

SA MINING

www.samining.co.za

RATES
2022

READ WHAT REALLY GOES DOWN IN SADC

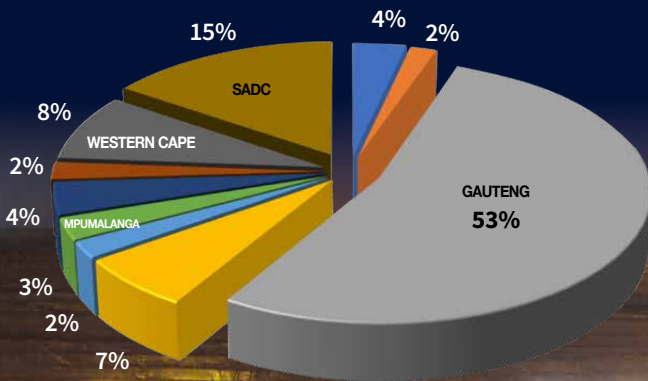
ABOUT SA MINING

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-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 and 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



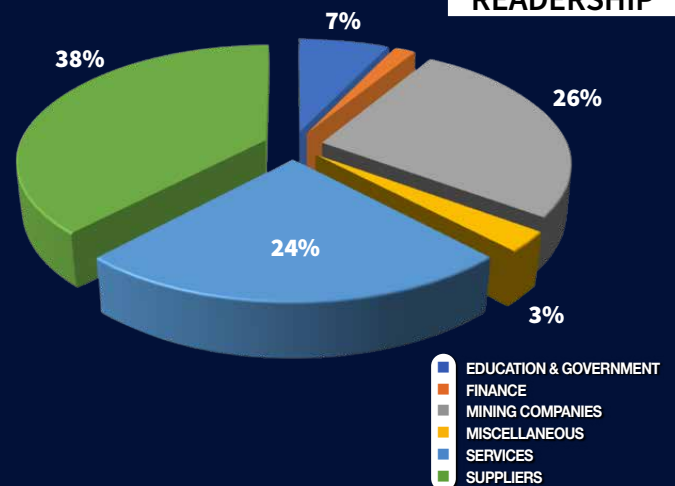
REACH

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
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 2022

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: MINING INDABA/ELECTRA MINING ISSUES | 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> |
| BELLYBAND (Additional printing cost for belly band applies) | 25 350 | | |

INSERTS

| | |
|-----------|--------|
| 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 |
| TRIANGLE | 75MM X 75MM | 80MM X 80MM |

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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:** 450 - 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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 HOLDINGS