

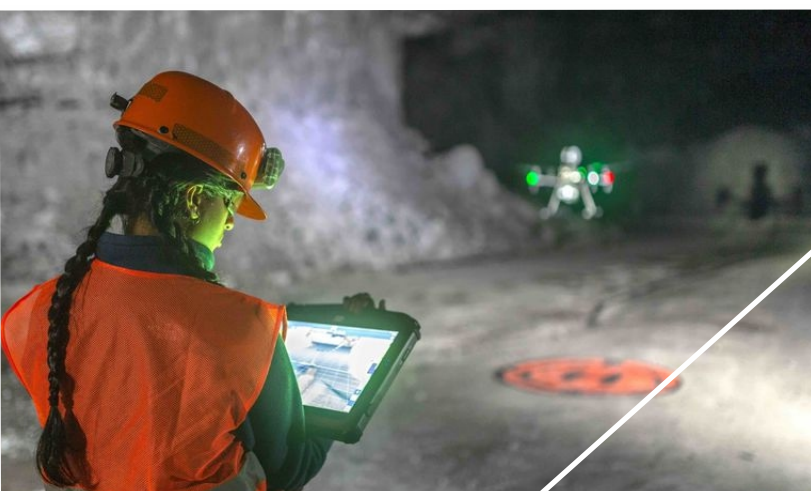
SADC MINING&CONSTRUCTION

NEWS

MEDIA KIT 2022



- ONLINE
- DIGITAL
- PRINT



ABOUT US

The **SADC Mining & Construction Magazine** reaches more than 46,000 active online subscribers from the resources sector and associated industries every three months. Over 85,000 E-Magazines are downloaded from our website: www.miningconstruction-sadc.com.

SADC Mining & Construction Magazine is printed quarterly (4-issues per year) with a print run of 18,000 copies per issue, published by **Ordient Tradings**. **SADC Mining & Construction Magazine** is distributed to all the major mining houses and construction engineers, executives, managers and prospectors of mining, exploration companies, contractors, suppliers and government institutions who regularly import mining and construction equipment's from around the world. This means that advertising with us offers your company unparalleled access to the key decision makers of Southern African's mining and construction industry – including stakeholders, contractors, owners and affiliates.



OUR MANDATE

We believe advertising is at its strongest when it reaches its audience over the long run. **SADC Mining & Construction Magazine**, your advertisements will be featured in our quarterly digital and print editions, and will remain active on our website, guaranteeing you maximum visibility to potential clients.

You have the opportunity to take advantage of our talented in-house design team, who will create your company's advert free of charge. While other publications restrict the client's use of the custom adverts they create, we allow our clients to make full use of our adverts in other media, at no additional cost.



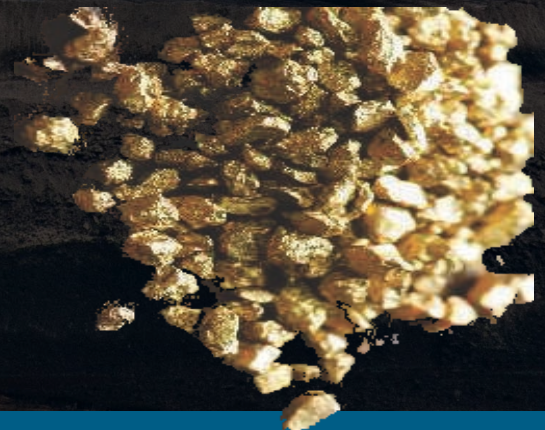
Why advertise with us?

We deliver international quality industry updates to our readers, along with fresh local news. We offer you a unique opportunity to gain maximum market penetration by combining with premier mining and construction expos in Sothern Africa. We partner with major local and international exhibitions and conferences, which increases our distribution and your exposure.

BUILDING YOUR BUSINESS

SADC Mining & Construction Magazine, it is our business to help build your business. Our subscriber base is one of the strongest in the Southern African market, giving your adverts a broad reach at a competitive price.

Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.

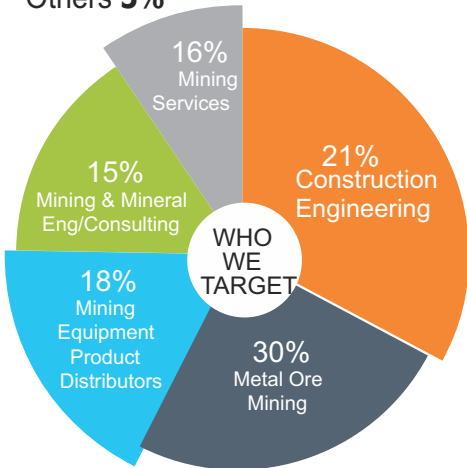


MEDIA KIT 2022

Readership and distribution - (Breakdown)

Readers' nature of business

Mining Sector and Construction Sector **40%**
Junior Mining and Exploration Companies **15%**
Investors, Government **15%**
Equipments/suppliers **25%**
Others **5%**



Countries



Zambia	1,700 copies
South Africa	3,200 copies
Namibia	1,800 copies
Congo DRC	1,500 copies
Tanzania	1,200 copies
Rwanda	1,200 copies
Mozambique	1,100 copies
Burundi	1,200 copies
Botswana	1,400 copies
Zimbabwe	1,600 copies
Malawi	1,100 copies
Angola	1,000 copies
Total	18, 000

Readers' position

CEO/GM/Chief Representative **30%**
Project Managers, Senior Procurement Managers, Purchasing Agents **30%**
Chief Geologists / Engineers **21%**
Investors, Construction and Mining Contractors **12%**
Business Owners **7%**

Audience Breakdown?

Mine Administration	37%
Technical Mine Management	31%
Onsite Managers	22%
Government	4%
Consultant	4%
OH&S	2%

By Country

S.A 35% NAM & ZAM 24% ZIM, DRC & BTWN 21%
TZ, RWD & BRD 10% MOZ & MW 5% ANG 5%



ADVERTISING RATES AND SIZES

All prices are exclusive VAT and do not include agent commission

PRINT ADVERTS

SIZE	DIMENSION (HxW mm)	TYPE AREA (HxW mm)	BLEED SIZE (mm)	SOUTH AFRICAN ZAR	ZAMBIAN ZMW	AMERICAN USD
Double page Advert	425 X 297	180 X 267	10	R 29,000	K 25,000	USD \$ 1,890
Full page Advert	210 X 297	180 X 267	10	R 17,000	K 15,000	USD \$ 1,250
Half page Advert	185 X 135	-	10	R 13,000	K 11,650	USD \$ 930
One third Advert	185 X 90	-	-	R 8,300	K 7,300	USD \$ 510
Quarter Advert	91 X 135	-	-	R 7,800	K 6,000	USD \$ 435
Strip Advert	185 X 65	-	-	R 3,880	K 3,000	USD \$ 290

PRIME POSITIONS

Inside Front Cover
R 29,400 K 26,000 \$ 2,010

Outside Back Cover
R 31,500 K 28,000 \$ 2,085

Inside Back Cover
R 29,400 K 26,000 \$ 2,010

PRINT ADVERT ARTWORK SPECIFICATIONS

Preferred File Format

Adobe PDF with:

- All graphic content set as CMYK with a minimum resolution of 300dpi @ 100% size
- Line art as vector (preferred) or with a minimum resolution of 1200dpi @ 100% size

Other File Formats

We can also accept materials in all other professional file formats, including: JPGs CMYK images supplied at 300 dpi and Corel Draw. We accept files in Windows® formats. Logos to be provided as Illustrator EPS (preferred) or high-resolution JPGs or TIFFs.

Free Artwork Design is available

Requirements: High resolution logo, high resolution images and contacts information in editable microsoft word format.

