



MININGMEDIA INTERNATIONAL



Media Kit 2019

E&MJ ENGINEERING AND
MINING JOURNAL

Coal Age

**EQUIPO
MINERO**



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

June 2018
BPA Statement

Total Audience
19,035

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.

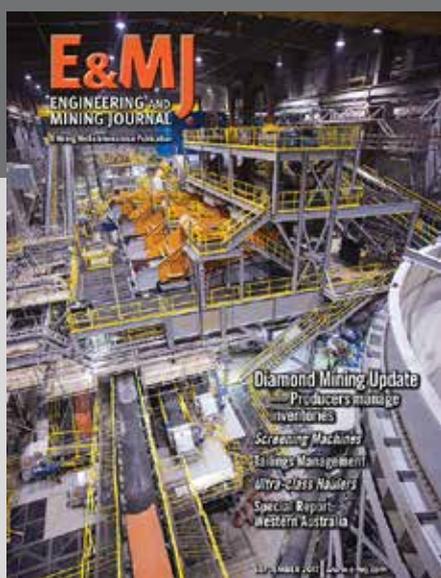
Mining takes place in some form in almost every country, and *E&MJ* reaches mining and processing engineers in every major district. Frontiers were settled by those searching for minerals. Today, Latin America is the top mining investment destination; however, Australia, Canada, South Africa and the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





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