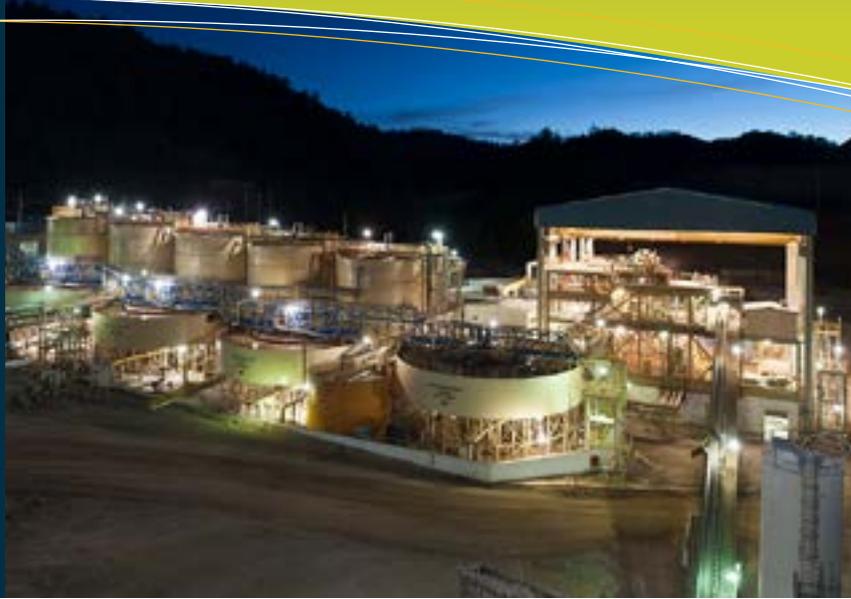


The Gold Standard
Among Mining
Trade Journals



E&MJ Brings Your Brand to the World of Mining

The Market Leader

Successful business-to-business publications rely on three interdependent elements: readership, circulation and advertising. Savvy marketers look for outlets with engaged readers and advertising revenue allows publishers to invest in editorial and readership. Understanding these basic principles explains why *E&MJ* has served as a respected brand for more than 150 years. It has the widest distribution, the editorial quality is second to none, and the title carries the most advertising among mining trade journals.

Loyal Readership

Many of *E&MJ* readers are mining engineers, metallurgists, geologists, and other professionals involved in mining and processing. They have received the magazine since they started their mining careers and they view the title as an authoritative voice of reason. Because the industry is so specialized, many of the executives have been promoted from within and they recognize the *E&MJ* brand. This allows *E&MJ*'s reporters access when other outlets can't get in the door.

An Experienced Team

A total of eight staff writers and editors support *E&MJ*. The trade journal also relies on contributors based in Australia, Brazil, China, India, Russia and Turkey. Rather than getting the academic, arm-chair version from London, *E&MJ*'s contributors provide a local point of view. *E&MJ* can cover multiple events on different continents simultaneously. A team of experienced advertising professionals can tailor a marketing campaign that targets different aspects of the mining and mineral processing business.

Wide, Verifiable Distribution

It's one thing to make statements in print; many publishers do. The difference is that *E&MJ* is BPA audited. An independent third party validates *E&MJ*'s readership. Servicing readers is an expensive proposition, which requires quite a bit of work, even when they want the magazine. Less scrupulous publishers would rather avoid the hassle and pocket the money than make the investment. Audit statements allow savvy marketers to make apples-to-apples comparisons.

Build a Marketing Plan for Mining Worldwide With E&MJ



We Bring Your Message to an Audience That Mines Billions of Tons

19,007 Total Audience

15,481 Print Only

2,321 Digital Only

1,205 Print & Digital

June 2017 BPA Statement



Facebook:

@EngineeringAndMiningJournal

With more than 3,000 followers, your advertising reach goes even further.

Twitter:

@eminingjournal

With more than 3,500 followers, Twitter is a great tool for brands to promote themselves and their products.

Mining companies provide the raw materials that are used to produce the goods and services that the world uses every day. Iron ore and nickel are used to make stainless steel. Copper wires transmit electricity, which is generated from uranium and fossil fuels, such as coal and oil sands. From the diamond on the bride's finger to the detergent in the laundry room, it all starts with mining.

