be required to provide a list of all their preferred suppliers/business associates who they would like to invite to participate. A "letter of endorsement" (examples will be provided) would be required which will be sent out by SA Mining to the clients' preferred suppliers/business associates inviting them to participate in terms of advertising support.
- For every one page of advertising sold to the clients' suppliers, SA Mining will allocate one page of editorial to the client.

Costs include:

- Writing:
- Layout and design
- Distribution to SA Mining's 5000 subscriber base
- sub-editing & proof-reading
- photography (Gauteng area only)
- printing costs (excluding run-ons and re-prints)

Details subject to change

SA Mining

TECHNICAL SPECIFICATIONS

Full page	210mm wide X 297mm tall
Half vertical	103mm wide X 297mm tall
Half horizontal	210mm wide X 146mm tall
Third vertical	68mm wide X 297mm tall
Third horizontal	210mm wide X 97mm tall
Quarter	103mm wide X 146mm tall
Strip (Horizontal)	210mm wide X 63mm tall
Double page spread	420mm wide X 297mm tall

FOR BLEED ON ADVERTISEMENTS, 6mm IS TO BE ADDED TO ALL DIMENSIONS. CROP MARKS ARE TO BE CLEARLY SHOWN.

MATERIAL REQUIRED

- Advertising material is to be supplied on CD or by e-mail.
- All images to be 300dpi at the required size, saved as CMYK .tif, .jpg or .pdf x 1A.
- With .pdf material, all fonts and graphics used are to be embedded, and graphics should be high-resolution images.
- For advertising material in any other format, or which deviates from the above parameters, placement and print quality cannot be guaranteed.

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2010 FEATURES

JANUARY 2010: Mining Indaba issue

- Finance in Mining
- Gold
- Shaft sinking, drilling and tunneling
- Opencast mining and quarrying

FEBRUARY 2010:

- Ferro alloys
- Skills Development
- Transport and earthmoving equipment
- Pumps and valves

MARCH 2010:

- Gold
- Coal, oil, uranium and energy
- Materials handling
- Green Mining

APRIL 2010

- Engineering project and construction management (EPCM)
- Platinum
- Iron and steel
- Mining technology

MAY 2010

- Diamonds and gems
- Pumps and valves
- Transport and earthmoving equipment
- Finance in mining

JUNE 2010

- Gold
- Energy
- Motors in Mining
- Safety and security
- IT in Mining

JULY 2010

- Mining in Africa
- South Africa projects
- Underground equipment
- Junior mining and exploration

AUGUST 2010

- Coal, oil, uranium, energy
- Engineering project and construction management (EPCM)
- Crushing, screening, milling
- Pumps and valves

SEPTEMBER 2010 - Electra Mining Issue

- **Mining Matters – Top performers**
- Platinum and gold
- Furnaces, kilns and ovens
- Green Mining

OCTOBER 2010

- Iron and steel
- Base metals
- Minerals processing
- Construction in Mining
- SADC Projects

NOVEMBER 2010

- Materials Handling
- Diamonds and gems
- Mining Consulting
- Safety and security
- African Projects

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