

NEWSPAPER

The global mining industry's leading weekly newspaper



Minjng Journal

Mining Journal is the industry's leading weekly newspaper covering all aspects of the global mining industry, from grassroots exploration, through financing and development, to production and marketing. Published every Friday since 1835, Mining Journal is the single definitive source of international mining intelligence.

THE FACTS

Publication	Weekly Newspaper
Distribution	20,000 readers in the following regions: Europe 42% Americas 29% Australasia Et Pacific Rim 13% Africa 10% Asia 6%
Subscription	Paid subscription service
Reader demographics	Senior management and mining industry decision makers.

Mining Journal



Mining Journal offers news, in-depth analysis, viewpoints from senior players in the industry, market trend data, financial information and news of business development opportunities into one easy-to-read journal. This combination is unrivalled, making Mining Journal an indispensable information asset.

DISTRIBUTION & READERSHIP

Mining Journal's readership is primarily subscriber based with over 20,000 readers per week. The newspaper is targeted at mining companies, universities, associations, banks and investors, and the services sector throughout the world.

SUBSCRIPTIONS

Mining Journal is a valuable tool for anyone with an interest in the global mining industry. Companies can subscribe via the website www.mining-journal.com

RELATED ASPERMONT PRODUCTS

- MiningNewsPremium.net – premium mining industry news for miners www.miningnewspremium.net
- Australia's Mining Monthly – the most authoritative mining news magazine produced in the Asia-Pacific region www.miningmonthly.com
- Mining Magazine – detailed international coverage of all the technical and operational aspects shaping the industry www.mining-journal.com
- SearchMining.net – the search engine created specifically for the mining industry www.searchmining.net

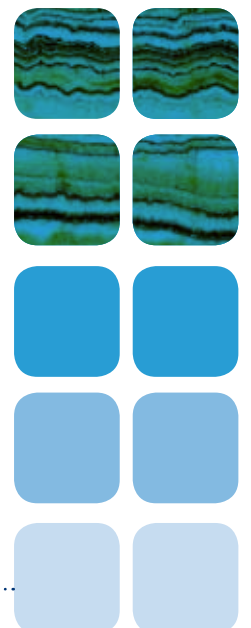
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Month	Feature	Distribution	Month	Feature	Distribution
January			July		
2nd-9th	Bolivia		3rd	Brazil	
16th	Resource Nationalisation in Latin America		10th	Iron Ore	
23rd	Dominican Republic	RoundUp / Cambridge House	17th	Europe 1 - Spain, Kosovo	
30th	Indaba Supplement (Southern Africa)	Indaba	24th	Australia	Diggers & Dealers
February			31st	Europe 2 - (Czech Republic)	
6th	Colombia		August		
13th	Papua New Guinea		7th	South Africa	
20th	Australia. Supp*: Exploration	PDAC reg desk	14th	Argentina	
27th	Gold / China	PDAC reg desk / stand	21st	Democratic Republic of the Congo / Cobalt	
March			28th	Uranium	World Nuclear / DGG Forum
6th	Planning for Uncertainty		September		
13th			4th	Gold	EME
20th	Australia / Turkey Supp: Middle East / MM Gulf show guide**	* Austmine **MM Gulf	11th	Diamonds	
27th	Botswana / Namibia		18th	Russia	Minex
April			25th	USA / Coal	
3rd	Canada		October		
10th	Peru / Dubai write up		2nd	Lead / Copper	
17th	Mexico		9th	Zimbabwe	LME Week
24th	Silver		16th	Mongolia	
May			23rd	West Africa - Mali, Liberia, Ghana	
1st	Madagascar / Namibia		31st	Central & East Africa - Zambia, Malawi, Mozambique, Tanzania	
8th	Ecuador		November		
15th	Molybdenum	JM Report	6th	SE Asia - Thailand, Vietnam	
22nd	Chile Supp: MM Asia show guide	GFMS Report MM Asia	13th	Potash / Phosphate	
29th	Mining Technology / Platinum		20th	Sweden / Finland / Greenland	Fennoscandia
June			27th	AIM Supp: MM London show guide	MM London
5th	Mineral sands Hong Kong Supplement		December		
12th	Nickel / Cobalt		4th	Central America - Honduras, Nicaragua, Guatemala MJ Wallplanner	
19th	CIS (Kazakhstan, Uzbekistan, Kyrgyzstan)		11th	Mines and Money Reviewed / Zinc	
26th	Indonesia		18th	Panama	

