



MININGMEDIA INTERNATIONAL



Media Kit 2019

E&MJ ENGINEERING AND
MINING JOURNAL

Coal Age

**EQUIPO
MINERO**

Supplements & Regional Specials



Supplements & Custom Publishing

For companies looking to make a big splash, Mining Media International can produce supplements that are either bound into the magazines or polybagged with the titles. This is an effective tactic for placing one printed piece in front of its entire audience or a specific segment. Supplements run the gamut in complexity from something as simple as inserting an existing brochure to a major project composed and produced by the company's editors and designers. Using Mining Media International's economies of scale, the printer can overrun the supplements for handouts at trade shows throughout the year.

VDMA-The Best of Germany

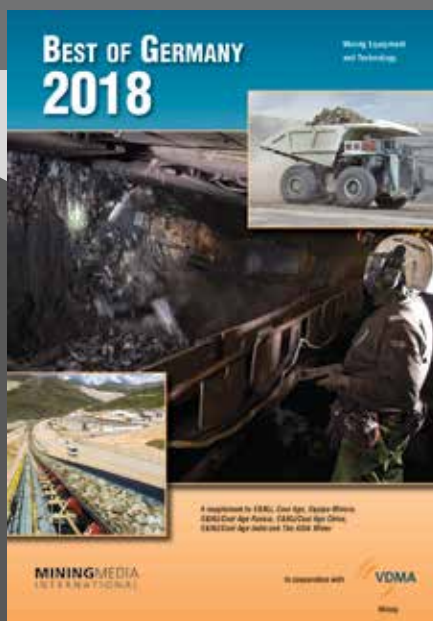
Europe's largest industrial association, the German Engineering Federation (VDMA), has long recognized the advantages of working with Mining Media International and has awarded its annual *Best of Germany* supplement to Mining Media International. The 2019 *Best of Germany* supplement will be polybagged with the March editions of *E&MJ* and *Coal Age*, and the Q2 2019 edition of *Equipo Minero*, giving VDMA members exceptional exposure to mining professionals with purchasing power. The supplement will also be translated and bound into the *E&MJ/Coal Age* international editions.

Reaching more than 50,000 readers through:

- *Engineering & Mining Journal*
- *Coal Age*
- *Equipo Minero*
- *The ASIA Miner*
- *E&MJ/Coal Age China*
- *E&MJ/Coal Age Russia*
- *E&MJ/Coal Age India*

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Promote Your Brand With *E&MJ/Coal Age* Regional Editions

Regional Specials

During 2019, Mining Media International will publish three international editions: *E&MJ/Coal Age Russia*, *E&MJ/Coal Age China* and *E&MJ/Coal Age India*. These annuals are distributed locally. Publishing select articles from *E&MJ* and *Coal Age*, they are targeted to miners in each of the regions. Marketers who wish to dive deeper into these markets will find these publications beneficial to them.

E&MJ/Coal Age Russia

Russia and the Commonwealth of Independent States (CIS) have vast coal reserves and an abundance of mineral resources, such as precious metals, base metals and bulk commodities. Their desire to export more natural resources will require a major investment to upgrade antiquated machinery and expand operations. Published in Russian, *E&MJ/Coal Age Russia* will offer ideas on how to accomplish these goals.

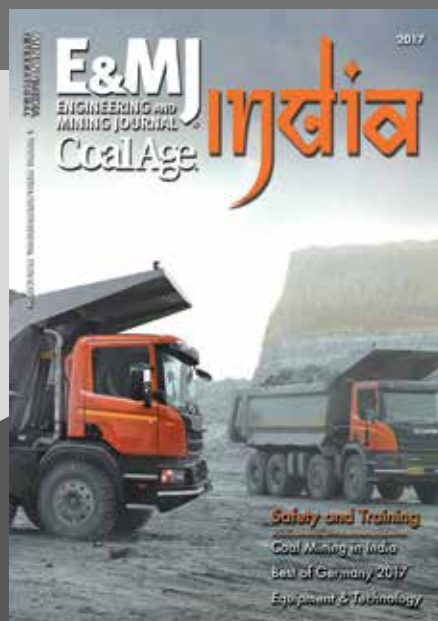
E&MJ/Coal Age China

China leads the world in coal and gold production and also mines significant amounts of iron ore, copper and rare earth minerals. The Chinese mining industry is making a huge transition from manual labor to mechanized mining. It is an important market for mining equipment suppliers. Published in Chinese, *E&MJ/Coal Age China* will deliver much needed technical information to these miners.

E&MJ/Coal Age India

India is unable to satisfy its growing need for natural resources domestically and, as a result, it imports natural resources. It plans to launch greenfield operations and expand existing operations to reduce its dependency on outside sources. Published in English, *E&MJ/Coal Age India* will fill a need for technical information.

Break Into Hard-to-Reach and Emerging Markets





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