

MINING

EXPORT DIRECTORY **MAGAZINE**

PRINT / DIGITAL PLATFORMS
www.easylinkgroup.co.za

CONNECT  



MEDIA KIT 2019



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Published by:

easyLink
Group



About Mining Export Directory magazine – African Mines

The Mining Export Directory magazine is a prestigious quarterly publication which offers you the most efficient marketing and advertising solutions in print, online and your firm, brand and services will leverage unequalled editorial quality putting you in the spotlight, hence increase your market share in the African mining industry. Your audience reach in the international mining market is more dynamic and impactful. And integrated media ensures unparalleled access to quality buyers where and when they want it... hence acts as a buyers' guide tool for prospective buyers and importers of mining products and services from around the world to the African continent.

With 20 years of experience in the mining industry we managed to create a comprehensive database of all the major mining houses, executives, managers and prospectors of mining, exploration companies, contractors, suppliers and government institutions who regularly import mining equipment from around the world. The Mining Export Directory magazine gives you the platform and direct access to the key players and decision makers in the mining industry across the African continent.

Our highly targeted, direct distribution system effectively assists you in utilizing your marketing investment across the African mining industry.

Countries which receive the Mining Export Directory Magazine are as follow:

We have a print run of 17,500 copies per issue - Zambia (1250 copies), Botswana (825 copies), Congo DRC (1200 copies), Mozambique (1200 copies), South Africa (2200 copies), Namibia (600 copies), Zimbabwe (1310 copies), Angola (625 copies), Malawi (500 copies), Tanzania (1200 copies), Kenya (1300 copies), Ethiopia (400 copies) Uganda (755copies), Rwanda (200 copies), Burundi (210 copies) Nigeria (2200 copies), Ghana (1225 copies), Other (500 copies).

Our Readers Are your Buyers :

Include mining company key decision makers, CEOs, Executive Officers, Managers, Foremen, Employees at mines, Mining headquarters, Service and Exploration companies, Geologists, Engineers, Mining contractors, Buying / Procurement staff and Mining service businesses, Colleges and Universities offering mining related courses.

Features Schedule 2019

January /March 2019 Features:

Mine planning software; Surface drilling; Crushing and screening; Grinding mills, Abrasion resistant equipment; Switch gears, Bearings, Chains and Wire Ropes; Ventilation & Dust suppression; Casting machines & technology; Coal Beneficiation & Mineral dressing equipment; Mine site accommodation; Communication & Data processing; Mine construction machinery & equipment; Consulting, design & services; Instrumentation, Control and Automation systems; Conveyors components and accessories; Mining machinery & technology, Mining and related products and services; Main feature: **Underground mining conveyor systems -profiling key suppliers/contractors in this sector.**

Booking Deadline: 18th February 2019: Material Due Date: 24th February 2019

April /June 2019 Features

Dredging and Dredge equipment; Dressing equipment, Collidance avoidance systems; Communications systems; Drilling equipment, Tunnel boring machines, tunneling & shaft sinking - surface and underground roof support, Dumpers, earthmoving, Hydraulic excavators & equipment, Loaders, Locomotives, Wagon tippers; Electrical engineering and Process control technology, Exploration equipment; Mine safety equipment, Blasting, Explosives, Fans and Dust collectors, feeders, Ferro alloys, Diamonds, Gold, Granite, Grinders, hoses, pumps and valves; Industrial engineering and manufacturing, Industrial mining equipment- Weigh bridges, Washeries; IT in Mines Planning; Lubricants and Greases; Materials Handling, transportation and logistics, Corporate Profile on any interested company-first come , first serve basis.

Booking Deadline: 18th April 2019 : Material Due Date : 24th April 2019

July / September 2019Features:

Steel fabrication & Metal engineering & products; Mineral processing plants and equipment monitoring and project operation; Power generation and transmission equipment; Project management & finance, Research and Development, Risk management services; Rock drilling & blasting; Health & Safety-airation, ventilation, environmental management, water & wastewater - slurry pumps, Advanced mining technics- softwares & consulting services; Mine site abluition facilities- mobile toilets, customized mobile houses, trailers and storages; Freight management services, Process pumps and tailings polishing, Landfills & Solid waste; Hazardous chemicals handling; Fire/Gas protection & detection, proofing, testing & observation services. BMG South Africa corporate profile & equipment; Corporate social responsibilities.

Booking Deadline 18th July 2019: Matrial Due Date: 24th July 2019.

October /December 2019 Features:

Standout mining innovations & technologies; Heavy duty industrial mining equipment supplies - open pit mining & underground mining; Geotechnical engineering-mine infrastructures, Pit slope stability, mining grade control & reconciliation; Instrumentation & control- pumps, compressors, valves & actuators; Plant optimization; Mine occupational health education & professional development; Mineral processing, smelting & refining; Conveyors, lifting, hoists, stackers and roof support systems, filtration, dust control, Mine IT, fibre optics systems. Heavy duty advanced equipment -Bearings-rollers, ball bearings, fluid, magnetic & flexure bearings, buckets and shovels;

Booking Deadline: 26th October 2019 : Material Due Date: 29th October 2019.