* flipped





ADVERTISEMENT RATES

DISPLAY

	£ Sterling
Single insertions	
Double page	4,515
Full page	2,350
1/2 page island	1,600
1/2 page	1,300
1/3 page	980
1/4 page	790
1/6 page	600
Front cover earpiece	600
Front cover banner	800
Back cover	2,750

All advertisements are 4 colour

SERIES DISCOUNTS

3-5 insertions – 5%	6-11 insertions – 10%	12+ insertions – 20%
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CLASSIFIED

	£ Sterling
Standard entry	
51 insertions	2,978
26 insertions	1,597
Double entry	
51 insertions	4,467
26 insertions	2,395

Recruitment: As per display advertising rates

WEB ADVERTISING RATES

	£ Sterling
Lead banner	1,050
Skyscraper	1,050
Box	630

* Based on exchange rates as of October 1st, 2007. Actual charges are subject to adjustment

LIST RENTAL/ INSERTS

	£ Sterling
Cost per thousand	570

Commercial supplements: Bespoke supplement can be produced by special arrangement. Prices start from £6,000 depending on requirements.

BOOKING INFORMATION

Mining Journal is published weekly at midnight on Thursday. Advertisements will be accepted up to 1.00pm on Wednesday (features) and 1.00pm on Thursday (news section) before publication. Bookings can be made up to 3.00pm on Friday (features) and 1.00pm on Wednesday (news section). Cancellations will be accepted up to 48 hours prior to the publication date.

ADVERTISEMENT – ARTWORK SPECIFICATIONS

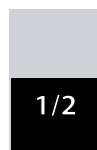


Double-page spread

Copy space:	275	396	Copy space:	254	186
Trim:	297	420	Trim:	297	210
Bleed:	303	426	Bleed:	303	216



Full page



Half-page horizontal
135mm (high) x
186mm (wide)



Half-page vertical
275mm (high) x
90mm (wide)



Half island
185mm (high) x
120mm (wide)



Third-page horizontal
88mm (high) x
186mm (wide)



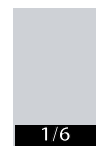
Third-page vertical
275mm (high) x
60mm (wide)



Quarter-page horizontal
65mm (high) x
186mm (wide)



Quarter-page vertical
135mm (high) x
90mm (wide)



Sixth-page horizontal
42mm (high) x
186mm (wide)



Sixth-page vertical
135mm (high) x
60mm (wide)

Other sizes (display / classified):

	Height (mm)	Width (mm)
Standard entry	38	57
Double entry	78	57
Earpiece (cover)	25	40
Cover banner	25	186

DOCUMENT FORMATS

Font-embedded EPS files

If supplying Illustrator, InDesign, Pagemaker or Freehand documents, please supply as EPS files (Postscript Level 1) with fonts included in the file or converted to outlines or curves.

Illustrator EPS files

Preferably to version 7.0, fonts embedded or converted to outlines. Resolution: 300 dpi.

QuarkXPress files are no longer accepted

PDF (preferred format):

High-resolution Acrobat PDFs.

Resolution: 300 dpi. All colours CMYK. All fonts embedded.

EPS, JPEG or TIFF Photoshop (etc) files as eps, jpeg or tiff. Resolution: 300 dpi.

If any other formats are supplied, or our production team is required to make up an advertisement, an additional charge may be levied.

Advertisers will be informed of this charge before any work is carried out. All Aspermont UK titles adhere to a fully digital workflow, therefore we can no longer accept film.

ADVERTISEMENT SALES EXECUTIVES

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