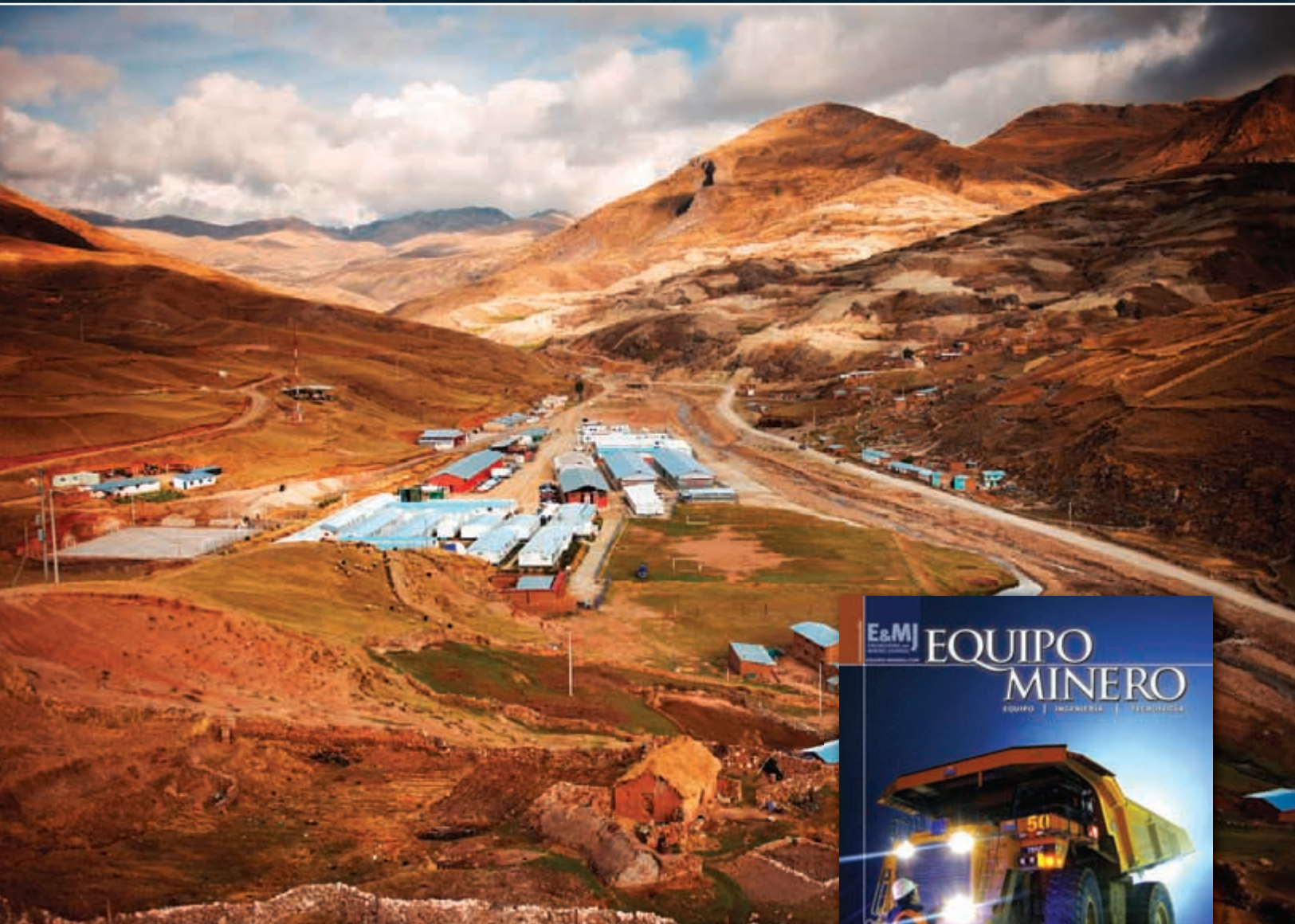


EQUIPO MINERO

Advertisements in Equipo Minero Reach Latin America's Most Important Mining Projects

- More Than 33,000 Readers Throughout Latin America
- Growing in Readership and Influence
- Bonus Distribution at Important Latin American Events
- Editorial Covering All of Latin America



As a mining region, Latin America represents the largest destination for investment dollars. Whether it's Chilean copper, Mexican silver, Peruvian gold, or Brazilian iron ore, Equipo Minero (mining equipment) reaches the front line managers that speak Spanish. While there are several regional titles serving the market, only a few cover all of Latin American mining and only one has the expertise to deliver the technical content mine and plant managers expect.

A quarterly publication with a heavy digital presence, Equipo Minero combines boots on the ground reporting from Latin American mining operations with technical articles translated from Engineering & Mining Journal (E&MJ). The format is a neutral form of Spanish that pleases the entire audience. If your company is considering this market, Mining Media can assist with translations to promote goods and service throughout the region.

