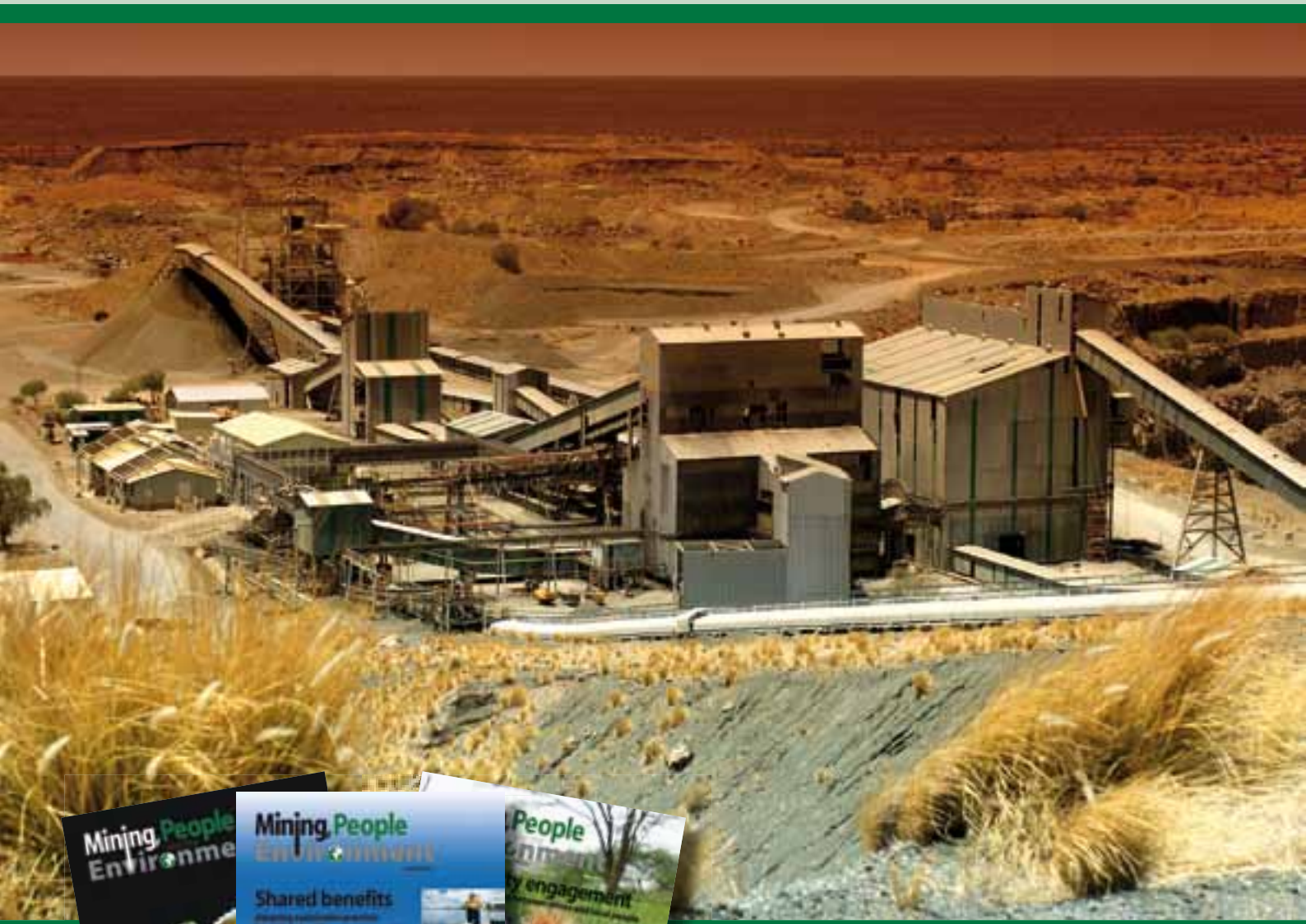


Minjng, People and the Environment 2012 MEDIA KIT



Aspermont
UK
Information for Industry



Minjng Journal

Minjng Magazine Congress

Minjng Magazine

Minjng Journal
Investor Seminars
www.investor-seminars.com

mines
and
money

Minjng, People
and the
Environment
The global environmental conference
May 2012

The Aspermont portfolio

In print...