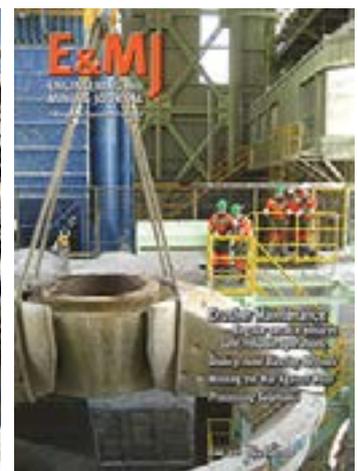
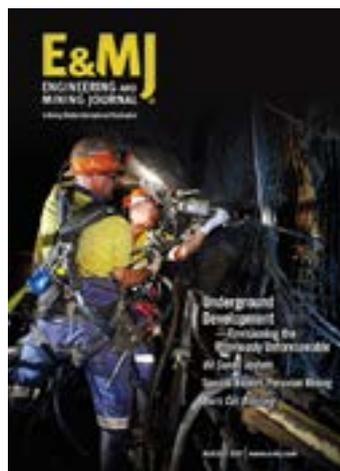
Mining takes place in some form in almost every country, and *E&MJ* reaches mining and processing engineers in every major district. Frontiers were settled by those searching for minerals. Today, Latin America is the top mining investment destination; however, Australia, Canada, South Africa and the U.S. are still the leading mining countries.

E&MJ readers extract more than 12.3 billion tons of ore per year from both surface and deep mining operations. Using some of

the largest, most robust equipment, today's miners drill, blast and dig with precision. They use sophisticated technology to monitor operations and many have made the leap to autonomous operations. And they rely on *E&MJ* for the technical information that helps them improve safety, productivity and profit margins.

Extracting the ore is only half of the job. In the mills and processing plants, metallurgists crush and grind the ore to a fine consistency to liberate salable metals from the host rock. They use a variety of processes to further refine the end product.

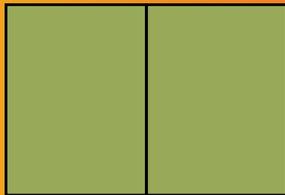
In addition to providing insight about the mining and mineral processing business worldwide, *E&MJ* delivers the technical information these engineers and metallurgists seek. These professionals buy advanced equipment and services, and they have trusted *E&MJ* as a source for more than 150 years.



Easily upload files directly to www.mining-media.com/uploads.
Please fill in the boxes and put the publication/issue for the ad in the subject line.

Premium Positions

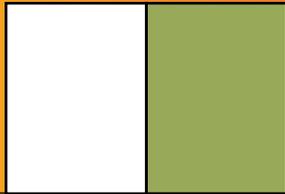
Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions. Not all options are listed.



2 Page Spread*

15.75" x 10.75"
(406 x 279 mm)
*Ad needs .125" or 3 mm bleed

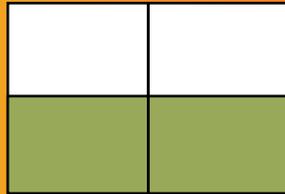
	1x	3x	6x	12x
4 Color	\$11,240	\$10,765	\$10,465	\$9,685
2 Color	\$10,210	\$9,735	\$9,435	\$8,775
B/W	\$8,905	\$8,430	\$8,130	\$7,650



Full Page*

7.875" x 10.75"
(200 x 273 mm)
*Ad needs .125" or 3 mm bleed

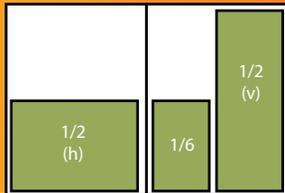
	1x	3x	6x	12x
4 Color	\$6,805	\$6,525	\$6,360	\$5,885
2 Color	\$6,325	\$6,045	\$5,880	\$5,455
B/W	\$5,235	\$4,955	\$4,790	\$4,510



1/2 Page Spread*

15.75" x 4.875"
(406 x 223 mm)
*Ad needs .125" or 3 mm bleed

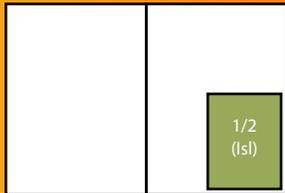
	1x	3x	6x	12x
4 Color	\$6,805	\$6,525	\$6,360	\$5,885
2 Color	\$6,325	\$6,045	\$5,880	\$5,455
B/W	\$5,235	\$4,955	\$4,790	\$4,510



1/2 Page (V) (H)

1/2 (v): 3.375" x 9.25" (86 x 235 mm)
1/6: 2.25" x 4.625" (57 x 235 mm)
1/2 (h): 7" x 4.625" (178 x 117 mm)

