Are you a supplier to the mining, exploration and processing sector?

Are you looking for opportunities to grow your business and increase your market share not only in South Africa but also in the rest of Africa?

Inside Mining is the essential magazine that brings you critical business intelligence on exploration, mine design, mining, mineral processing and on the economy, finance and risk from inside the mining industry. Its targeted audience includes geologists, metallurgists, mine managers and engineers. Its extended multiplatform reach opens doors for service providers across the continent.

Our readers are your buyers.

Print and digimag reach
- Total print distribution: 2,885 (includes 288 key African role players)
- 52,515 Total digital distribution to South African, African and international readers, enabling them to access your brand anytime, anywhere, on any device
- Total means of distribution: 55,400

Newsletters and website reach
Newsletter distribution: 16,328 readers per week, promoting the magazine and offering banner advertising opportunities

The newsletter links to www.miningne.ws, the premier website for the mining technology sector:
- 13,471 page views per month and 5,254 unique visits

Our readers find value in our unique, quality content. By advertising in this magazine and its related digital products, you significantly expand your engagement with your target market.

How we reach the mining community
- Daily: Website (13,471 page views per month), Facebook (6,818 likes) and Twitter (12,988 followers)
- Weekly: Newsletters to 16,328 recipients twice a week
- Monthly: 2,885 printed magazines and 4,825 additional digital magazines

Inside Mining offers you multiple platforms through which to communicate and connect with the mining community.
WHO READS INSIDE MINING?

### Underground Mines (23%)
- Mine managers
- Underground mine managers
- Mining engineers
- Ventilation engineers
- Electrical engineers
- Greywater managers
- Water & sludge engineers
- Health & safety managers
- Shift bosses
- Shaft managers
- Shaft engineers
- Geologists
- Metallurgists
- Environmental engineers
- Procurement managers
- Mine inspectors

### Institutes & Associations (5%)
- CSIR
- Mintek
- Council for Geoscience
- Chamber of Mines
- SAIMM (SA Institute of Mining & Metallurgy)
- Association of Mine Managers

### Mining Houses (16%)
- Chief executive officers
- Chief financial officers
- Mining engineers
- Mining consultants
- Exploration managers
- Metallurgists
- Geologists
- Health & safety managers & directors

### Surface Mines (21%)
- Mine managers
- Quarry managers
- Water engineers
- Electrical engineers
- Environmental consultants
- Health & safety managers
- Procurement managers
- Transport managers
- Mine surveyors
- Maintenance managers
- Mine inspectors

### Exploration Companies (10%)
- Exploration managers
- Geologists
- Metallurgists
- Project managers

### Consulting Companies (8%)
- SHEQ consultants
- Environmental consultants
- Electrical consultants
- Water consultants

### Civil Engineering Contractors – Infrastructure & Construction (3%)
- Civil engineering managers
- Chief executive officers

### WHAT MAKES INSIDE MINING UNIQUE?
- It is the most important source of business intelligence for the mining technology market
- It is distributed throughout Africa
- It is accessible through multiple channels: print, newsletters, website and social media

- Managing directors
- Project managers
- Plant managers
- Road engineers
- Water engineers

### Financial & Insurance Companies (2%)
- Bank managers
- Insurance brokers

### Government: National, Provincial & Municipal (4%)
- Municipal managers
- Government officials
- Diplomats
- Consulate generals – embassies
- Laboratories

### Mining Equipment Suppliers (7%)

### Educational Institutes (1%)

**DID YOU KNOW?**
Mindshare’s research indicates that magazines yield an **11% higher return on investment** than radio and **22% higher** than TV.
Capitalise on the relationship we have with the mining community

Expand your brand, sell your products or drive traffic to your website through our print and online advertising opportunities.

ONLINE OPPORTUNITIES

WWW.MININGNE.WS
Banners are sold on the home page and run-of-site pages.