Published by Aspermont UK



Mining, People and the Environment is written for those who want to take a big step forward in environmental awareness and sustainable development in the mining industry.
Visit www.mpe-magazine.com



Mining Journal is the industry's leading weekly newspaper covering all aspects of the global mining industry. Every Friday the Mining Journal is the single definitive source of international mining intelligence.
Visit Mining-Journal.com



Mining Magazine, the industry's leading magazine, was founded in 1909 by the future US President Herbert Hoover. BPA audited, the magazine targets the leading equipment purchasers around the world.
Visit MiningMagazine.com



GeoDrilling International is the only global publication serving the drilling sector. Features include highly specialised information on every aspect of drilling worldwide, insights into equipment problems.
Visit GeoDrillingInternational.com



World Tunnelling and **Trenchless World** are the magazines for key decision-makers in the underground construction sector, and build on the excellence and know-how unique to Aspermont UK.
Visit WorldTunnelling.com
Visit TrenchlessWorld.com



**Aspermont
UK**

Information for Industry

Other global products

Australia's Mining Monthly is the most authoritative mining magazine in the Asia-Pacific region, featuring exclusive industry reports and surveys, as well as in-depth news, views and analysis on mines, miners, mining regions, issues and technology.



RESOURCESTOCKS is the publication of choice for informed and novice investors interested in the global resources sector. It provides incisive investment commentary and authoritative company profiles, as well as publishing the annual World Risk Survey which rates countries on a range of investment risk factors.



Australian Longwall Magazine is Australia's leading source of information for the longwall mining sector with a dedicated readership among operators, suppliers, government bodies, and research and safety organisations.



International-China Mining Review is a dual-language (Mandarin and English) mining magazine distributed directly to mine industry executives throughout China.



CONTRACTOR has revolutionised trade media coverage of the civil construction industry, satisfying the need for industry-specific news and strategic information.



Cranes and Lifting covers all classes of cranes and lifting and positioning systems. It is distributed to Australia's leading crane industry bodies, operators and industry suppliers.



Coal USA evolved in 2008 from American Longwall Magazine following reader and advertiser demand for a magazine that successfully targets both the longwall and room & pillar industries.



**Aspermont
UK**
Information for Industry

In person...

mines and money

Mines and Money London is widely recognised as one of the most important events in the mining and finance calendar. It is the place to network, debate, learn and to gain insight into marketplace issues.

Visit: minesandmoney.com/london

Mines and Money Hong Kong brings together some of the most influential decision-makers within international mining companies, the investment community and professional services.

Visit: minesandmoney.com/asia

Mines and Money Beijing brought together over 500 of the most influential decision-makers within international mining companies, the investment community and professional services.

Visit: minesandmoney.com/beijing

Mines and Money Australia draws on the global investor database of its sister shows to match up Australian mines with both domestic and international capital.

Visit: minesandmoney.com/australia

Mining, People and the Environment

From the introduction of legislation to address climate change and greenhouse gas emissions to working with indigenous peoples and local communities surrounding proposed projects, environmental and social responsibility has become an integral part of exploration and mining.

Visit: mpe-conference.com



Mining in a Day a back-to-basics day-long seminar on the mining industry. Three mining experts provide a comprehensive but straightforward explanation of what the global mining industry is, and how it works.

Visit: mining-in-a-day.com



Online...

