

*Mining Mirror's* focus is on operational issues in the mining industry. It is a monthly title that includes operating mines, development projects and exploration projects. It looks at mining methods, best practice, case studies and innovative ways of mining at present and in the future. It also considers management issues like labour, data collection, regulations, rehabilitation and social and community involvement. It has a substantial global section that looks at new projects and exploration around the globe and features interesting projects across Africa. The readership comprises mainly operational managers, general managers, contractors, mining engineers, mining engineering students, subcontractors, geologists, environmental managers, maintenance managers, drill and blast managers, water managers and a range of middle management players.

## Rates

**ALL RATES EXCLUDE AGENCY COMMISSION AND VAT.  
BOOKINGS DO NOT GUARANTEE EDITORIAL PLACEMENTS.**



Print media rates*	6 editions	3 editions	Casual once-off
A4 DPS	R23 200 per issue	R24 800 per issue	R27 000 per issue
A4	R13 800 per issue	R14 400 per issue	R17 500 per issue
1/2 A4	R10 500 per issue	R10 900 per issue	R13 300 per issue
1/3 A4	R8 800 per issue	R10 400 per issue	R11 800 per issue
1/4 A4	R6 800 per issue	R7 400 per issue	R8 500 per issue
Strip	R5 100 per issue	R5 700 per issue	R6 900 per issue
Feature block	R4 500 per issue	R5 100 per issue	R6 300 per issue

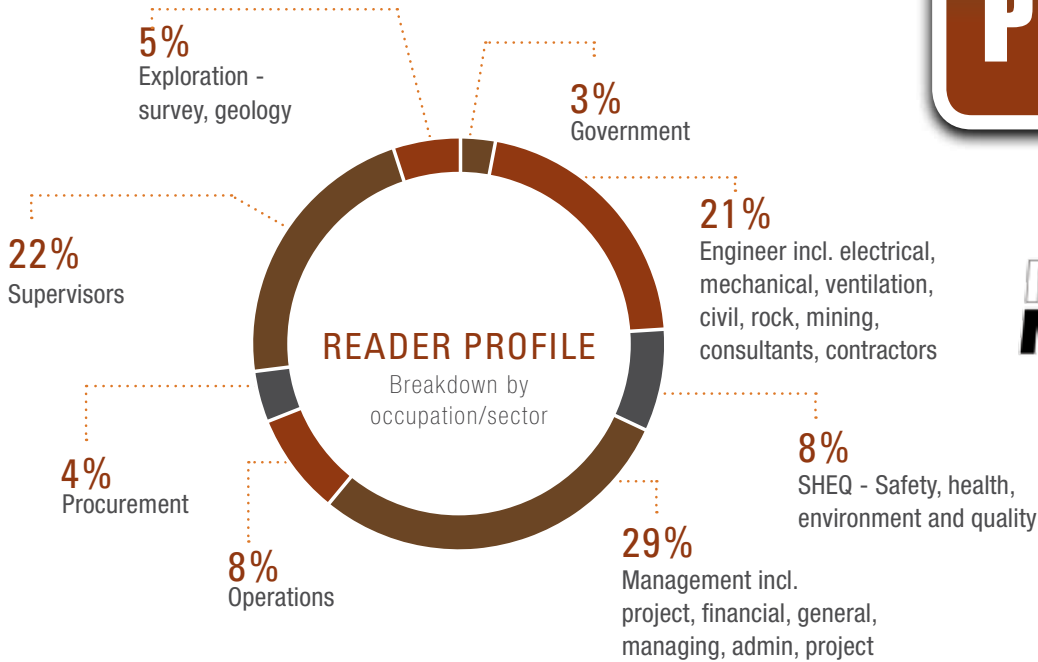
Other (print) promotion opportunities*		Cost
Other cover sponsorship-with 6 edition contract	IFC-inside front cover / IBC-inside back cover /	R13 800
Other cover sponsorship-casual placement	OBC-outside back cover	R22 600
Mining year planner	Annual year planner advert (80mm x 80mm)	R10 900
Inserts per edition	A4 insert (delivered to our Interact Media office)	R12 400

\*Rate per insertion unless otherwise specified.

Combos, print and online rates		Cost
6 issues	Brandlisting and web	R10 900
Per issue	Feature, project, product print logo and web link	R4 100
Per year	Online web banner	R10 800

Digital advertising			
Email bulletin	6 insertions	12 insertions	25 insertions
Banner	R5 400	R4 800	R4 200

# PROFILE



**MINING MIRROR**

## Circulation

ABC (Jan-Jun 2017): 3 284  
Readership: 9 852\*



\*Research statistics - 3 readers per copy, survey 2014.

EACH OF OUR INDUSTRY BRANDS IS INDIVIDUALLY AUDITED AND CERTIFIED BY THE AUDIT BUREAU OF CIRCULATIONS.

WHEN MEASUREMENT MATTERS  
**talk to us**



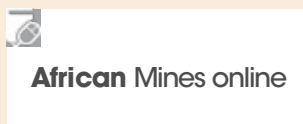
## Digital reach

**14 000**  
online users  
per annum

**3 000**  
e-Newsletters +  
Digital magazines

**6 000**  
Social media

## INDUSTRY BRANDS



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