- **Leaderboard**: prime position above the miningne.ws masthead
- **Rectangle and full banners**: in eye-catching positions in the right-hand column
- **Home page**: maximum of four advertisers per banner zone to ensure optimum exposure for advertisers
- **Run-of-site banners**: displayed across multiple pages, increasing brand awareness

NEWSLETTERS
Reach our highly targeted readers’ inbox twice a week by advertising in our informative and relevant newsletters. Banner advertisements give you the opportunity to share your message and drive traffic to your website.

COMPANY NEWS OFFICE
A news office on the miningne.ws website showcases your company and provides 24/7 online access to people searching for information about your company and its products and services.

Be associated with this leading industry website, benefit from our ever-growing number of site visitors and let our in-house online experts improve your SEO (search engine optimisation) ranking.

In a company news office, you can include all your articles from Inside Mining magazine and all your press releases. You can also showcase your company, its products and services with text, photos and videos, source leads, contact details and a link to your own website.

Expand your print reach by posting your media releases and articles from Inside Mining to your company news office.

www.miningne.ws
BRANDED CONTENT OPPORTUNITIES

COVER STORY
Your company on the front cover of Inside Mining! This exclusive offer includes front-page coverage AND a two-page cover story upfront in the magazine.

Use these pages to promote your products and services or enforce your marketing message. The professional editorial team at 3S Media will assist you in getting your desired message across.

HOT SEAT
Share important information and hot news with your industry. The Hot Seat, written by our editor, includes two pages of editorial, in question and answer format. The photo of the person interviewed will be published on the front cover of the magazine along with a pull quote.

FRONT COVER + 2-PAGE ARTICLE

PANEL DISCUSSIONS
Position yourself as an expert in the industry. Share your knowledge and showcase your company, products and services, and how they can be used for various projects.

The panel discussion includes a one-page editorial piece and another full-page branding advert.

CONTACT US

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ADDED VALUE
All branded content gets extensive online exposure. Your content will be featured in the newsletter, on the home page of the miningne.ws website and in our social media.

This provides your brand with substantially more exposure across various platforms.

Your message will be displayed 55 400 times.

- Website: 13 471 page views per month
- Facebook: 5 887 likes
- Twitter: 12 004 followers
- Newsletter: 16 328 recipients
- Printed magazines: 2 885
- Digital magazine: 4 825 additional recipients
# 2015 Features List

## January
- **Energy Efficiency & Renewables Issue**
  - Commodity: Prestigious Projects of the Year
  - Financial, risk & legal matters
  - Latest equipment & technology
  - Workshops, plant maintenance & refurbishment
  - Transmissions, gears & motors

## February
- **Comminution Issue**
  - Commodity: Coal & Uranium
  - Comminution
  - Materials handling
  - Pipes, pumps, valves & mixers
  - Electrical control & instrumentation
  - IT, communications & PLCs

## March
- **Earthmoving Issue**
  - Commodity: Gold & PGMs
  - Surveying & geotechnical (underground)
  - Earthmoving equipment
  - Open cast mining & contracting
  - Underground development, shaft decline, tunnel development & mechanised machinery

## April
- **Minerals Processing Issue**
  - Commodity: Ferrous & Non-Ferrous Metals
  - Engineering, project management & consulting
  - Pyrometallurgy & hydrometallurgy
  - Minerals processing
  - SHEQ & protective clothing & equipment
  - Mine rescue
  - Economy Finance and risk

## May
- **Water Issue**
  - Copperbelt Mining & Trade Expo & Conference
  - African Construction Expo/Totally Concrete Expo
  - SA Industry & Technology Fair (INDUTEC) 2015
  - Commodity: Coal & Uranium
  - Wastewater treatment & reuse
  - Fissure water purification/disposal
  - Pipes, pumps, valves & mixers
  - Electrical control & instrumentation
  - Sensors & early warning systems
  - Economy Finance and risk

## June
- **Drilling and Blasting Issue**
  - Africa Rail 2015
  - Commodity: Diamonds & gems
  - Panel Discussion: Mining innovation
  - Drilling & blasting
  - Focus on special commodities
  - Surveying & geotechnical (underground)
  - Exploration
  - Laboratory & ore analysis
  - Economy Finance and risk