MININGmedia
INTERNATIONAL

Equipo Minero Reaches the Spanish Speaking Miners

Latin America is a huge and growing mining region

Equipo Minero Distribution by Latin American Country

Country	Operations	Projects	EM Readers
Argentina	15	16	299
Bolivia	6	7	88
Brazil	167	35	592
Chile	71	30	1855
Colombia	6	5	222
Ecuador	1	6	63
Guyana	—	1	15
Mexico	82	15	583
Paraguay	—	2	1
Peru	63	50	1770
Suriname	3	—	10
Uruguay	1	—	22
Venezuela	11	4	157
Other	—	—	59

Total Circulation: 30,736

* September 2011



**EQUIPO
MINERO**

Equipo Minero is intended to reach an extensive audience throughout Latin America, including mines and personnel that are in remote areas not reachable by regular mail. For that reason, in addition to the BPA audited print circulation of 5,736, Mining Media International has compiled a list of more than 25,000 e-mail addresses of Latin American mine operators and service providers who are sent a digital copy of the magazine.

Latin America represents one of the most vital mining regions.

The region from the Tex-Mex border to the tip of South America is rich in natural resources. Chile is the world's largest copper producer. More than half of the copper is produced by Codelco (Corporacion del Cobre), the state-owned mining company. Peru is the world's largest silver producer and the No. 10 gold producing country. Although it's known primarily for agriculture, Argentina represents a new frontier for mining in South America. Several new large scale Argentinean mines have opened in the last few years and many projects are on the books. Brazil is home to Vale, one of the world's largest mining companies. Domestically, Brazil leads the world in iron ore production. Both Colombia and Venezuela have coal, gem stones and precious metals. Several new mining operations have opened in Central America. Farther to the north, Mexico has a very healthy mining industry that includes gold, silver, iron ore, base

metals and coal. Estimates indicate nearly 70% of the Latin American land mass remains unexplored.

Many mining professionals (engineers, geologists and metallurgists) were educated in mining schools where English was the primary language and they read *E&MJ*. For many mid-level managers who were trained at the mine sites throughout Latin America, however, Spanish is the primary language and *Equipo Minero* was created to reach them.

Equipo Minero is published four times per year. It carries organic reports on mining and mineral processing operations as well as technical articles from *E&MJ* translated into Spanish. The magazine also carries news on the mines as well as the equipment and services they use. *Equipo Minero* has won many admirers throughout the Latin American mining sector and has quickly become a trusted source for technical information.

All circulation information from *Equipo Minero's* June 2011 BPA circulation statement. *Equipo Minero* is proud to be BPA audited to protect your advertising investment. Ask your sales representative how our audited circulation benefits your company.



Equipo Minero 2012 Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads/
- Select publication and follow on-screen instructions

Contact for More Information

Erica Freeman, Ad Traffic Manager
efreeman@mining-media.com

	Surface Mining	Underground Mining	Mineral Processing	General Interest	Special Features
Quarter 1: March Close: 2/9 Art: 2/16*	Autonomous Mining	Communications	Tailings Management	VDMA Supplement	Company Profiles
	Bonus Distribution: Expomin, April 9-13, 2012				
Quarter 2: June Close: 5/10 Art: 5/17*	Shovels & Excavators	Production Drilling	Cyanide Use & Handling	Demand for Water	MINExpo Preview
Quarter 3: September Close: 8/9 Art: Dec 8/16*	Haul Trucks	Power Distribution	Crushers	Logistics	MINExpo Edition
	Bonus Distribution: MINExpo, September 24-26, 2012				
Quarter 4: December Close: 11/8 Art: 11/15*	Blasting Technology	Mine Development	Mills, Liners & Drives	Buyers Guide	Company Profiles

* Advertising artwork requiring translation services should be submitted 7-10 days prior to listed date. In addition to original artwork, a copy-free version should be submitted to permit flowing translated copy over the advertising artwork.



Editorial Calendar Subject to Change



Equipo Minero Display Ad Rates and Sizes

Classified Advertising

4 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$4,000	\$3,800	\$3,600
2/3 Page	\$3,230	\$3,070	\$2,900
Island 1/2 Page	\$2,980	\$2,830	\$2,680
1/2 Page	\$2,770	\$2,630	\$2,490
1/3 Page	\$2,320	\$2,200	\$2,090
1/4 Page	\$2,000	\$1,900	\$1,800
2 Page Spread	\$6,610	\$6,300	\$6,000

Equipo Minero Listing (Rates in U.S. Dollars)

1x	3x	6x
\$80	\$70	\$60

Price for classifieds is per column inch and space is sold in 1/2-inch increments with a 1-inch minimum.

Specifications

- Column inch is 2-1/8" wide by 1" deep
- For color add \$50 per.
- Supply in PDF format, 300 dpi minimum
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

Easily Upload Files Directly

- Go to <http://mining-media.com/uploads>
- Select the appropriate publication
- Follow upload directions

Color Requirements

Send artwork in CMYK format. Conversion from RGB will be charged accordingly. Total ink saturation should not exceed 280%. Pantone colors must be paid for and clearly specified. If a Pantone equivalent is to be created from process colors, specify the PMS number for matching. Color matching can only be guaranteed when using Pantone spot colors.

