African Mining online is at the forefront of providing regular business intelligence to the mining community. We report from the coalface and like to get our boots dirty so that we can give you, the reader, the best and most relevant information to help you keep up to date with what is happening in your industry, and assist you in growing your business into Africa.

### SOCIAL MEDIA HANDLES

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>@ African Mining</td>
<td>1 850 likes</td>
</tr>
<tr>
<td>@ African Mining Publication</td>
<td>10 142 followers</td>
</tr>
<tr>
<td>@ African Mining Publication</td>
<td>3 130 connections</td>
</tr>
</tbody>
</table>

### AUDIENCE OVERVIEW

- **Users:** 8 249
- **Pageviews:** 17 073
- **Avg. Session Duration:** 01:20

### COUNTRY BREAKDOWN

- **South Africa:** 41.37%
- **United States:** 11.87%
- **United Kingdom:** 5.32%
- **Australia:** 4.00%
- **France:** 3.21%

### AFRICAN BREAKDOWN

- **Southern Africa:** 79.27%
- **Eastern Africa:** 10.93%
- **Western Africa:** 5.34%
- **Central Africa:** 3.32%
- **Northern Africa:** 1.14%

### WEBSITE BANNER

**ALL RATES VALID: 1 OCTOBER 2019 – 30 SEPTEMBER 2020**

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

<table>
<thead>
<tr>
<th>BANNER TYPE</th>
<th>SIZE</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEB BANNER</td>
<td>200 x 127 pixels</td>
<td><strong>R12 300.00 (2019 rate) per year</strong></td>
</tr>
<tr>
<td>FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK</td>
<td></td>
<td><strong>R4 800.00 per issue (month)</strong></td>
</tr>
</tbody>
</table>

### SPECIFICATIONS

- Payment required in full before advert goes live
- Material to be provided in JPEG, PNG or GIF format
- The sections that adverts can be placed:
  - News (African Buzz)
  - Events
  - Business / Hard Issue
  - Risk Management
  - Country in Focus
  - In Conversation With
  - Directory
BULLETIN BANNER

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

<table>
<thead>
<tr>
<th>12 insertions</th>
<th>R6 100.00 per insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 insertions</td>
<td>R5 400.00 per insertion</td>
</tr>
<tr>
<td>48 insertions</td>
<td>R4 800.00 per insertion</td>
</tr>
</tbody>
</table>

Bulletin banner - 2 bulletins a month
Size: 300 x 250 pixels or 728 x 90 pixels

Audience overview
Avg send: 1597 (Sept 2018 – Aug 2019 – 24 bulletins)
Open rate: 9.1%
CTR (Click Through Rate): 1.3%
Countries: 24
Cities: 48

SPECIFICATIONS
• Payment required in full before advert is inserted into bulletin
• Material to be provided in JPEG, PNG or GIF format