## July
- **Infrastructure & Logistics Issue**
  - Commodity: Gold & PGM
  - Panel Discussion: Natural Development Plan
  - Mining infrastructure
  - Road, rail & port infrastructure in Africa
  - Transport & logistics
  - Mine ventilation
  - IT, communications & PLCs
  - Economy Finance and risk

## August
- **Mine Development Issue**
  - Commodity: Coal & Uranium
  - Surveying & geotechnical (aerial)
  - Underground development, shaft decline, tunnel development & mechanised machinery
  - Comminution
  - SHEQ & underground survival equipment
  - Economics Finance and risk

## September
- **Bauma Conexpo Africa**
  - Commodity: Prestigious Projects in Africa
  - Mining machinery
  - Open cast mining & contracting
  - Transmission, gears & motors
  - Exploration
  - Drilling & blasting
  - Economics Finance and risk

## October
- **Junior Mining & Exploration Issue**
  - Commodity: Diamonds & gems
  - Panel Discussion: Mine security
  - Junior mining & exploration
  - Mine community infrastructure establishment
  - Laboratory & ore analysis
  - Minerals processing
  - Pyrometallurgy & hydrometallurgy
  - Economics Finance and risk

## November/December
- **Environmental Issue**
  - Commodity: Ferrous & non-ferrous metals
  - Materials handling
  - Mine rehabilitation and closure
  - Irrigation: pipes, pumps, & valves
  - Horticultural equipment
  - Earthmoving equipment
  - Economics Finance and risk
Inside Mining deadlines

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>BOOKING</th>
<th>MATERIAL</th>
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<td>23 Jan 15</td>
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<td>Mar</td>
<td>16 Feb 15</td>
<td>20 Feb 15</td>
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<td>Apr</td>
<td>13 Mar 15</td>
<td>16 Mar 15</td>
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<td>May</td>
<td>08 Apr 15</td>
<td>14 Apr 15</td>
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<td>July</td>
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<tr>
<td>Oct</td>
<td>03 Sep 15</td>
<td>08 Sep 15</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>05 Oct 15</td>
<td>08 Oct 15</td>
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<td>Jan 2016</td>
<td>09 Nov 15</td>
<td>12 Nov 15</td>
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Please note that the above dates may change.

Online deadlines

BOOKING DEADLINE: Five business days prior to distribution date

MATERIAL DEADLINE: Two business days prior to distribution date

Advert design rates*

<table>
<thead>
<tr>
<th>ADVERT DESCRIPTION</th>
<th>Cost</th>
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<tr>
<td>DPS</td>
<td>2 900</td>
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<tr>
<td>Full Page</td>
<td>2 100</td>
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<tr>
<td>Half Page</td>
<td>1 060</td>
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<tr>
<td>Third page</td>
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</tr>
<tr>
<td>Quarter page</td>
<td>700</td>
</tr>
<tr>
<td>Classified</td>
<td>410</td>
</tr>
</tbody>
</table>

*The above prices in ZAR excl VAT. Please supply instructions, text, contact details, and high resolution pictures and logos.

Online Advert design rates

A flat rate of R350 excl VAT is charged for the design of all banner sizes. Advert design is an additional, optional service. Due to technical restrictions, animated adverts cannot be accepted for newsletters.

Inside Mining rates*

<table>
<thead>
<tr>
<th>ADVERT DESCRIPTION</th>
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<th>2-4 INSERTS</th>
<th>5-8 INSERTS</th>
<th>9-11 INSERTS</th>
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<tbody>
<tr>
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<td>15 400</td>
<td>14 630</td>
<td>13 860</td>
<td>13 090</td>
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<tr>
<td>Half Page</td>
<td>10 780</td>
<td>10 240</td>
<td>9 700</td>
<td>9 160</td>
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<tr>
<td>Third Page</td>
<td>9 240</td>
<td>8 780</td>
<td>8 310</td>
<td>7 850</td>
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<tr>
<td>Quarter Page</td>
<td>7 700</td>
<td>7 300</td>
<td>6 930</td>
<td>6 550</td>
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<td>26 180</td>
<td>24 870</td>
<td>23 560</td>
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<tr>
<td>Strip Ad</td>
<td>6 160</td>
<td>5 850</td>
<td>5 550</td>
<td>5 250</td>
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<tr>
<td>Classified - Business Card</td>
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<td>2 930</td>
<td>2 770</td>
<td>2 620</td>
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<tr>
<td>DPS Half Page</td>
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<td>17 400</td>
<td>16 500</td>
<td>15 580</td>
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<td>Full Page Advertorial</td>
<td>16 940</td>
<td>16 100</td>
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<td>Half Page Advertorial</td>
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*The above prices exclude VAT

