

SA MINING

www.samining.co.za

RATES
2020

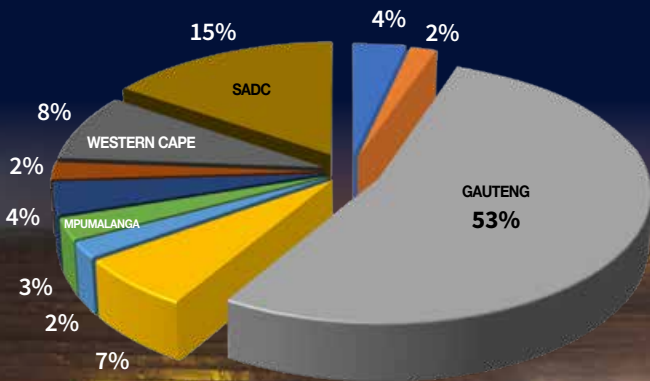
READ WHAT REALLY GOES DOWN IN SADC

ABOUT SA MINING

SA Mining, an alternate monthly publication, is South Africa's oldest mining magazine spanning over 125 years. Part of media giant Arena Holding'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*.

GEOGRAPHY

■ EASTERN CAPE ■ KWAZULU NATAL ■ NORTH WEST
■ FREE STATE ■ LIMPOPO ■ NORTHERN CAPE
■ GAUTENG ■ MPUMALANGA ■ SADC



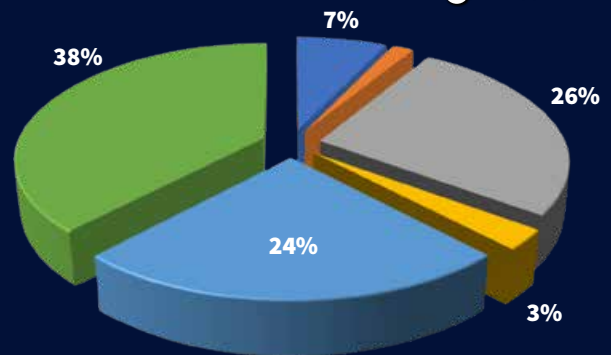
SA MINING REACHES THE SADC REGION

CIRCULATION

5000

READERSHIP

■ EDUCATION & GOVERNMENT
■ FINANCE
■ MINING COMPANIES
■ MISCELLANEOUS
■ SERVICES
■ SUPPLIERS



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

“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.”

RATES 2020

ADVERTISING RATES

| | 1 INSERT | 3 INSERTS | 6 INSERTS |
|--|---------------|----------------------------------|----------------------------------|
| FULL PAGE | 17 410 | 15 870 <small>PER INSERT</small> | 14 830 <small>PER INSERT</small> |
| HALF PAGE | 12 180 | 11 710 <small>PER INSERT</small> | 10 940 <small>PER INSERT</small> |
| THIRD PAGE | 11 410 | 10 980 <small>PER INSERT</small> | 10 300 <small>PER INSERT</small> |
| QUARTER PAGE | 9 040 | 8 700 <small>PER INSERT</small> | 8 260 <small>PER INSERT</small> |
| STRIP | 7 980 | 7 380 <small>PER INSERT</small> | 6 720 <small>PER INSERT</small> |
| DOUBLE PAGE SPREAD | 30 670 | 29 330 <small>PER INSERT</small> | 27 930 <small>PER INSERT</small> |
| 3 PAGE PROFILE | 31 750 | 30 380 <small>PER INSERT</small> | 29 870 <small>PER INSERT</small> |
| OUTSIDE FRONT COVER | 46 300 | | |
| SPECIAL EDITIONS OUTSIDE FRONT COVER: MINING INDABA/ELECTRA MINING ISSUES | 52 920 | | |
| GATEFOLD | 41 890 | | |
| SPECIAL FOCUS COVER | 35 280 | | |
| OUTSIDE BACK COVER | 18 850 | 17 750 <small>PER INSERT</small> | 17 190 <small>PER INSERT</small> |
| INSIDE FRONT COVER | 17 970 | 16 640 <small>PER INSERT</small> | 15 650 <small>PER INSERT</small> |
| INSIDE BACK COVER | 17 640 | 16 530 <small>PER INSERT</small> | 15 210 <small>PER INSERT</small> |
| PAGE 3 & 5 (incl 5% loading) | 17 860 | 16 640 <small>PER INSERT</small> | 15 800 <small>PER INSERT</small> |
| BELLYBAND (Additional printing cost for belly band applies) | 25 350 | | |
| INSERTS | | | |
| 1-2 SIDES | 9 090 | | |
| 3-4 SIDES | 12 520 | | |

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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 80MM | NO BLEED |
| QUARTER | 95MM X 136MM | 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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ARENA
HOLDINGS