Effective & Direct Distribution

If you have a product or service made for the mining industry, **MINING EXPORT DIRECTORY MAGAZINE** has the way to reach thousands of these high-earning prospects—easily, effectively, directly, and economically:

-Distributed at various mining related international trade shows throughout the year.



Conveyors



Logistic



Packaging



Grinding Mills



Manufacturing



- Distributed through organisers of trade shows and exhibitions. The directory is given out for free at such usual events
- Distributed to various government mining related parastatals and institutions,
- Distributed directly to various African NGOs.
- Distributed to major banking corporations offering capital funding to mining houses in Africa.

Through our major distribution offices which are :

Zambia Office:

Plot EE8/840
New Chachacha,
Off Chibuluma Rd,
Kitwe, Zambia.

Contact-
Mumba Mwila:
+260 977 863 119
+260 967 863 119

Kenya Office:

29 Afya Centre,
Tom mboya Street,
Nairobi, Kenya,
+254 716 233 808

Mozambique Office:

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Maputo,
Mozambique,
11156.
+258 848 768 586

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th 16 Floor
Sam Mnjoma Street
Harare,
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+263 772 895 553

Botswana Office:

Plot No 2417 Western
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TEL+267 7472 1370

Do Not Call Policy

If you do not want to be contacted by Mining Export Directory magazine by telephone for sales-related purposes, please let us know by calling, mailing or emailing according to the guidelines in our Do Not Call Policy. Sales-related purposes include, but are not limited to subscriptions, classified advertising.



Why Advertising With Us?

Mining Export Directory is Africa's number one trade directory widely used as a reliable buyers's guide tool. Because we publish only 4 times a year, our lifespan in circulation per issue and coverage is more in-depth than other papers. By advertising in our magazine, you automatically qualify to our online version of the magazine which reaches millions of people across Africa and around the world.

The interactive online version of the Mining Export Directory magazine is read by the mining industry decision makers across Africa and the entire world –hence gives you the online platform to showcase your products and services to our online readers.

Over 70% of our advertisers maintain their advertising plans with Mining Export Directory magazine throughout the year as an integral part of their advertising strategies. Advertisers are encouraged to send their News Releases and we place your releases on the same page or very near the page where your advert appears. Pictures are welcome with the releases and will draw more attention. This helps increase your advertising exposure space at no additional cost.

Mining Export Directory magazine has a global distinction because it's a “Directory” which any one can keep for years, for future reference on where to find products and services from around the world.

Reach the in-depth cross-section of the key decision makers in the mining industry.

RATE CARD & SPECIFICATIONS 2019

MAXIMUM EXPOSURE!
Front Cover Package

R32, 500-00 (plus full page inside)



Double Page Spread
R26, 950-00

Trim 425X297mm
Bleed 10mm
Gutter 15mm
Type Area 180 x 267mm

Full Page (Vertical)
R16, 4 50-00

Trim 210 x 297mm
Bleed 10mm
Type Area 180 x 267mm

Half Page (Horizontal)
R11, 250-00

Advert size 185 x 135 mm Or
T rim 210 x 148 mm
Bleed 220 x 170 mm
Type area 180 x 135 mm

One Third Page (horizontal | vertical)
R8, 950-00

Advert size 185 x 90 mm Or
Advert size 65 x 273 mm

QuarterPage (Vertical)
R7, 550-00

Advert size 91 x 135 mm

Strip Advertisement (horizontal)
R4, 500-00

Advert size 185 x 65 mm

MATERIAL REQUIREMENTS:
PDF (press-ready PDF) JPG or TIF high resolution file may be supplied
Resolution should be no lower than 300dpi
All Graphics should be CMYK

FREE ADVERT DESIGN IS AVAILABLE
Required: high resolution logo, high res images, copy and contact information (in editable Word format)



Online Advertising Rates (Quarterly)

Super Banner (Home page).....	R8, 950.-00
Banner (bottom of page).....	R7,870-00
Big Box.....	R6, 450-00
Skyscraper.....	R7, 870-00
Button (four available).....	R4, 850-00 each
Island (middle of the page).....	R6,580-00

2018 Cover Positions

Front Page (plus full page inside)	R32, 500-00	US\$2, 810-00
Outside Back	R23,500-00	US\$2,150-00
Inside Front Cover	R24, 250-00	US\$2,170-00
Back Inside	R22, 500-00	US\$2, 100-00
Middle DPS	R28,500-00	US\$2,540-00

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is non-cancelable.

NOTE: Terms of payment due upon receipt of invoice.
35% cancellation fee
Add 2% per month interest on accounts over 30 days.

Technical Specifications

Super Banner.....	680x150 pixels
Banner.....	680x90 pixels
Big Box.....	275x275 pixels
Skyscraper.....	160x600 pixels
Button.....	100x100 pixels

