



MINING MIRROR

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:

Mining Mirror reflects the full spectrum of the mining and minerals processing industry in southern Africa, with an emphasis on project and technical news.

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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Since its inception in 1988, **Mining Mirror** has earned wide spread respect as the premier South African monthly publication covering mining, mineral processing, exploration and junior mining opportunities.

Mining Mirror's philosophy is to provide readers with impartial editorial in the form of exclusive coverage of the latest developments influencing this important sector of the economy. The **Mining Mirror** team travels extensively throughout the country and internationally in its quest for original editorial, achieved through research and investigative journalism.

Mining Mirror focuses on current issues in the mining industry.

The Sunrise Mining section focuses on new projects, black economic empowerment in mining and revitalising existing operations.

Mining Profile introduces operational leaders and future leaders and their views on the business practicalities of mining in South Africa. While *Mine Excursion* introduces a mine from a different province each month, exposing its solutions to various business and operational challenges.

On a regular basis, all aspects pertaining to companies serving the mining industry form an integral part of the journal in the *Mining in Focus* section. These include contracts awarded, achievements, new technologies, hardware/software and safety.

News and *Global Overview* features the latest developments influencing this important sector of the economy, locally and globally. Statistics, products and services, mining equipment, new people in the industry and a mining diary are also included, each month.

Mining Mirror is published monthly and is aimed at the industry's decision-makers. The journal's well-established readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting.

Mining Mirror is mailed independently and addressed personally by name, company and title to a carefully researched audience.

Writing worth reading

**Brooke Pattrick 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.

Mining Mirror (published monthly)

- All rates in South African Rand and exclude VAT.
- Rates for black & white advertisements: 75% of full colour rates.

Size	1-4 insertions	5-8 insertions	9-12 insertions
DPS	R21 000	R18 900	R17 900
FP	R14 000	R12 600	R11 900
1/2	R10 000	R9 000	R8 500
1/3	R8 500	R7 650	R7 200
1/4	R7 000	R6 300	R5 900
Strip	R5 500	R4 950	R4 700
Cover rates	Outside back R18 900	Inside front R17 500	Inside back R16 100

Circulation: January - March 2011

Readership breakdown by occupation/sector

- Chamber of Mines, mining houses
Department of Minerals & Energy17%
- Mine managers, mining engineers
(including consulting, electrical,
mechanical and ventilation),
metallurgists, mining surveyors,
geologists, quarries.....55%
- Related industries21%
- Institutes, universities,
technikons and libraries7%

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Total circulation: 3 190

Net copy sales (Above 50%) 665
Net copy sales (Below 50%) 0
Controlled free distribution 2 525



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We sell on value rather than price

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