

# SADC MINING&CONSTRUCTION

NEWS

## MEDIA KIT 2023 FOR • DIGITAL • PRINT • ONLINE





# ABOUT SADC MINING & CONSTRUCTION NEWS

The **SADC Mining & Construction News** is your premium industry news platform in the Southern Africa Region, reaching many online subscribers from the mining sector and associated industries.

**SADC Mining & Construction Magazine** is done both in digital and print formats every three months (4-issues per year) with a print run of 18,000 copies per issue with a wide geographical foot print in terms of distribution.

For e-Magazine copies /PDF Downloads – We send out 46,000+(plus) soft copies to our newsletter subscribers both locally and internationally, published by Ordient.

## SADC Mining & Construction Magazine Reaches (Readership/ Viewership)

Our readership profile is the upward professionals in the mining industry or peripheral industries from middle to very senior managers who are key decision-makers and have some purchasing authority, exploration companies, suppliers and government institutions who regularly import mining and construction equipment from around the world in their respective positions at work. 76.8% of them are male while the rest is female.

This means that; advertising with us offers your company unparalleled access to the key decision-makers of Southern Africa's mining and construction industry – including stakeholders, contractors, owners and affiliates.

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 Southern African Countries. We partner with major local and international (organisers) exhibitions and conferences, which increases our distribution and your exposure.

## BUILDING YOUR BUSINESS

**SADC Mining & Construction News**, 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.



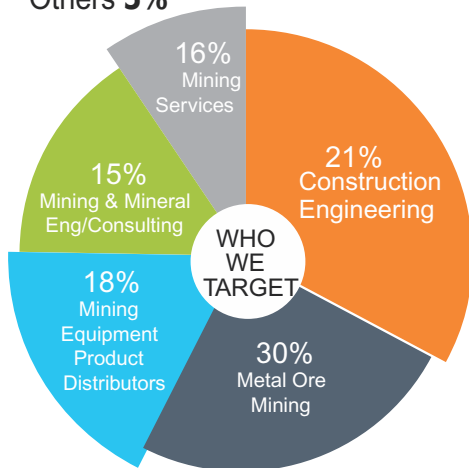
## Why advertise with us?

We believe advertising is at its strongest when it reaches its audience over the long run. When you advertise with us, your advertisements in this particular issue present a unique opportunity for your company to showcase your brands, products and services by way of placing advertising in both print and digital formats, which will remain active on our website, guaranteeing you maximum visibility to potential clients.

# 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%



# PRINT MAGAZINE ADVERTISING RATES & SIZES

( All prices are exclusive VAT and do not include agent commission )

## PRIME POSITIONS

**Inside Front Cover**

**ZAR 18, 250**

**Outside Back Cover**

**ZAR 20,100**

**Inside Back Cover**

**ZAR 18, 250**

**ZMW 16, 100**

**ZMW 18, 000**

**ZMW 16, 100**

**USD 1, 350**

**USD 1, 700**

**USD 1, 350**

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 29,500	K 26,300	USD \$ 2,000
Full page Advert	210 X 297	180 X 267	10	R 18,250	K 16,100	USD \$ 1,350
Half page Advert	185 X 135	-	10	R 14,500	K 12,000	USD \$ 970
One third Advert	185 X 90	-	-	R 9,100	K 7,750	USD \$ 610
Quarter Advert	91 X 135	-	-	R 7,950	K 6,450	USD \$ 435
Strip Advert	185 X 65	-	-	R 4,100	K 3,250	USD \$ 290

**MATERIAL REQUIREMENTS:** High-resolution file in PDF format must be supplied and the resolution should be no lower than 300dpi.

### Preferred File Format

Adobe PDF with:

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

### Other File Formats

We also accept artwork in other professional files formats such as; Adobe Photoshop, AI, JPEGs or TIF high resolution at 300 dpi and Corel Draw (CDR). All graphics should be CMYK.

Artwork Files (Up to 10Mb size) can be sent via email



to [design@miningconstruction-sadc.com](mailto:design@miningconstruction-sadc.com)

Artwork Files (Over 10Mb size) can be sent via wetransfer



to [design@miningconstruction-sadc.com](mailto:design@miningconstruction-sadc.com)





# ONLINE ADVERTISING SIZES & RATES

(All prices are per month in each column) Rates are VAT and Agent Commission exclusive

SIZE	DIMENSION (W x H 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 file format for online: GIF, JPEG, Animated & Flash  
Max File Size 250Kb

Max 15 seconds animation or 3 loops  
18 frames per second

## 2023 Next upcoming issues & Feature Schedule

### January/ February/ March Issue 2023

1. Environmental Protection in the mining and construction industry
2. Hydraulics and Pneumatics
3. Bulk Material Handling & Logistics
4. Skills Training and Development
5. Oil and gas exploration
6. Earth Retention & Engineering
7. Health & Safety in mining
8. Furnaces, Kilns, Ovens & Dryers in Mining Consulting Engineering
9. Valves and Pumps
10. Drill, Blast & Geomechanics
11. Fire Suppression

**Bonus distribution at the Mining Indaba Africa, Cape Town  
/ MINEXPO Tanzania, Dar-es-Salaam**

**Booking deadline – 16th December 2022**

**Material Deadline – 30th December 2022**

### July/ August/ September Issue 2023

1. Pumps and valves
2. Crushing and milling
3. Mine site accommodation
4. Explosives in mining
5. Mineral & Metal Processing
6. Crane & Lifting
7. Earth Moving & Surface Mining Equipment
8. Smelting & Refining Crushing & Milling
9. Bulk Material Handling & Logistics
10. Drilling and Tunneling
11. New mining technologies

**Bonus distribution at Electra Mining Botswana, Gaborone**

**Booking deadline – 16th June 2023**

**Material Deadline – 30th June 2023**

### April/ May/ June Issue 2023

1. Mine-Site Construction
2. Fire Suppression
3. Underground Transport
4. Exploration Opencast mining
5. Analytical Services & Geology
6. Mineral Processing
7. Ventilation, Dust Control and Cooling
8. Wear Resistance & Lubrication
9. Valves and Pumps
10. Drilling and Tunneling
11. New mining technologies

**Bonus distribution at the CAMINEX, Kitwe  
/ DRC Mining Week, Lubumbashi**

**/Namibia Mine Expo, Windhoek**

**Booking deadline – 17th March 2023**

**Material Deadline – 31st March 2023**

### October/ November/ December Issue 2023

1. Motors drives and mechanical Power Transmission
2. Drill, Blast & Geomechanics
3. Steel Processing & Steel Fabrication in mining
4. Energy Efficiency in Mining
5. Alternative Energy for mining Simulator Training in Mining
6. Pumps & Valves
7. Earth Moving & Surface Mining Equipment
8. Smelting & Refining Crushing & Milling
9. Bulk Material Handling & Logistics
10. Drilling and Tunneling
11. New mining technologies

**Booking deadline – 15th September 2023**

**Material Deadline – 29th September 2023**

The 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](http://www.miningconstruction-sadc.com) and pushed through our weekly electronic newsletter.

Call/ WhatsApp: +260962034507 / +27835112956

Email: [info@miningconstruction-sadc.com](mailto:info@miningconstruction-sadc.com)

Address: Stand No# C17, Show grounds, Great East Road Lusaka.

Web: [www.miningconstruction-sadc.com](http://www.miningconstruction-sadc.com)

# MEDIA KIT 2023