

SADC MINING & CONSTRUCTION

NEWS

MEDIA KIT 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.



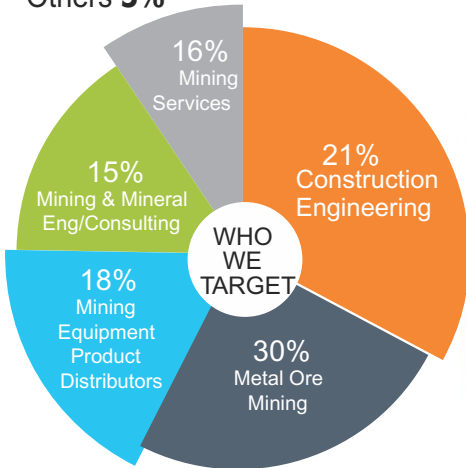
Why advertise with us?

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 Agent commission and VAT exclusive)

PRIME POSITIONS

Inside Front Cover

ZAR 21, 262

Outside Back Cover

ZAR 23,467

Inside Back Cover

ZAR 21, 262

ZMW 18, 757

ZMW 20, 970

ZMW 18, 757

USD 1, 573

USD 1, 981

USD 1, 573

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 29,350	K 26,600	USD \$ 2,000
Full page Advert	210 X 297	180 X 267	10	R 18,250	K 16,200	USD \$ 1,400
Half page Advert	185 X 135	-	10	R 14,500	K 12,100	USD \$ 1,000
One third Advert	185 X 90	-	-	R 9,100	K 8,300	USD \$ 711
Quarter Advert	91 X 135	-	-	R 7,950	K 7,000	USD \$ 590
Strip Advert	185 X 65	-	-	R 4,100	K 3,500	USD \$ 310

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

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



to design@miningconstruction-sadc.com



ONLINE ADVERTISING SIZES & RATES

(All prices are per month in each column)

Rates are Agent Comm & VAT exclusive

SIZE	DIMENSION (W x H pixels)	CASUAL		2 MONTHS		3 - 4 MONTHS		5 - 6 MONTHS		7 - 11 MONTHS		12 MONTHS	
		ZAR Price /Month	USD Price /Month	ZAR Price /Month	USD Price /Month	ZAR Price /Month	USD Price /Month	ZAR Price /Month	USD Price /Month	ZAR Price /Month	USD Price /Month	ZAR Price /Month	USD Price /Month
Island/Half page Banner	300 x 600	R 3,262	\$198	R 2,971	\$177	R 2,674	\$160	R 2,371	\$139	R 2,138	\$124	R 2,086	\$119
Leaderboard Banner	728 x 90	R 3,175	\$193	R 2,884	\$173	R 2,593	\$154	R 2,301	\$131	R 2,103	\$122	R 2,033	\$116
Wide Skyscraper Banner	160 x 600	R 3,216	\$183	R 2,925	\$164	R 2,633	\$145	R 2,342	\$137	R 2,109	\$119	R 2,057	\$117
Medium Rectangle Banner	300 x 250	R 2,738	\$164	R 2,447	\$144	R 2,156	\$125	R 1,864	\$105	R 1,631	\$117	R 1,579	\$87
Square Banner	326 x 326	R 2,820	\$168	R 2,528	\$150	R 2,237	\$111	R 1,713	\$111	R 1,771	\$99	R 1,719	\$96



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

Next upcoming issues & Feature Schedule

January/ February/ March Issue

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 & Geomechaiccs
11. Fire Suppression

Bonus distribution at the Mining Indaba Africa, Cape Town

/ MINEXPO Tanzania, Dar-es-Salaam

Booking deadline – 16th December

Material Deadline – 30th December

July/ August/ September Issue

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 Africa, Johannesburg

Booking deadline – 16th June

Material Deadline – 30th June

April/ May/ June Issue

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

Material Deadline – 31st March

October/ November/ December Issue

1. Motors drives and mechanical Power Transmission
2. Drill, Blast & Geomechaiccs
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

Bonus distribution at ZIMEC, Kitwe

Booking deadline – 15th September

Material Deadline – 29th September

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 and pushed through our weekly electronic newsletter.

Call/ WhatsApp: +260962034507 / +27835112956

Email: info@miningconstruction-sadc.com

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

Web: www.miningconstruction-sadc.com

MEDIA KIT