MiningNewsPremium.net
MiningNews.net
Mining-journal.com
Mining Magazine.com
Worldtunnelling.com
Trenchlessworld.com
Geodrillinginternational.com
International Longwall News
Constructionindustrynew.net
Searchmining.net
Searchconstruction.net
Searchpetroleum.net

The Mining Magazine Congress will bring together the leading companies within the mining sector and will create an interactive and informative business environment. **Visit:** miningcongress.com

Minjng Magazine Congress

Mining Journal Investor Seminars deliver quality context and valuable information to delegates, ensuring they fully understand and appreciate what each presenting company has to offer.

Visit: investor-seminars.com



GeoDrilling is the UK's only free-to-attend conference and exhibition dedicated to the ground drilling, geotechnical, piling and geothermal industry.

Visit: geodrillingshow.com



E-mail newsletters...

Mining Journal
Mining News
Mining Magazine
World Tunnelling
Trenchless World
Mining, People and the Environment

Finance
Exploration & Development
Equipment
Environment
Features, Analysis & Comment
Professional Placements
Company Watch

Please refer to the 2012 Online Media Kit or visit: www.miningmagazine.com

Dedicated to covering best practice in environmental and social responsibility in the mining sector

Mining, People and the Environment

Mining, People and the Environment is the industry's leading magazine dedicated to covering best practice in environmental and social responsibility in the mining industry. The magazine is written for those who want to be at the leading edge of corporate social responsibility, environmental awareness and sustainable development.



Mining, People and the Environment provides a mixture of news, detailed articles, case studies and editorial comment, written by mining and environmental experts and aims to provide practical specialist information on mining and good environmental practice from an unbiased viewpoint.

THE FACTS

Publication	Quarterly print magazine
Distribution	2,000 readers in the following regions: Americas 36% Europe 35% Australasia and Pacific Rim 17% Africa 7% Asia 5%
Subscription	Paid subscription service
Reader demographics	Mining industry professionals, government organisations, consultants, engineers, non-government organisations and universities

SUBSCRIPTIONS

Mining, People and the Environment is a valuable tool for anyone with an interest in the environmental and social impacts of the mining industry. Companies can subscribe via the website www.mpe-magazine.com

CONTACT

Mining, People and the Environment

Website: www.mpe-magazine.com
Tel: +44 (0)20 7216 6060

Advertising:

Leon Walton, Advertising Sales Executive
leon.walton@mining-journal.com

Subscriptions:

subscriptions@mining-journal.com

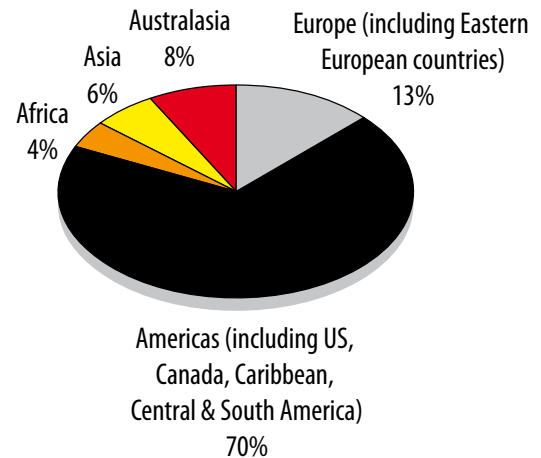
Editorial:

Katherine Welch, Editor
katherine.welch@mining-journal.com

DISTRIBUTION & READERSHIP

The magazine's readership is primarily subscription- and qualified circulation-based. The publication is targeted at equipment purchasers around the world.

The publication targets mining companies, government organisations, consultants, engineers, non-government organisations and universities.



