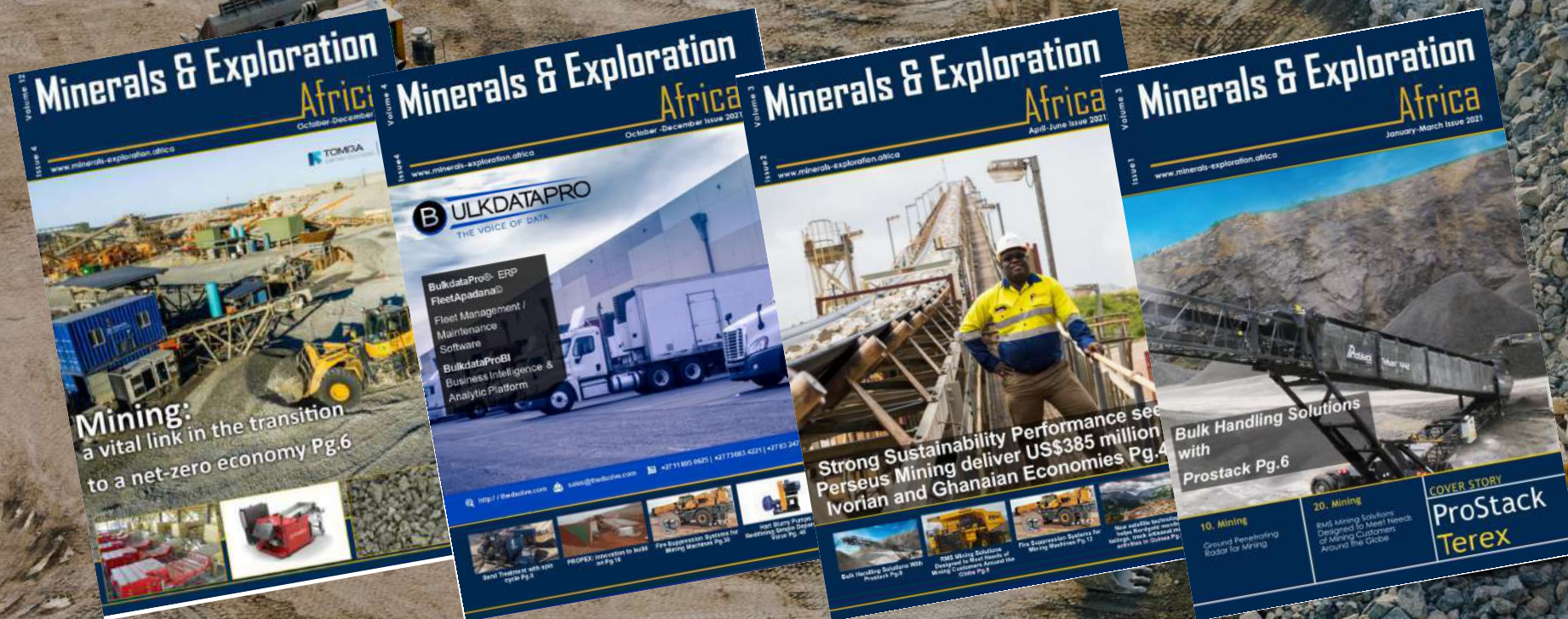


Minerals & Exploration Africa

Media Pack 2024

Print. Digital. Online



Minerals & Exploration Africa is the continent's respected mining industry magazine. Providing the mining and resources industry the latest information on mining, technology, and innovation. Each edition carries detailed coverage and extensive information on the equipment, people, technology and services driving Africa's mining industry. Minerals & is essential reading for those wanting to make better decisions in their mining business and career with the right information on-hand.

The magazine for professionals in the mining and processing industries, Minerals & Exploration Africa is a highly respected and well-read trade Journal in the mining industry. Minerals & Exploration Africa is a digital and print publication aimed at boardroom and hands-on decision-makers, reaching an audience of more than 30 000+ people across the region; spanning the full range of the mining sector.

With great content compiled by our editorial team, complemented by an in-house design and production team ensuring delivery to the highest standards, we look to promote the latest in engaging news, industry trends and success stories from the length and breadth of Africa.

Your company can join the leading industry heavyweights enjoying the exposure we provide across both digital and print platforms, social media platforms, enhanced B2B reach.

