

# MINING.com ADVERTISING NETWORK

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**MEDIA KIT 2018-2019**



"MINING.com was instrumental in helping us market our 2015 Coal Association of Canada conference in Vancouver. A conference is only as successful as how many participants it draws. MINING.com reaches a large, targeted audience in the coal industry. Our account executive worked with us to develop marketing best suited to our needs and ran custom promotions throughout the site: EventsMine, MINING.com and InvestmentMine."

**Ann Marie Hann**

President // Coal Association of Canada



***InfoMine***





# MINING.com ADVERTISING NETWORK

MINING.com and InfoMine are mining's top read and respected mining publications.

Serving the global mining industry with over 70 staff from six offices around the world.

# 1.56 million

Monthly Readers

 41,000 Followers

 73,000 Followers

*Facebook, Twitter and Google Analytics data compiled Oct 2017*



"We have advertised in the Mining News Digest for several years because of MINING.com's extensive reach. MINING.com helps us cater to a targeted mining audience and it is everywhere: email, social media, and mobile. When helping us develop a message, MINING.com is responsive and flexible."

**Christine Hollander**

Marketing Coordinator // PhotoSat

# 242,000

Opt-in digest subscribers who receive email updates every business day from InfoMine and MINING.com

*Subscriber list for Mining News Digest compiled Oct 2017*



# ACCOLADES

We have been recognized for our editorial coverage and marketing work.

"We advertise on MINING.com every year for two reasons: ad effectiveness and quality of service. MINING.com is a key source of qualified traffic to our website – the results are measureable. Thanks to Sales Executive Naomi Robinson and the team for their flexibility and continued support. It's a pleasure working with you!"

