

African Mining

INCORPORATING MINING MIRROR

African Mining

Mining and Industrial

ANNUAL SUPPLIERS DIRECTORY

PRINT MEDIA PACK 2024

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2023 - 30 SEPTEMBER 2024

African Mining (Incorporating Mining Mirror) is a monthly publication with a strong focus on the business and operational aspects of mining in Africa. The magazine provides business intelligence, and looks at the challenges and opportunities across the continent. All aspects of the mining industry are covered, amongst others the legal, environmental, social, political and technical issues affecting projects in all 54 countries in Africa. We pride ourselves in reporting from the coalface, with our editorial team visiting most mines and countries they write about.

2024 ADVERTISING RATES

All rates exclude agency commission and VAT.
Bookings do not guarantee editorial placement.

ADVERT RATES

Rate per insertion unless otherwise specified.

ADVERT SIZE	12 EDITIONS	6 EDITIONS	CASUAL ONCE-OFF
A4 DPS	R31 700 per issue	R34 000 per issue	R37 000 per issue
Single A4	R18 800 per issue	R19 600 per issue	R24 000 per issue
1/2 A4	R14 400 per issue	R14 800 per issue	R18 200 per issue
1/3 A4	R11 900 per issue	R14 300 per issue	R16 200 per issue
1/4 A4	R9 400 per issue	R10 100 per issue	R11 600 per issue
Strip	R6 800 per issue	R7 800 per issue	R9 500 per issue
Brand listing	11 issues (Jan to Nov)		R14 800 once-off



OTHER PRINT PROMOTIONAL OPPORTUNITIES

Rate per insertion unless otherwise specified. Rates exclude VAT.

DESCRIPTION	ADVERT SIZE	COST	CASUAL ONCE-OFF
Cover sponsorship + 6 edition contract	IFC - inside front cover	R18 800	R33 000
	IBC - inside back cover		
	OBC - outside back cover		
Annual year planner	80 x 80mm	R14 800	-
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R16 900 per insert	-
Mining and Industrial Logo	Print logo with weblink	R5 800	-
Bookmark		R37 200	-
Bellyband		R37 200	-
Test Drive	DPS article, A4 advert, logo on contents page and mention on the cover.		R42 400

ONLINE RATES AVAILABLE ON REQUEST

Please refer to detailed online media pack
sales@interactmedia.co.za

The online media pack covers:

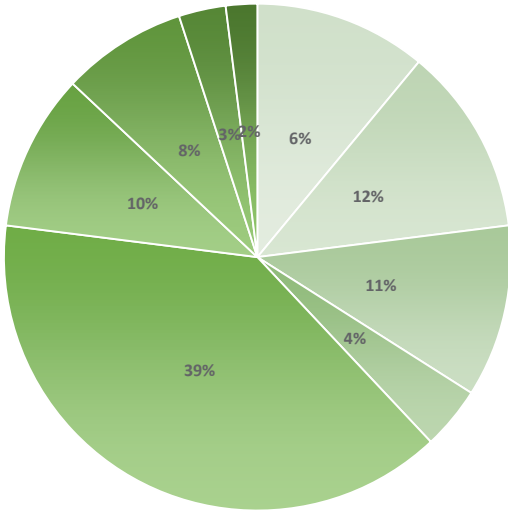
- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

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READERSHIP PROFILE

Breakdown by occupation/sector



- 11% Executive top management at mines
- 12% EPMC'S
- 11% Manufacturers, suppliers and engineers
- 4% Investment, Insurance and legal
- 39% Mine managers, engineers, general operational management
- 10% General mining support
- 8% Geologists
- 3% Government/Municipalities
- 2% Advisory/Consulting services



CIRCULATION

Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.

PRINT and ONLINE **27 975** ABC April - June 2023

PRINT READERSHIP: Research statistics: 3 readers per print copy, survey 2014

10 986

INDUSTRY BRANDS

	African Mining	African Mines	Mining and Industrial	EQUIPMENT Speed Handbook
PRINT				
EXHIBITION	 www.MTEexpos.co.za			
ONLINE	www.africanmining.co.za	www.mining.co.za	www.africanmining.co.za	www.equipmentandhire.co.za

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