	1x	3x	6x	12x
4 Color	\$4,715	\$4,550	\$4,550	\$4,145
2 Color	\$4,235	\$4,070	\$3,965	\$3,710
B/W	\$3,145	\$2,980	\$2,875	\$2,705



1/2 Page Island

4.5" x 7.25"
(114 x 191 mm)

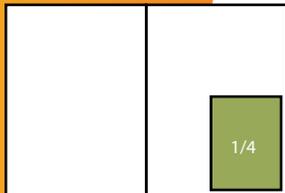
	1x	3x	6x	12x
4 Color	\$5,075	\$4,890	\$4,770	\$4,435
2 Color	\$4,590	\$4,410	\$4,285	\$3,975
B/W	\$3,500	\$3,320	\$3,200	\$3,020



1/3 Page (SQ.) (V)

1/3 (sq): 4.5" x 4.625"
(114 x 117 mm)
1/3 (v): 2.25" x 9.25"
(57 x 235 mm)

	1x	3x	6x	12x
4 Color	\$3,940	\$3,815	\$3,740	\$3,490
2 Color	\$3,460	\$3,335	\$3,260	\$3,050
B/W	\$2,370	\$2,245	\$2,170	\$2,040



1/4 Page

3.375" x 4.625"
(86 x 117 mm)

	1x	3x	6x	12x
4 Color	\$3,405	\$3,310	\$3,250	\$3,050
2 Color	\$2,925	\$2,830	\$2,765	\$2,610
B/W	\$1,830	\$1,740	\$1,675	\$1,585



Issue	Open-Pit Mining	Underground Mining	Mineral Processing	General Interest	Special Features	Bonus Distribution
January Close: 12/22 Art: 12/29 Mail: 1/12	Blasting	Production Drilling	Grinding Technology	Diesel Engines	Project Survey	SME Mining Indaba
February Close: 1/22 Art: 1/29 Mail: 2/9	Wear Protection	Deep Mining Strategies	Hydrocyclones	Exploration	Best of Germany	PDAC
March Close: 2/16 Art: 2/23 Mail: 3/9	Haul Road Design	Rescue Equipment	Gyratory Crushers	Desalination Systems	Chilean Copper	Expomin MiningWorld Russia
April Close: 3/26 Art: 4/2 Mail: 4/13	In-Pit Crushing & Conveying	Soft Rock & Aggregates	Heap Leach	Motors & Drives	Peruvian Gold	CIM Peru Gold Symposium
May Close: 4/23 Art: 4/30 Mail: 5/11	Shovels & Excavators	Mass Mining	Toll Milling	Fuels & Lubes	Gold Miners Roundup	Euro Mine Expo Elko Mining Expo
June Close: 5/21 Art: 5/28 Mail: 6/8	Pit Dewatering	Ventilation	Crusher Maintenance	Material Handling	Company Profiles	Diggers & Dealers
July Close: 6/22 Art: 6/29 Mail: 7/13	Collision Avoidance	Shotcrete	Pumping Networks	Health & Safety	Environmental Management	Electra Mining
August Close: 7/23 Art: 7/30 Mail: 8/10	Loading Techniques	Submersible Pumps	Screening Machines	Tires	Developments Down Under	China Mining
September Close: 8/24 Art: 8/31 Mail: 9/12	Blasthole Drills	Narrow Vein Mining	Tailings Management	Workforce Management	Nordic Mining & Technology	
October Close: 9/21 Art: 9/28 Mail: 10/12	Haul Trucks	Hoisting Systems	Corrosion Resistance	Conveyor Engineering	Iron Ore Outlook	AEMA
November Close: 10/22 Art: 10/29 Mail: 11/9	Slope Monitoring	Rock Bolting	Filtration & Thickeners	Buyers Guide	Salt Mining	
December Close: 11/20 Art: 11/30 Mail: 12/12	Autonomous Mining	Utility Equipment	Flotation	Stockpile Management	Company Profiles	

Editorial Calendar Subject to Change



Classified Advertising

All pricing is for *E&MJ*, *Coal Age* and *Equipo Minero*



Color

	1x	3x	6x	12x
Price Per Column Inch	\$175	\$165	\$145	\$125

Black & White

	1x	3x	6x	12x
Price Per Column Inch	\$125	\$115	\$95	\$75

Width in Columns

1 Column wide

2 Column wide

3 Column wide

Width in Inches

2 - 1/8 inches

4 - 1/2 inches

6 - 7/8 inches

[Return to TOC](#)



Sample Sizes and Dimensions

Mining Media has available options to suit all your classified advertising needs.