Inside Mining advert specifications*

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<th>AD SIZE WITH BLEED</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
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<td>400 x 277 (inside spread)</td>
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<tr>
<td>Full Page</td>
<td>210 x 297</td>
<td>190 x 277</td>
<td>216 x 303</td>
</tr>
<tr>
<td>Half Page (Landscape)</td>
<td>210 x 148.5</td>
<td>190 x 128.5</td>
<td>216 x 154.5</td>
</tr>
<tr>
<td>Half Page (Portrait)</td>
<td>105 x 297</td>
<td>85 x 277</td>
<td>111 x 303</td>
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<tr>
<td>Third Page (Landscape)</td>
<td>210 x 99</td>
<td>190 x 79</td>
<td>216 x 105</td>
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<tr>
<td>Third Page (Portrait)</td>
<td>70 x 297</td>
<td>50 x 277</td>
<td>76 x 303</td>
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<tr>
<td>Quarter Page (Landscape)</td>
<td>210 x 74</td>
<td>190 x 54</td>
<td>216 x 80</td>
</tr>
<tr>
<td>Quarter Page (Portrait)</td>
<td>105 x 148.5</td>
<td>85 x 128.5</td>
<td>111 x 154.5</td>
</tr>
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</table>

miningne.ws rates and dimensions* (width x height in pixels)

<table>
<thead>
<tr>
<th>BANNER TYPES</th>
<th>Description</th>
<th>Dimension PC</th>
<th>Dimension Tablet</th>
<th>Dimension Mobile</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>468 x 60</td>
<td>320 x 50</td>
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<tr>
<td>Rectangle Banner</td>
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<tr>
<td>Middle Strip Ad</td>
<td>468 x 60</td>
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<tr>
<td>Rectangle Banner</td>
<td>300 x 250</td>
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<tr>
<td>Bottom Rectangle</td>
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</table>

RUN-OF-SITE BANNERS

Leaderboard ROS | 728 x 90 | 468 x 60 | 320 x 50 | 8 360 | 7 950 | 7 530 | 7 110 |
ROS Rectangle | 300 x 250 | | | 4 650 | 4 410 | 4 180 | 3 950 |
Banner (Above the fold) | | | | 3 200 | 3 040 | 2 880 | 2 740 |
Banner (B, C and D) | | | | 2 300 | 2 160 | 2 000 | 1 850 |
Company News Office | | | | 1 500 | 1 350 | 1 200 | 1 050 |

Inside Mining Newsletter rates and dimensions*

<table>
<thead>
<tr>
<th>BANNER TYPES</th>
<th>Description</th>
<th>Dimension</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
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<tr>
<td>Sidebar Ad A</td>
<td>190 x 300</td>
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<tr>
<td>Sidebar Ad B, C &amp; D</td>
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<tr>
<td>Island Banner Top</td>
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<tr>
<td>Island Banner Left</td>
<td>220 x 150</td>
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<tr>
<td>Island Banner Right</td>
<td>220 x 150</td>
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<td></td>
</tr>
<tr>
<td>Island Banner Bottom</td>
<td>516 x 100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The above prices in ZAR excl VAT. **Press-optimised high-quality PDF file, 300 dpi

DETAILS: Home page banners: maximum of 4 advertizers per zone. A month consists of minimum of 4 x inserts. Above-the-fold banner placements are subject to a 10% loading fee. One change per month permitted. Payment by monthly debit order. Contract total divided by period of contract. Click through to website, email or PDF