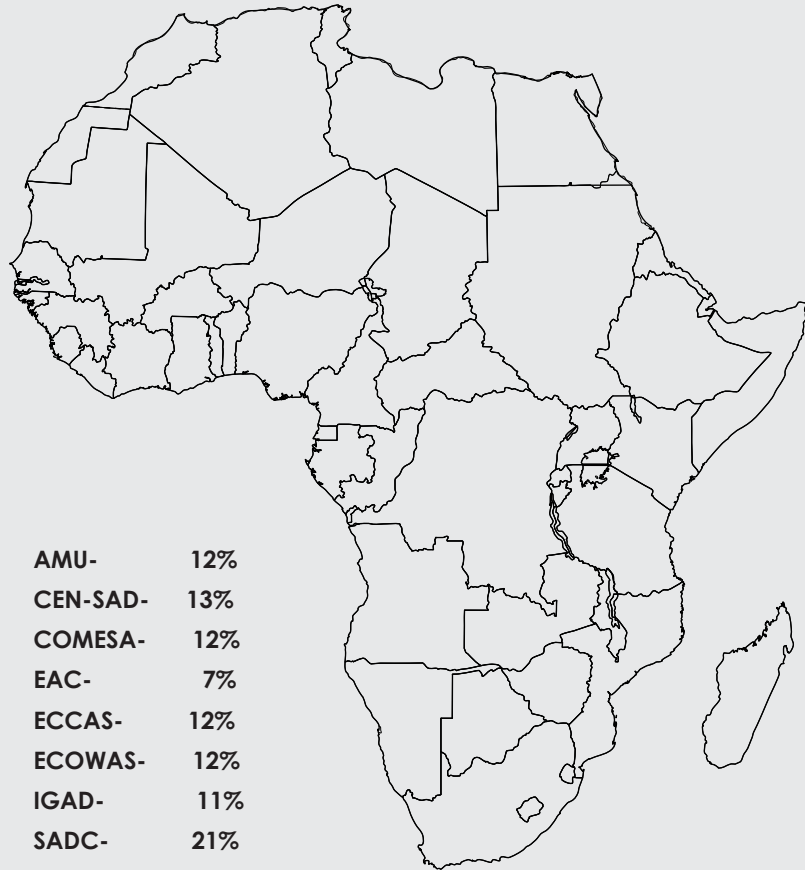
Kick-starting every edition of Minerals & Exploration Africa is a host of industry- focused articles geared towards knowledge sharing and trend adherence. Our expert editorial team – with the help of a few leading light contributions – bring the latest fluctuations, shortfalls, recoveries and successes to the attention of the executives in the industry.

Each edition also contains feature article concentrated on a pre-assigned special topics. See our editorial calendar to find out what is scheduled for the rest of the year.

Unrivalled Mining Content

Unlike other mining, engineering and construction industry-focused websites and magazines, Minerals & Exploration is Africa's leading mining news magazine covering all regional blocks on the continent. The magazine examines and delivers in-depth industry news, giving you the front seat on topical issues in Africa's mining industry.





