

SA MINING

www.samining.co.za

RATES
2018

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*.

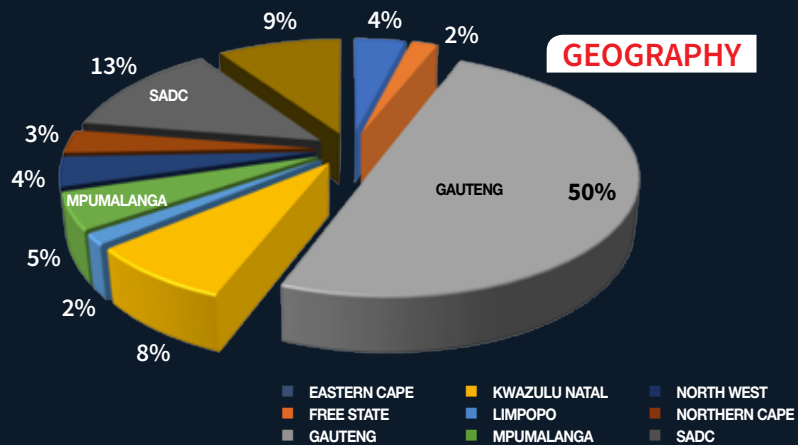
SA MINING REACHES THE SADC REGION

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

CIRCULATION

5000

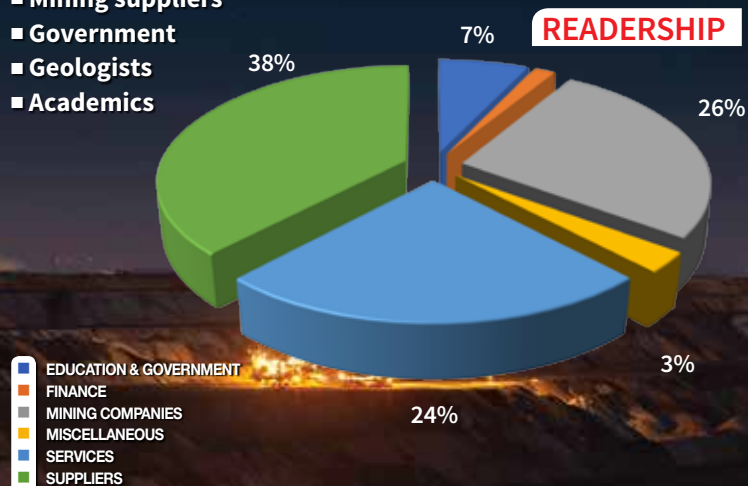
GEOGRAPHY



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



“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.”

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ADVERTISING RATES

	1 INS	3 INS	6 INS
FULL PAGE	15 800	14 400	13 453
HALF PAGE	11 050	10 630	9 930
THIRD PAGE	10 350	9 960	9 350
QUARTER PAGE	8 200	7 900	7 500
STRIP	7 240	6 700	6 100
DPS	27 825	26 607	25 338
HALF DPS	22 480	20 980	20 087
3 PAGE PROFILE	28 800	27 560	27 100
OFC	42 000		
MINING INDABA/ELECTRA MINING	48 000		
GATEFOLD	38 000		
OBC	17 100	16 100	15 600
IFC	16 300	15 100	14 200
IBC	16 000	15 000	13 800
PAGE 3 & 5 (incl 5% loading)	16 200	15 100	14 332
BELLYBAND	23 000		
INSERTS			
1-2 SIDES	8 250		
3-4 SIDES	11 365		

* 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.

CONTACT SALES:

ILONKA MOOLMAN

T: +27 (0) 11 280 3120

C: +27 82 346 3412

E: moolmani@tisoblackstar.co.za

NOËL VAN BREDA

SALES EXECUTIVE

T: +27 (0)11 280 3456

C: +27 82 717 1962

E: noelvb@tisoblackstar.co.za

TSHEPO MONYAMANE

EDITORIAL & MARKETING INTERN

T: +27 11 280 3110

C: +27 62 239 3538

E: tshepom@tisoblackstar.co.za

www.sa-mining.co.za



tiso blackstar group.