FEATURES SCHEDULE

April 2012 EDITORIAL: Mar 12 AD BOOKING: Mar 18 AD COPY: Mar 23 PRESS: Mar 28 PUBLICATION: Mar 30	Health, Safety and Security From health and safety in the workplace and ensuring the security of staff, to providing services for employees' dependants, this issue looks at the range of challenges mining companies now have to tackle.
July 2012 EDITORIAL: June 15 AD BOOKING: June 18 AD COPY: June 21 PRESS: June 27 PUBLICATION: June 29	Sustainable Development Following the United Nations Rio+20 conference in June, this issue looks at some of the highlights of the conference and addresses its main theme of transitioning to a green economy, as well as the role of the extractives sector.
October 2012 EDITORIAL: Sept 14 AD BOOKING: Sept 18 AD COPY: Sept 21 PRESS: Sept 26 PUBLICATION: Sept 28	NGOs An active sector of civil society, non-government organisations can be both a threat and an asset to the mining sector. This issue will consider the role of NGOs in mining and include case studies of successful partnerships between mining companies and NGO groups.
January 2013 EDITORIAL: Dec 7 AD BOOKING: Dec 11 AD COPY: Dec 14 PRESS: Dec 18 PUBLICATION: Dec 21	Pollution and waste management Pollution and waste are legacies that the industry continues to face. In this issue, MPE looks into the latest technologies for site remediation and pollution prevention as well as recent legislation and guidelines in the area of pollution and waste management.

Regular Features

Each issue of MPE will contain the following regular sections:

Comment	Editorial comment on a topical issue
Enviromine	Recent news from an environmental and social perspective
Legal brief	Discussion of the latest legal and legislative trends affecting the environmental aspects of the mining industry
Still Life	A two-page photo feature highlighting important environmental issues through captivating images
Risk Profile	A regular focus investigating geopolitical risk, with each issue covering a different country and/or individual mining operation
Innovation	An investigation of the latest technology and equipment being used in the international industry
Tailings	Expert opinion on thought-provoking subjects

ABOUT THE EDITOR

Katherine Welch

Katherine graduated from University College London in 2004 with a first-class honours BSc in Geology. In 2005-06 she completed, with distinction, an MSc in Quaternary Science focusing on Earth science and environmental change. Katherine joined Mining Journal in March 2007, covering headline news and the exploration and development sections.

She became Editor of Mining, People and the Environment in 2009.

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T: +44 (0)20 7216 6089



E-NEWSLETTER

Mining, People and the Environment magazine's monthly newsletter, e-news, presents readers with the month's top stories from an environmental perspective, bringing the most important industry developments to your attention. The newsletter also features an exclusive comment, links to valuable web resources, reports and discussions, and a preview of forthcoming MPE features.

ADDITIONAL IN-PRINT PROMOTIONAL OPPORTUNITIES

Corporate Profiling Packages

Corporate Profiling will create an awareness of your company, your investment opportunity, any significant developments and future plans. All profiles are approved by you before going to print.

How the profile package works

We offer various packages that will suit all budgets and requirements, they range for a two-page company profile to a junior company profile, additional information on each of the packages is available below.

Booking deadlines:

- 1 & 2 page Company Profiles: 4 weeks prior to the issue date
- Junior Company Profile: 2 weeks prior to the issue date

Copy deadlines:

- 1 & 2 page Company Profiles: 3 weeks prior to the issue date
- Junior Company Profile: 1 week prior to the issue date

TWO-PAGE COMPANY PROFILE

Package includes:

A two-page 1,200-1,400-word article about your company supplied by you. A two-page profile offers the space for impactful images and a more detailed summary of your activity and opportunities. An electronic PDF of your company profile for you to use as a promotional tool.

Cost: GBP£4,995... US\$8,242... €7,455... \$8,763

TWO-PAGE 'COMPANY OF THE MONTH' PROFILE Package includes:

The ultimate tool for raising your profile, a two-page 1,200- to 1,400-word article about your company. The content is supplied by you or, if you prefer, it can take the form of an interview with a Mining Journal editor. Your two-page profile appears as the centre spread and also has a special reference on the front cover (as a corner flash, circled right). An electronic PDF of your company profile for you to use as a promotional tool.

Cost: GBP£6,995...
US\$13,221...
€10,440...
A\$12,272



ONE-PAGE COMPANY PROFILE

Package includes:

A one-page 600- to 700-word article about your company supplied by you. Although less space, a full page still gives more than enough room for an overview of the company activity and essential information such as office contacts and listing details. An electronic PDF of your company profile for you to use as a promotional tool.