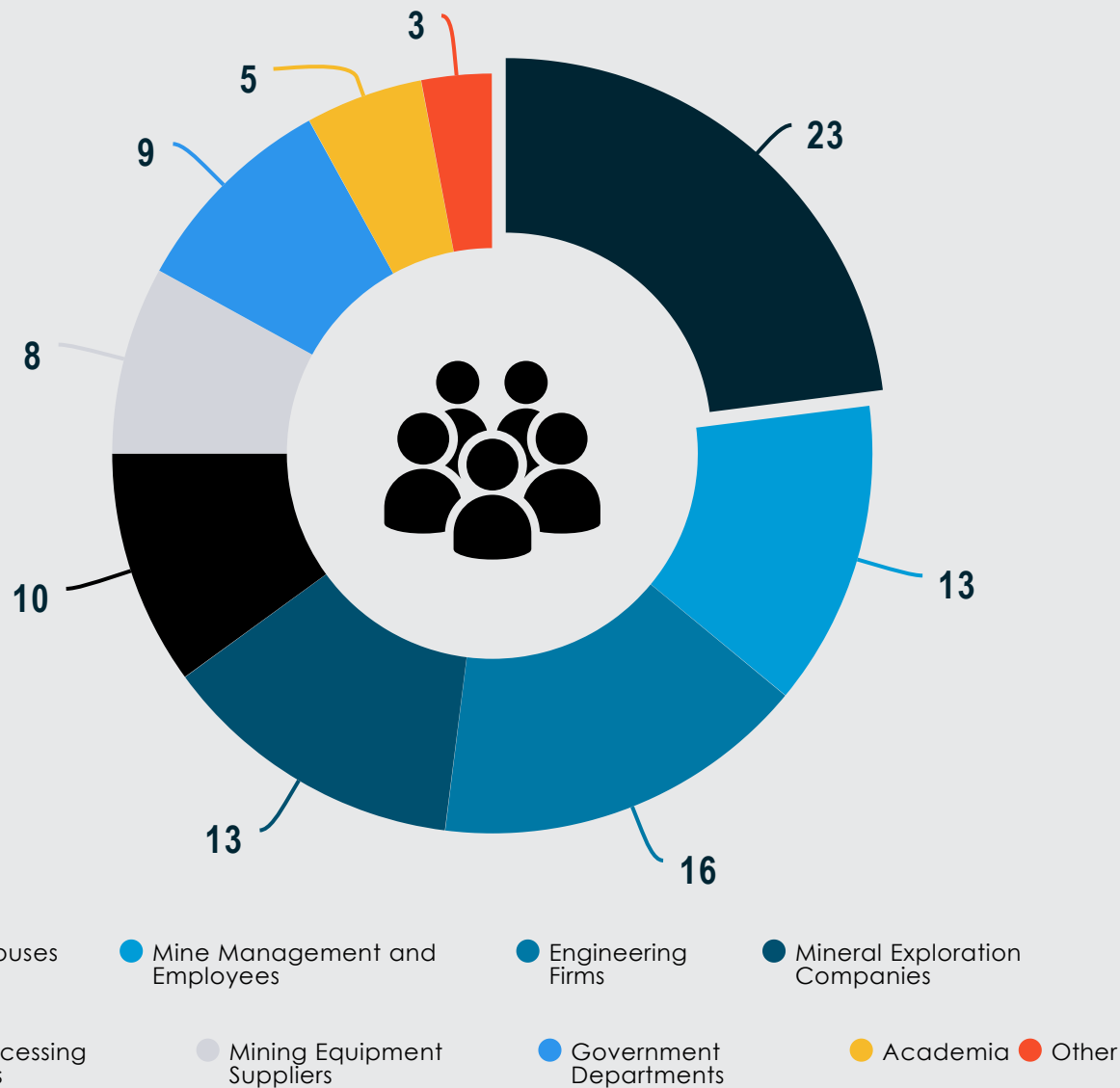
Minerals & Exploration Africa... We got you covered

Mineral & Exploration Africa's news content covers a range of commodities; projects; contracts; legislation; finance-related issues; the environment; equipment and technology; as well thought leadership from respected industry analysts, economists and think-tanks within the sector.

The objective of the publication is to ensure that the reader is able to be updated on industry news and also be able to get practical solutions that they maybe to act on.

With this in mind, **Minerals & Exploration Africa** is therefore a platform, as service provider and a supplier, that sets you apart from the competition as our reach in audience and distribution elevates your brand visibility in the African mining market.





CIRCULATION

Minerals & Exploration Africa is distributing over **10 000** copies of the print magazine between subscribers, and partner distribution as well as online downloads.

We average **9.3** readers per copy. Our digital reach is over **21 650** unique visitors per month



- Target core markets at strategic events/times of the year by aligning advertising campaign to specific editorial features or issues in our industry- leading publications.
- The magazine is a business to business publication distributed through print and digital platforms in Africa, while readership extends to an international audience.
- Readership is dominated, but not limited to, mine management, suppliers, contractors, consulting engineers, specialized service providers and experts –all serving the mining industry, through to university students.
- Africa's leading source of independent information and research for key decision makers in the Mining industry.