We can also assist with design and preparation of professional advertising materials. Please contact us on

Email: info@miningconstruction-sadc.com



Artwork Files (Up to 10Mb size) can be sent via email to: info@miningconstruction-sadc.com



Artwork Files (Over 10Mb size) can be submitted via our WeTransfer™ FTP site: info@miningconstruction-sadc.com or via Dropbox with the link forwarded to: info@miningconstruction-sadc.com



SIZE	DIMENSION (H x W pixels)	CASUAL		2 MONTHS		3 - 4 MONTHS		5 - 6 MONTHS		7 - 11 MONTHS		12 MONTHS	
		ZAR	USD	ZAR	USD	ZAR	USD	ZAR	USD	ZAR	USD	ZAR	USD
Island/Half page Banner	300 x 600	R 2,800	\$170	R 2,550	\$152	R 2,295	\$137	R 2,035	\$119	R 1,835	\$106	R 1,790	\$102
Leaderboard Banner	728 x 90	R 2,725	\$165	R 2,475	\$148	R 2,225	\$132	R 1,975	\$112	R 1,805	\$104	R 1,745	\$99
Wide Skyscraper Banner	160 x 600	R 2,760	\$157	R 2,510	\$140	R 2,260	\$124	R 2,010	\$117	R 1,810	\$102	R 1,765	\$100
Medium Rectangle Banner	300 x 250	R 2,350	\$140	R 2,100	\$123	R 1,850	\$107	R 1,600	\$90	R 1,400	\$100	R 1,355	\$74
Square Banner	326 x 326	R 2,420	\$144	R 2,170	\$128	R 1,920	\$95	R 1,470	\$95	R 1,520	\$85	R 1,475	\$82

ONLINE REQUIRED MATERIAL

Accepted Formats: GIF and JPEG, Animated, Flash

Max File Size 250Kb

Max 15 seconds animation or 3 loops

18 frames per second



Feature Schedule 2022

Issue – January/ February/ March

1. Environmental Protection in mining and construction industry
2. Hydraulics and Pneumatics
3. Health & Safety
4. Bulk Material handling & Logistics
5. Skills Training and Development
6. Construction Technology
7. Oil and gas exploration
9. Reinforcing & Structural Steels
10. Earth Retention & Engineering
11. Barrick Gold Corporate Profile

Submission Deadline - 24th December 2021

Bonus distribution at the Mining Indaba Africa, Cape Town

Issue – April/ May/ June

1. Mine-Site Construction
2. Wear Resistance & Lubrication
3. New mining technologies
4. Corporate Social Investment in Mining
5. Mineral Processing
6. B2 Gold corporate profile
7. Concrete Design & Construction
8. Analytical Services & Geology
9. Ventilation, Dust Control & Fire Suppression

Submission Deadline - 18th March 2022

Bonus distribution at the Namibian Mining Expo, Windhoek

Bonus distribution at the CAMINEX Expo, Kitwe

Bonus distribution at DRC Mining Weekly, Lubumbashi

Bonus distribution at the SIM Senegal

Issue – July/ August/ September

1. Pumps and valves
2. Crushing and milling
3. Mine site accommodation
4. Explosives in mining
5. Crane & Lifting
6. Exploration in the Namibian mining industry
7. Cement & Concrete Technology
8. Smelting & Refining
9. Surface Ground Mining

Submission Deadline – 24th June 2022

Bonus distribution at the Electra Mining Africa

Issue – October/ November/ December

1. Motors drives and mechanical Power transmission
2. Bulk material handling and logistics
3. Waterproofing Technology
4. Steel Processing & Steel Fabrication in mining
5. Pumps & Pipes
6. Open cast mining
7. Earth moving equipment
8. Drill, Blast & Geomechanics

Submission Deadline - 16th September 2022

Digital package includes your story covered by our journalists and published in an edition of **SADC Mining & Construction magazine**, as well as being syndicated across our social media networks, published as a feature at : www.miningconstruction-sadc.com and pushed through our weekly electronic newsletter.

CONTACT

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