

# SA MINING

www.samining.co.za

RATES  
2021

READ WHAT REALLY GOES DOWN IN SADC

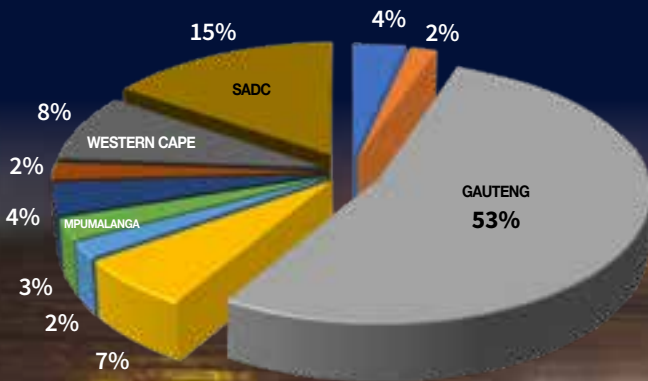
## ABOUT SA MINING

*SA Mining*, an alternate monthly publication, is South Africa's oldest mining magazine spanning over 125 years. Part of media giant Arena Holding's magazine division, the magazine examines and delivers in-depth project and topical news on southern Africa's and Africa's mining industry. *SA Mining's* news content covers a range of commodities; projects; contracts; legislation; finance-related issues; the environment; equipment and technology; as well as thought leadership from analysts, economists and think-tanks within the sector.

The magazine is distributed within South Africa and the Southern African Development Community, while readership extends to an international audience. Readership is dominated, but not limited to, mine management, suppliers, contractors, consulting engineers, specialised service providers and experts – all serving the mining industry – through to university students. The magazine and its content is also available on [www.samining.co.za](http://www.samining.co.za) and [www.businessmediamags.co.za/sa-mining](http://www.businessmediamags.co.za/sa-mining) News, knowledge, opinion – all in *SA Mining*.

## GEOGRAPHY

■ EASTERN CAPE ■ KWAZULU NATAL ■ NORTH WEST  
 ■ FREE STATE ■ LIMPOPO ■ NORTHERN CAPE  
 ■ GAUTENG ■ MPUMALANGA ■ SADC



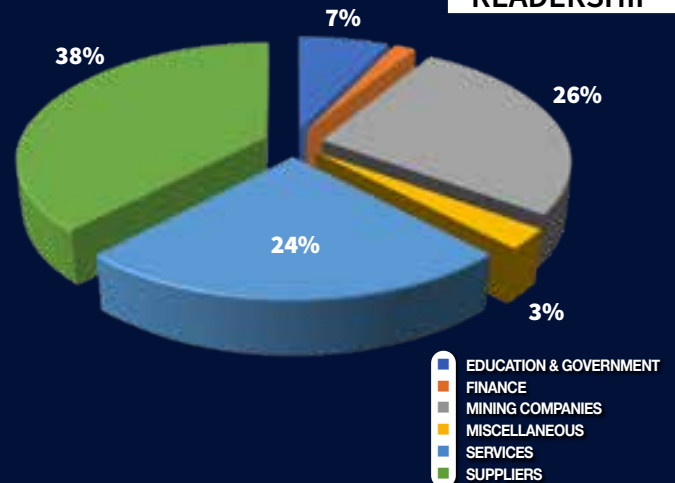
## REACH

PRINT: 2 500 DIGITAL: 4 800 TOTAL REACH: 7 300  
 PLUS SOCIAL MEDIA: 14 700 p/m

Digital replica edition on [www.businessmediamags.co.za](http://www.businessmediamags.co.za)  
 Digital replica edition on BusinessLive for one week.

## SA MINING REACHES THE SADC REGION

### READERSHIP



## OUR READERS ARE AND/OR ARE INVOLVED IN:

- Mining houses
- Mine management and employees
- The engineering sectors
- Exploration and junior mining companies
- Refinery, minerals processing and metallurgical sectors
- Mining service providers
- Financial and legal institutions
- Mining suppliers
- Government
- Geologists
- Academics
- International mining associations
- Institutions & professional bodies

“South Africa’s oldest mining magazine is distributed in South Africa and the SADC region and has a readership that extends to an international audience.”

# RATES 2021

## ADVERTISING RATES

	1 INSERT	3 INSERTS	6 INSERTS
FULL PAGE	17 410	15 870 <small>PER INSERT</small>	14 830 <small>PER INSERT</small>
HALF PAGE	12 180	11 710 <small>PER INSERT</small>	10 940 <small>PER INSERT</small>
THIRD PAGE	11 410	10 980 <small>PER INSERT</small>	10 300 <small>PER INSERT</small>
QUARTER PAGE	9 040	8 700 <small>PER INSERT</small>	8 260 <small>PER INSERT</small>
STRIP	7 980	7 380 <small>PER INSERT</small>	6 720 <small>PER INSERT</small>
DOUBLE PAGE SPREAD	30 670	29 330 <small>PER INSERT</small>	27 930 <small>PER INSERT</small>
3 PAGE PROFILE	31 750	30 380 <small>PER INSERT</small>	29 870 <small>PER INSERT</small>
OUTSIDE FRONT COVER	46 300		
SPECIAL EDITIONS OUTSIDE FRONT COVER: <b>MINING INDABA/ELECTRA MINING ISSUES</b>	52 920		
GATEFOLD	41 890		
SPECIAL FOCUS COVER	35 280		
OUTSIDE BACK COVER	18 850	17 750 <small>PER INSERT</small>	17 190 <small>PER INSERT</small>
INSIDE FRONT COVER	17 970	16 640 <small>PER INSERT</small>	15 650 <small>PER INSERT</small>
INSIDE BACK COVER	17 640	16 530 <small>PER INSERT</small>	15 210 <small>PER INSERT</small>
PAGE 3 & 5 (incl 5% loading)	17 860	16 640 <small>PER INSERT</small>	15 800 <small>PER INSERT</small>
<b>BELLYBAND (Additional printing cost for belly band applies)</b>	<b>25 350</b>		
<b>INSERTS</b>			
1-2 SIDES	9 090		
3-4 SIDES	12 520		

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## TECHNICAL SPECIFICATIONS

SIZES (WIDTH/HEIGHT)	TRIM	BLEED
FULL PAGE	210MM X 297MM	220MM X 307MM
HALF VERTICAL	96MM X 285MM	NO BLEED
HALF HORIZONTAL	196MM X 136MM	NO BLEED
THIRD VERTICAL	60MM X 285MM	NO BLEED
THIRD HORIZONTAL	196MM X 80MM	NO BLEED
QUARTER	95MM X 136MM	NO BLEED
STRIP (HORIZONTAL)	196MM X 65MM	NO BLEED
DOUBLE PAGE SPREAD	420MM X 297MM	430MM X 307MM

## MATERIAL REQUIREMENTS:

- All advertising material to be supplied in a PDF format
- 300dpi resolution, CMYK, fonts embedded, trim/crop marks, 5mm bleed, no Pantone colours, maximum total ink 270%
- Open files cannot be accepted. These include, among others, documents created in Word, Excel, PowerPoint, QuarkXpress, PageMaker, Freehand and CorelDraw.
- Editorial/Profile word counts: **1 page:** 480 - 500 words (2-4 images), **2 page:** 900 - 950 words (4-6 images), **3 page:** 1300 words (6-7 images), **half page:** 250 words (2 images), **quarter page:** 150 words (2 images), **Column:** 800 - 850 words (2 images)

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