First pick width by column and then select length in 1 inch increments.

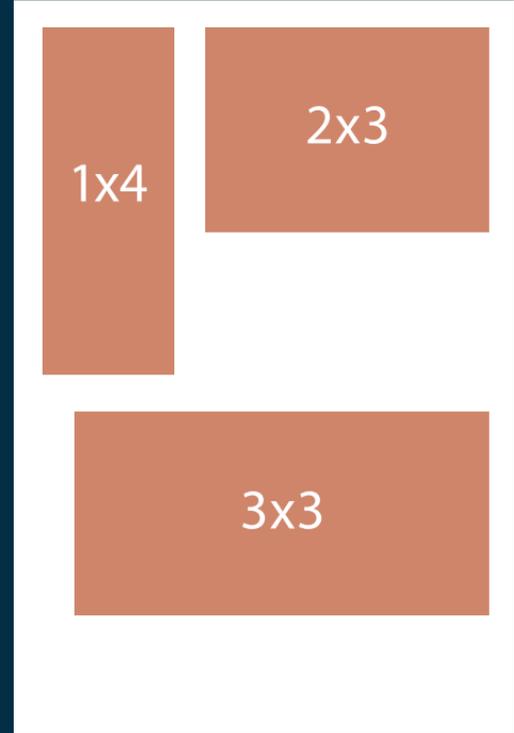
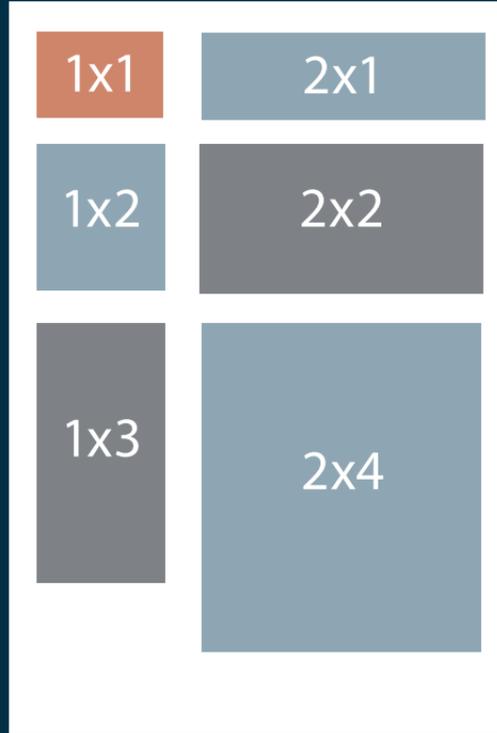
Width not to exceed 3 columns.

Height not to exceed 4 inches.

All classified ads are to be placed in the classified section.

All sample ideas are suggestions and are Not To Scale.

For visual purposes only.



Specifications & Legalities

General Production Guidelines

All full-size editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full-sized editorial publications is 7.875" x 10.75" (200 x 273 mm) with three columns per page.

Body pages are printed on a 50# grade three-text paper. All covers are printed on a 100# grade three-cover stock.

Live Matter & Border Safety

Please keep any copy or type at least .25" (6.35 mm) away from the trim edge.

Any frame or border for a full page ad must be at least .25" (6.35 mm) thick from the trim edge.

File Submission

We accept PDF press-ready files using PDF/X-1a settings. The PDF should contain the ad material and bleed if needed. Slugs, color bars, ad traffic information should not be submitted on the final press-ready PDF file.

All fonts must be embedded into the PDF.

The color space should be CMYK, or grayscale. Do not submit ads with RGB, LAB, or embedded color profiles (such as ICC profiles).

Any file containing PMS colors will be automatically converted to CMYK unless prior notification is given before printing.

Files should be named in the following format: advertiser, publication, month and year. For example: Artes_EMJ_Sept17.pdf

Pre-Printed Inserts

Inserts that will be bound into a publication should be a full-size page with bleed and sent to our publisher untrimmed.

Inserts to be glued into a publication cannot exceed 7.5" x 10.5" (190 x 266 mm). A glued insert should be trimmed to final size and sent to our publisher.

Hyperlinks in PDF Ads

Our digital publishing software has the ability to create hyperlinks from text in your ad. The text should not be outlined and be in the following format: www.mywebsite.com or email@server.com.

Embedded hyperlinks attached to images within the ad will be processed as well. Please note any PDF created with Photoshop will not work with our program.

File Storage

A copy of the ad will be kept up to 12 months after publication or web posting.