REGULAR SECTIONS

- Machinery Preview
- New Products & Services
- Mining News
- Business Profiles
- Market Information
- Ideas & Innovation
- Country Focus

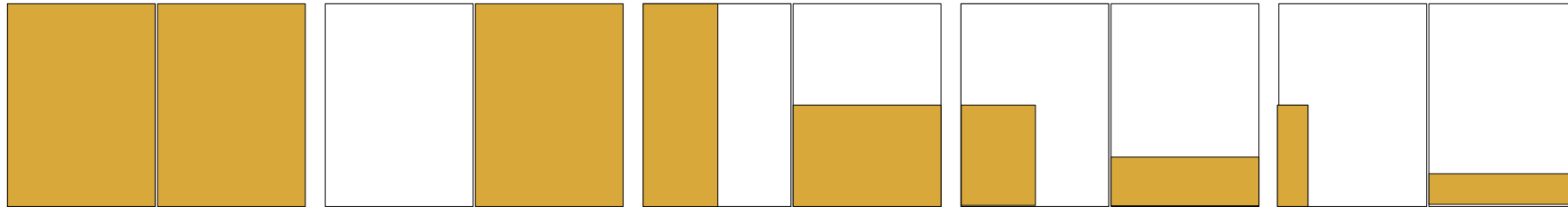
2024 Quarterly Features

JAN/MAR	APR/JUN	JUL/SEPT	OCT/DEC
<ul style="list-style-type: none"> • Africa Mining Indaba • Electrical infrastructure, generators, energy. • Conveyors, • Components & Accessories • Lifting Mechanisms used in Mines. • Operator Training Simulators & Solutions. • Mobile Crushers and Screens. • Exploration, • Pumps, • Mining Projects • Environmental Protection, • Dust Suppression and Control • Valves, • Coal mining, • Legal Services, • Contract mining and outsourcing, • Consulting Engineers in mining, • Mine safety • Mining Education & Training in Mining, • Opencast Mining 	<ul style="list-style-type: none"> • DRC Mining Week • Fuel Management & Control Systems. • Waste Management Technologies. • Power Systems • 3D Geological and Structural Modeling • Mine Software • Bulk Storage • Health & Safety in Mining, • Furnaces, Kilns, • Ovens & Dryers in Mining, • Material Handling & Logistics, • Analytical Services & Geology, • Pumps and Maintenance 	<ul style="list-style-type: none"> • Electra Mining • Underground Mine Equipment. • Mine Health & Safety • Tyre Pressure Monitoring Systems • Laboratory services • Water treatment technologies • Mine Security Renewable • Materials-Handling & Logistics, • Crushing & Milling, • Explosion Protection & Flame proofing • Exploration, • Analytical Services and Geology, • Skills development in mining, • Material handling and Logistics, • Dust Suppression and control, • Open cast mining 	<ul style="list-style-type: none"> • Nigeria Mining Week • Energy Fatigue Monitoring • Mobile Mine Rescue Solutions • Wear and Corrosion Protection Solutions • Project Management • Pumps, Pipes and Valves • Fail Safe Braking Systems • Motors, Drives & Mechanical Power Transmission • Instrumentation & Control, • Explosives in Mining, • Hydraulics, Pneumatics & Hydropower • Earth Moving & Surface Mining Equipment • Hydraulic, Pneumatic and Hydropower, • Pumps & Valves, • Mineral & Metal Processing • Smelting & Refining, • New Mining, Technologies, • Quarrying



Magazine Advertising Rates

(all dimensions horizontal by vertical)



Double Page Spread

(2x) 210 x 297mm (trim)
(2x) 216x 303mm (bleed)

ZAR 28,500 / USD 1,850

Full Page

210x 297mm (trim)
216x 303mm (bleed)
190 x 280mm (type area)

ZAR 23,500 / USD 1,550

Half Page

92 x 280mm (upright)
190 x 130mm (landscape)

ZAR 18,500 / USD 1,200

Quarter Page

92 x 130mm (upright)
124mm x 90mm (landscape)

ZAR 11,500 / USD 650

Strip Ad

60 x 124mm (upright)
210 x 55mm (landscape)

ZAR 6,500 / USD 480

Front Cover Page

210x 297mm (trim)
216x 303mm (bleed)
190 x 280mm (type area)

ZAR 28,500 / USD 1,850

Front Inside Page

210x 297mm (trim)
216x 303mm (bleed)
190 x 280mm (type area)

ZAR 26,000 / USD 1,650

Back Outside Page

210x 297mm (trim)
216x 303mm (bleed)
190 x 280mm (type area)

ZAR 28,500 / USD 1,850

Back Inside Page

210x 297mm (trim)
216x 303mm (bleed)
190 x 280mm (type area)

ZAR 26,000 / USD 1,650

Materials

- A press optimised PDF file (Acrobat 4 / PDF 1.3 compatible).
- All encapsulated CMYK images with a resolution of 300dpi. All fonts embedded.
- TIF (300dpi and CMYK).

