

# African Mines

## RATES AND INFORMATION BROCHURE 2016

All rates valid October 2015 - September 2016 | All rates exclude VAT and are in SA Rand

The handbook's objectives are to produce in book form and online, an update of the most comprehensive database on operational mines, mine projects and exploration undertakings throughout Africa. We offer business intelligence to network with the rest of Africa. This is an opportunity to increase your sales and exposure to the African Continent. You will be in a position to market your products and services to mine owners and managers across the African continent.

**1100+ PROJECTS. 53 COUNTRIES. 125 MINERALS.**  
All the information you need about mining in Africa.



### Distribution Statistics

Total Circulation	1920
Net copy sales (above 50%):	457
Net copy sales (below 50%):	0
Controlled free distribution:	1463
Circulation: January - December 2014	

*When measurement matters*

## RATES (PUBLISHED ANNUALLY)

### Print

Size	Early Bird	Normal
Full page	19 200	21 100
Half page	14 700	16 100
Third page	12 800	14 000
Quarter page	10 600	11 600
Strip	6 000	6 500
Outside back cover	28 600	31 500
Inside front cover - DPS	39 800	43 800
Inside back cover - DPS	36 400	40 000
Inside back cover	24 400	26 900
Inside front cover	26 400	29 000
Double page spread (DPS)	31 500	34 700
Full page opposite contents page	23 400	25 700
Full page - area	23 100	25 500
Full page - how to use the handbook	22 500	24 700
Loose insert	23 500	26 000
Belly bands	16 700	17 900
Bookmarks (until March 31 2015)	8 500	9 350

### Digital

AMO home page	6 insertions	12 insertions
	5 000	4 500
	4 insertions	12 insertions
Premium countries	R3 500	R3 500
Other countries	R2 500	R2 500

### DEADLINE DATES

Early bird bookings  
1 August

Standard bookings  
1 November

Material  
5 November

## MATERIAL SPECIFICATIONS

	Bleed (w X h)	Trimmed (w X h)	Copy Area (w X h)
DPS	426 x 303mm	420 x 297mm	390 x 287mm
A4	216 x 303mm	210 x 297mm	180 x 287mm
½ A4 H	146 x 216mm	140 x 210mm	130 x 180mm
½ A4 V	303 x 106mm	297 x 100mm	287 x 90mm
¼ A4 V	303 x 71mm	297 x 65mm	287 x 55mm
¼ A4 H	101 x 216mm	95 x 210mm	85 x 180mm
¼ A4 V	146 x 106mm	140 x 100mm	130 x 90mm
¼ A4 H	76 x 216mm	70 x 210mm	60 x 180mm
Strip	61 x 216mm	55 x 210mm	45 x 180mm

## TALK TO US!

+27 (0) 11 579 4940

subs@brookepatrick.co.za

brookepatrick.co.za

@brookepatrick



**INTERACT**  
Media Defined

13A Riley Rd, Bedfordview  
2009, South Africa  
PO Box 695, Edenvale,  
1610, South Africa