

African Mining

REVEALING AFRICA'S MINERAL WEALTH

January – December 2011

Facts & Rates 2011

Philosophy:

Serving our readers with credible information, resulting in trusting relationships between our readers and publications, thereby providing our advertisers with receptive audiences.

Mission statement:

To provide a regular flow of valuable, business-related information on minerals exploration and mining developments throughout Africa.

Publishers of: Websites, E-mail bulletins, Yearbooks and magazines

- The Civil Engineering Contractor
 - Mining Mirror
- Plant Equipment & Hire
 - Building Africa
 - Urban Green File
- The Journal of Facilities Management
 - African Mining
- African Energy Journal
- Water Sewage & Effluent (WASE Africa)
 - Quarry Southern Africa
 - African Mines Handbook
 - African Mines Online
 - Sustain Yearbook
- Equipment Specifications Yearbook

Contact

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African Mining is a refreshing and informative journal focusing on mineral exploration and development across the African continent, excluding South Africa. **African Mining's** sister publication, **Mining Mirror** focuses extensively on mining activities, exploration and development in South Africa.

To match the editorial focus, **African Mining** is circulated to all mining countries in Africa, reaching key managerial and technical staff on mines, as well as decision-makers in mining companies, exploration groups, government departments, consultancies and equipment suppliers.

The magazine's main articles are generated from original research, attracting a high level of reader interest by providing in-depth reports on exploration projects and mines (both in development and operational). These reports carry valuable business intelligence for individuals and companies working to develop their businesses in Africa.

Regular topics covered in the magazine are exploration (briefings on a regional basis), mining projects, mineral processing, technology, environmental issues and equipment suppliers' news. Each edition of **African Mining** focuses on a major mining region in Africa, with smaller exploration features on countries whose mineral industries are in earlier stages of development. The high quality of **African Mining's** content and presentation, combined with a carefully targeted distribution, ensures that advertisers reach their audience effectively.

African Mining is published six times a year in January, March, May, July, September and November. Readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. The magazine is mailed independently and addressed personally by name, company and title to a carefully researched audience.

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

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B R O O K E P A T T R I C K
P U B L I C A T I O N S

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Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date) A surcharge will be levied for cancellations of contract bookings.

Material deadline: Fifth day of the month prior to month of publication.

For new clients: A deposit of 30% is required, based on the total of the confirmed quote. During this time, the account will be monitored and if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

Payment is strictly 30 days for direct bookings, and 45 days for advertisement agency bookings, from the date of statement. Interest will be charged at a rate of prime plus 3% per annum on outstanding accounts

Cancellations will only be accepted in writing (with the onus of proof resting with the advertiser) and received by no later than the 1st of the month prior to the month of publication. If any advertisements are cancelled and not replaced during the course of the contract, a surcharge must be made in accordance with our rate card.

In the event that **material does not reach us on time** as instructed on the advertisement confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, or to charge the client for the advertisement without it appearing, or to place the advertisement in a future edition of the same magazine.

Special positions and frontcover alternatives cannot be cancelled once confirmed. No position can be guaranteed, unless the advertiser has paid a surcharge or if it is a cover booking.

Brooke Patrick Publications accepts no responsibility for slight **variations in colour** on advertisements. Brooke Patrick Publications accepts no responsibility for advertisements that are supplied without a **colour proof**.

Advertisement material must be supplied in **digital format** as stipulated and will be kept in the advertisement material archive for a period of no longer than six months from the date of that material's final insertion.

Standard production rates apply for any additional work required to make digital work press-ready, including converting open files or resizing advertisements.

Alterations will be charged for.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency Commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

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(published six times a year)

• All rates in South African Rand and exclude VAT.

• Rates for black & white advertisements: 75% of full colour rates.

Size	1-2 insertions	3-4 insertions	5-6 insertions
DPS	R22 500	R20 000	R19 200
FP	R15 000	R13 500	R12 800
1/2	R10 500	R9 450	R8 900
1/3	R9 000	R8 100	R7 700
1/4	R7 500	R6 750	R6 400
Strip	R6 000	R5 400	R5 150
Cover rates	Outside back R20 250	Inside front R18 750	Inside back R17 250

Circulation: July - December 2010

Readership breakdown by occupation/sector

- Mining houses and Chamber of Mines, Departments of Minerals & Energy33%
- Mine managers, mining engineers (including consulting, electrical, mechanical and ventilation), metallurgists, mining surveyors, geologists and quarries31%
- Related industries28%
- Institutes, universities,8%
- technikons and libraries8%

Total circulation: 3127

Net copy sales (Above 50%) 644
Net copy sales (Below 50%) 0
Controlled free distribution 2 483



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**We sell on value
rather than price**

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