Adverts to be supplied via email to advertising@minerals-exploration.africa

ADVERTISEMENT MATERIALS DEADLINE

Materials are required on or before the 1 week before print deadline

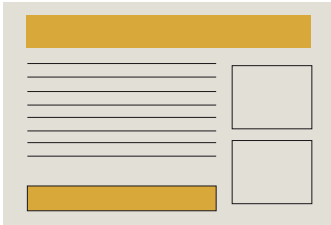
INSERTS

Loose and bound-in inserts are accepted in Minerals & Exploration Africa subject to approval on size and Content. Charges and printing rates are available on request provided that it is affixed to a fully-paid advertisement (minimum size 1/2 page).

CONTRACT PUBLISHING SERVICES

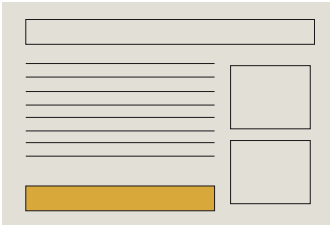
We can also offer extensive market research services, corporate profile/advertorial features as well as having the facilities to write, design and print company supplements/brochures/house journals. Further information and quotations on request.

Website Advertising Rates



Full Banner Premium
1200 x 150px

USD 750 /ZAR 12,800
per month



Leaderboard
728 x 90px

USD 690 /ZAR 9,800
per month



Rectangle
300 x 250px

USD 590 /ZAR 6900
per month



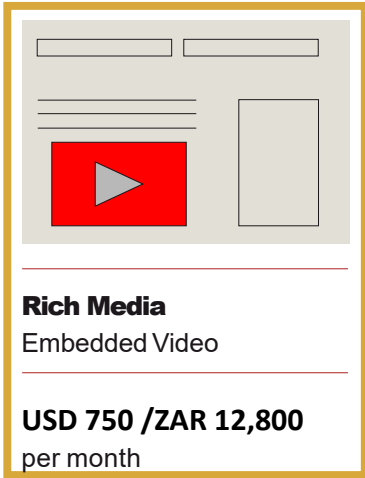
Square
250 x 250px

USD 480 /ZAR 5,600
per month



Skyscraper Premium
300 x 600px

USD 620 /ZAR 7090
per month



Rich Media
Embedded Video

USD 750 /ZAR 12,800
per month

Email newsletter advertising rates

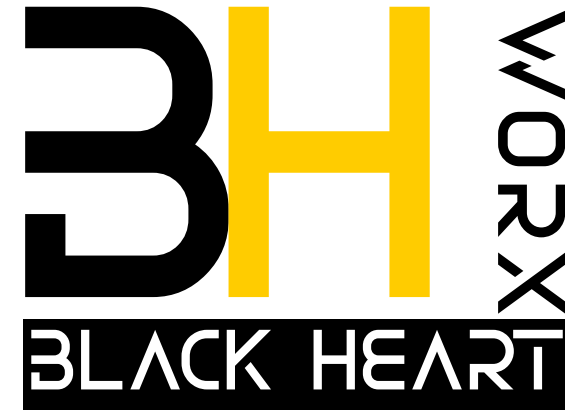
Newsletter sponsorship package USD 1,200 /ZAR 18,500
Includes a premium position static 728x 90px newsletter ad plus an animated 300 x 250px web banner on aecmag.com for one month
Newsletter static banner ad (728x 90 px) USD 690 /ZAR 9,800

HTML direct emailing rates

HTML direct mailing USD 1,200 /ZAR 18,500
Dedicated HTML email sent by minerals-exploration.africa on behalf of advertiser to third party subscriber list.

Minerals & Exploration Africa

PUBLISHED BY



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