Image Resolution and Formats

Placed images should be 300 dpi at final size. Lower resolutions will result in poor ad quality. Images should be saved as CMYK .tiff or .eps files. Do not embed images into final layout file.

Accepted Applications

QuarkXPress, Adobe Photoshop, Illustrator, Indesign, Freehand, and Press Quality PDFs.

Mailing and Contact

Artwork should be mailed to:

*Erica Freeman • 11555 Central Pkwy, Suite 401
Jacksonville, FL • 32224 • USA*

For more information:

*Tel +1 904 721 2925 • Fax +1 904 721 2930
E-mail efreeman@mining-media.com*

2 Color (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,330	\$3,165	\$3,000
2/3 Page	\$2,560	\$2,430	\$2,300
Island 1/2 Page	\$2,310	\$2,195	\$2,080
1/2 Page	\$2,100	\$2,000	\$1,890
1/3 Page	\$1,650	\$1,570	\$1,490
1/4 Page	\$1,330	\$1,265	\$1,200
2 Page Spread	\$5,615	\$5,330	\$5,050

Black & White (Rates in U.S. Dollars)

Space Unit	1x	3x	6x
Full Page	\$3,075	\$2,920	\$2,770
2/3 Page	\$2,300	\$2,185	\$2,070
Island 1/2 Page	\$2,050	\$1,950	\$1,850
1/2 Page	\$1,850	\$1,760	\$1,670
1/3 Page	\$1,400	\$1,330	\$1,260
1/4 Page	\$1,075	\$1,020	\$970
2 Page Spread	\$5,230	\$4,970	\$4,700

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis

Equipo Minero Dimensions	Ad Size	Width and Depth		Page	Width and Depth	
	Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm
	2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm
	1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width and Depth	
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	2 Columns/Page	3-3/8" x 10"	86 x 254 mm
	1/2 Page (H)	7" x 4-5/8"	178 x 117 mm	3 Columns/Page	2-1/4" x 10"	57 x 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width and Depth	
	1/3 Page (Sq)	4-1/2" x 4-5/8"	114 x 117 mm	Single Page	8-1/8" x 11-1/8"	206 x 280 mm
	1/4 Page	3-3/8" x 4-5/8"	86 x 117 mm	Spread	16" x 11-1/8"	406 x 280 mm
	1/6 Page (V)	2-1/4" x 4-5/8"	57 x 117 mm	2/3 Page (V)	5-1/16" x 11-1/8"	114 x 280 mm
1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm				

For More Information

For all of your sales needs, see the sales staff contact information located on the following pages



Work with Us...We Can Help You Maximize the ROI on Your Marketing Investment!



John Bold, Vice President of Sales and Marketing
jbold@mining-media.com

It's all about getting the **right message** to the **right audience**, via the **right medium**, at the **right time**.

With the world's most extensive portfolio of industry leading print, digital and event marketing vehicles Mining Media International gives you unparalleled flexibility. Whether you are focused on a global branding campaign or a regional promotion designed to generate leads we have the tools to meet your needs. If you are charged with supporting a number of unique product lines or brands that have applications in hard rock, coal or aggregate mining anywhere in the world we can build an effective program for you. No matter what your marketing objectives or budget may be we can craft a custom, multi-media solution that will help you achieve your goals.

Mining Media International is committed to providing every market it serves with world-class content that is useful and timely. This guarantees that your marketing message will be delivered to an engaged audience in a credible environment. That translates into effective communication that can move the sales needle for your company.

Key to helping you develop the most effective program possible is our team of professional sales and marketing executives. With years, and in most cases decades, of mining and construction industry experience each of these professionals is an incredibly valuable resource upon which you can draw. They can be one of your best sources of market and competitive intelligence. The best way to capitalize on all they have to offer is to view them as a member of your marketing team. Share your goals and strategies with them. By doing so, you will make it possible for them to craft the program that best suits your needs.

Take advantage of all of the resources Mining Media International offers to help you achieve your objectives and maximize the ROI on our marketing investment.

About John Bold

Heading up a global team of experienced mining and construction professionals as vice president of sales and marketing, John Bold has almost 10 years' experience in the industry. Based in suburban Chicago, he has almost 25 years of business to business publishing experience. He understands the value of providing the markets with information in a variety of different forms. He knows that successful marketing campaigns today must touch prospective buyers with an integrated mix of media executions. John has a B.S. in marketing from Northern Illinois University and attended the New York University Graduate School of Business.



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Mining Media's team of advertising executives understand how to maximize the ROI on your marketing dollars. From the boardrooms in Toronto to the Pilbara in Western Australia, they have helped companies of all sizes deliver their message to industry professionals in some of the most remote locations. Call today to find out how you can get into the game.