Cost: GBP£2,995...
US\$4,942...
€4,470...
A\$5,254

JUNIOR COMPANY PROFILE

Quarter-page colour advert and a 200-word company profile, to be supplied by you with a project image. A great, cost-effective snapshot into what you do.

Cost: GBP£1,838... US\$3,473... €2,743... A\$3,224

ADVERTISEMENT BOOKING

ADVERTISEMENT RATES

Single insertions				
	£ sterling	US\$	Euro	A\$
Double page	4,741	7,822	6,699	7,856
Full page	2,468	4,071	3,547	4,089
1/2 page island	1,680	2,772	2,395	2,784
1/2 page	1,365	2,252	1,988	2,264
1/3 page	1,029	1,698	1,464	1,705
1/4 page	830	1,369	1,171	1,375
1/6 page	630	1,040	894	1,044
Premium Positions & Company Profiles				
Front cover earpiece	630	1,040	910	1,044
Front cover banner	840	1,386	1,206	1,392
Inside back cover	2,888	4,764	4,172	4,785
Back cover	2,888	4,764	4,172	4,785
Two-page 'Company of the Month' profile	6,995	13,221	10,440	12,272
Two-page company profile	4,995	8,242	7,455	8,763
One-page company profile	2,995	4,942	4,470	5,254
Junior company profile	1,838	3,473	2,743	3,224
Section Sponsorship (includes online)				
Fifth Column: Third-page vertical				
12 weeks	8,820	16,670	13,164	15,474
24 weeks	14,112	26,672	21,063	24,758
52 weeks	25,480	48,157	38,030	44,702
Mining Mirror, Legal Watch, Data Pages: Sixth-page horizontal				
4 weeks	2,268	4,287	3,385	3,979
12 weeks	5,400	10,206	8,060	9,474
24 weeks	8,640	16,330	12,896	15,158
52 weeks	15,600	29,484	23,284	27,368
List rental / Inserts				
Cost per thousand (postage not included)	599	1,131	894	898
Commercial supplements: Bespoke supplement can be produced by special arrangement. Prices start from £6,000 depending on requirements.				
Classified				
Standard entry				
51 insertions	3,127	5,910	3,909	4,690
26 insertions	1,677	3,169	2,096	2,515
Double entry				
51 insertions	4,690	8,865	5,863	7,036
26 insertions	2,515	4,753	3,143	3,772

BOOKING INFORMATION

See 'Features Schedule', p5 for information on advertisement booking.

Cancellations will only be accepted up to 30 days before the publication date.

* Based on exchange rates as of July 1, 2010.

Actual charges are subject to adjustment

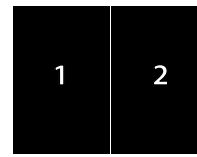
BASIC TYPESETTING RATES

Size	£ Sterling	A\$
Double page	400	696
Full page	200	348
Half page	125	217
Third page	100	174
Quarter page	85	147
Sixth page	75	130
Classified	FREE**	

Please note: typesetting rates do not include the cost of scans, photo manipulation or drawing requirements. Advertisers will be notified of these charges BEFORE the sale is agreed and the cost of any extra work that is involved.

** Classified ads that involve more than basic typesetting will be subject to a nominal charge

ADVERTISEMENT DIMENSIONS



Double-page spread

Copy space: 275mm 396mm
Trim: 297mm 420mm
Bleed: 303mm 426mm



Full page

Copy space: 275mm 186mm
Trim: 297mm 210mm
Bleed: 303mm 216mm



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



275mm (high) x
90mm (wide)



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



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



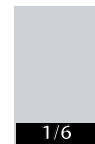
Third-page vertical
275mm (high) x
60mm (wide)



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	210

(bleed 216 x 28 - bleed at bottom only)

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 (see 'Basic Typesetting Rates', left). 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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