

SA MINING

www.samining.co.za

RATES
2017

READ WHAT REALLY GOES DOWN IN SADC

ABOUT SA MINING

SA Mining, an alternate monthly publication, is South Africa's oldest mining magazine spanning over 125 years. Part of media giant Tiso Blackstar Group's magazine division, the magazine examines and delivers in-depth project and topical news on southern Africa's and Africa's mining industry. SA Mining's news content covers a range of commodities; projects; contracts; legislation; finance-related issues; the environment; equipment and technology; as well-thought-out leadership from analysts, economists and think-tanks within the sector.

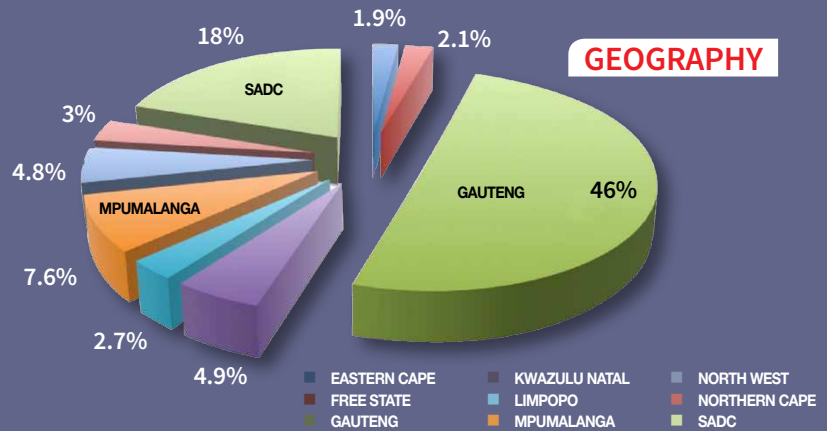
The magazine is distributed within South Africa and the Southern African Development Community, while readership extends to an international audience. Readership is dominated, but not limited to, mine management, suppliers, contractors, consulting engineers, specialised service providers and experts – all serving the mining industry – through to university students. The magazine and its content is also available on www.samining.co.za and www.businessmediamags.co.za/sa-mining
News, knowledge, opinion – all in SA Mining.

SA MINING REACHES THE SADC REGION

The magazine is South Africa's highest circulating alternate monthly mining publication and prides itself on publishing excellence.

CIRCULATION
5000

GEOGRAPHY

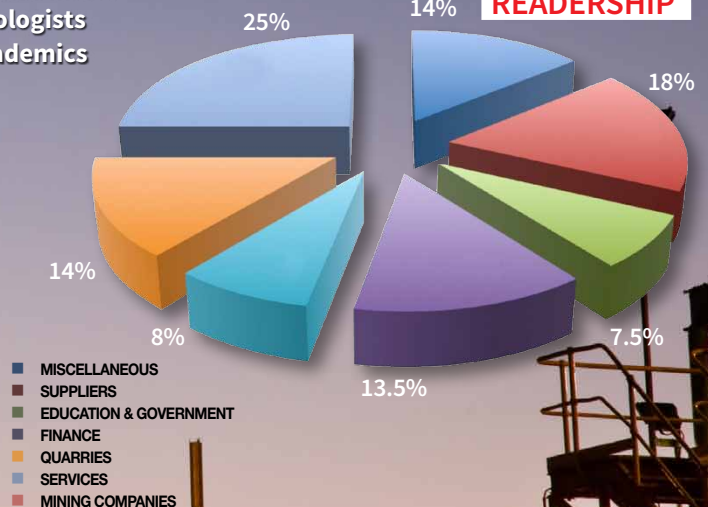


“South Africa's oldest mining magazine is distributed in South Africa and the SADC region and has a readership that extends to an international audience.”

OUR READERS ARE AND/OR ARE INVOLVED IN:

- Mining houses
- Mine management and employees
- The engineering sectors
- Exploration and junior mining companies
- Refinery, minerals processing and metallurgical sectors
- Mining service providers
- Financial and legal institutions
- Mining suppliers
- Government
- Geologists
- Academics

READERSHIP



ADVERTISING RATES

	1INS	3 INS	6 INS
FULL PAGE	14 700	13 600	12 965
1/2 page	10 547	10 120	9 454
1/3 page	9 855	9 393	8 816
1/4 PAGE	7 800	7 465	7 098
Strip	6 830	6 400	5 830
DPS	26 500	25 340	24 132
1/2 DPS	21 200	19 800	18 950
3 page profile	27 060	26 000	25 421
OFC	40 000		
Mining Indaba/Electra Mining Covers	46 000		
Gatefold	37 000		
OBC	16 400	15 600	14 960
IFC	15 400	14 200	13 750
IBC	15 000	13 800	13 000
PAGE 3 & 5 (incl 5% loading)	15 435	14 332	13 545
Bellyband	22 000		
Inserts	7 800 1-2 sides	10 670 3-4 sides	

* Early settlement discounts apply. Above rates exclude VAT. Please visit our website for full terms and conditions.



TECHNICAL SPECIFICATIONS

SIZES	TRIM (WIDTH/HEIGHT)	BLEED (WIDTH/HEIGHT)
FULL PAGE	210MM X 297MM	220MM X 307MM
HALF VERTICAL	96MM X 285MM	NO BLEED
HALF HORIZONTAL	196MM X 136MM	NO BLEED
THIRD VERTICAL	60MM X 285MM	NO BLEED
THIRD HORIZONTAL	196MM X 82MM	NO BLEED
QUARTER	96MM X 137MM	NO BLEED
STRIP (HORIZONTAL)	196MM X 65MM	NO BLEED
DOUBLE PAGE SPREAD	420MM X 297MM	430MM X 307MM

MATERIAL REQUIREMENTS:

- All advertising material to be supplied in a PDF format – high resolution, fonts embedded.
- JPG or TIF files may be supplied, but must be high resolution (no lower than 300dpi) and CMYK.
- Open files cannot be accepted. These include, among others, documents created in Word, Excel, PowerPoint, QuarkXpress, PageMaker, Freehand and CorelDraw.
- For advertising material to be made up by SA Mining, all graphics must be provided in PDF format, JPF or TIF files – no graphics to be supplied in a Word document.
- Ensure that there are no Pantone colours on the ad.

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