**Allison Taylor**

Conference & Exhibition Manager // ALTA Metallurgical Services



Excellence in Digital Journalism  
Jack Webster Awards finalist



Use of Social Media



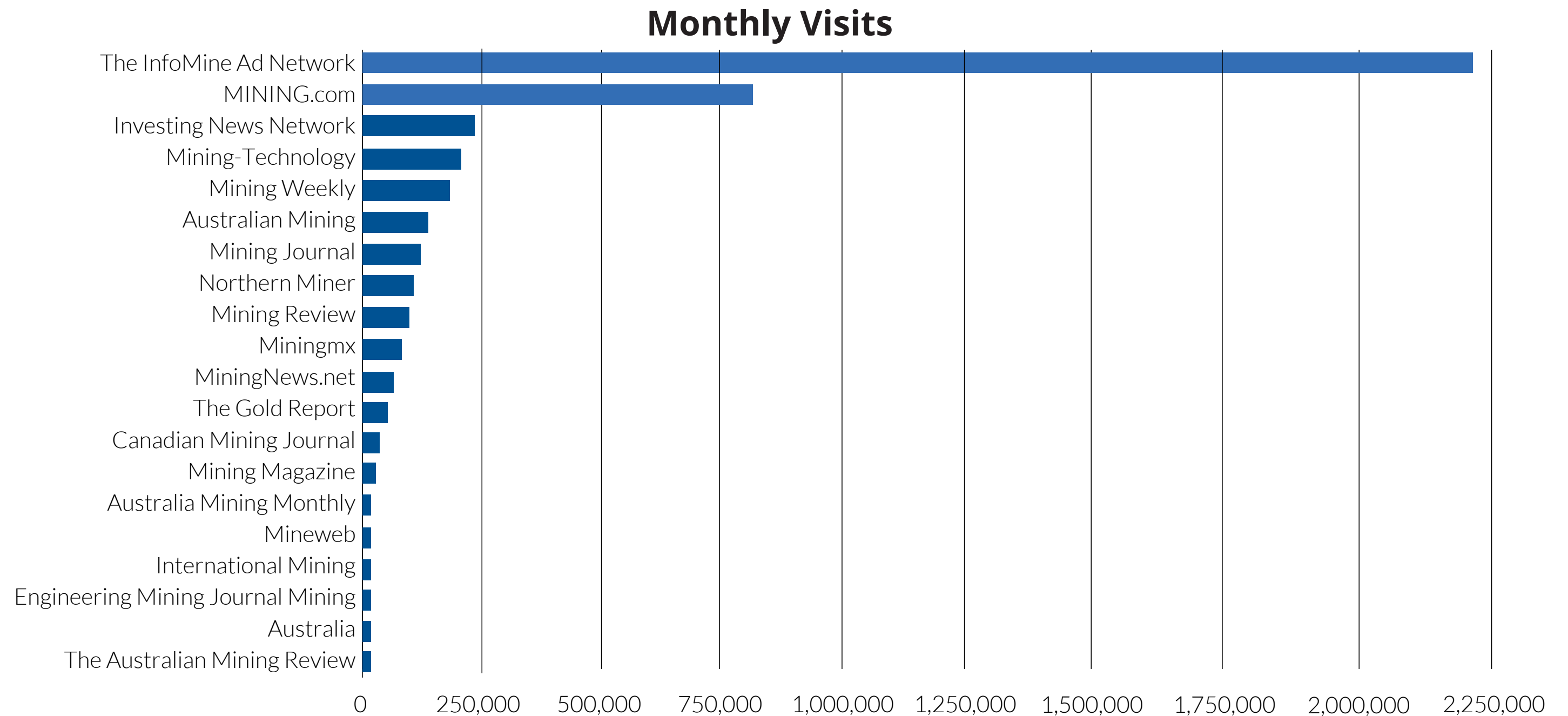
Email Newsletter Design and Engagement



Online Campaign



# HOW WE STACK UP



*Similarweb data for the month of Oct 2017*



# OUR GLOBAL AUDIENCE

## PERCENTAGE OF MONTHLY SESSIONS BY CONTINENT

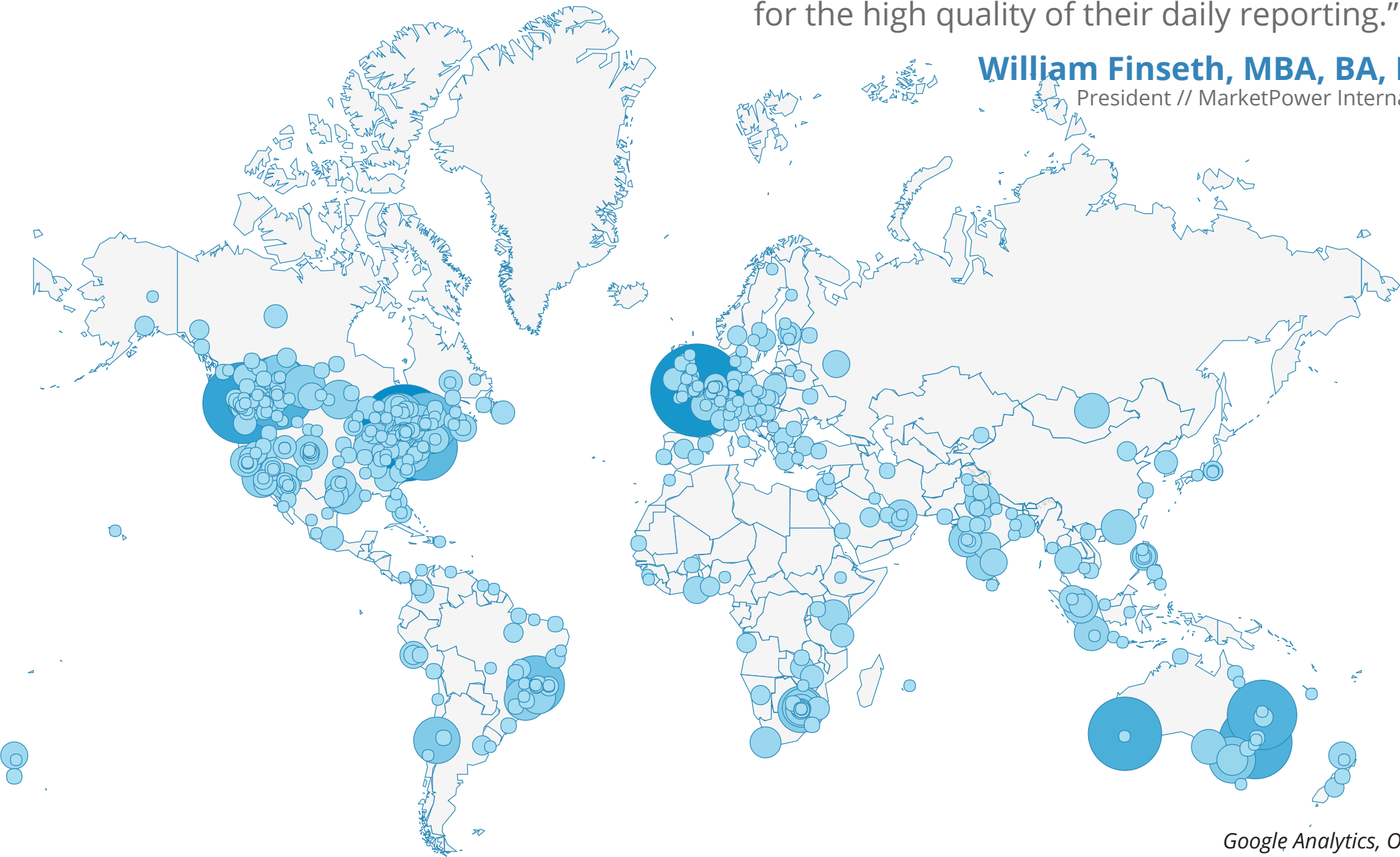
Americas	54%
Europe	14.6%
Asia	13.8%
Oceania	7.10%
Africa	10.5%

## MONTHLY SESSIONS PER CITY

Toronto	32,443
London	29,116
Perth	26,793
Vancouver	24,233
Calgary	22,192
Sydney	22,123
Brisbane	22,044
Santiago	21,742
Pretoria	17,518

“MINING.com is one of the best sources of information providing an overview of what’s going on in mining around the world. It is an important source of intelligence for me, which informs me about the larger picture of global economics. Your staff are to be complimented for the high quality of their daily reporting.”

**William Finseth, MBA, BA, BSW**  
President // MarketPower International



Google Analytics, Oct 2017



# SPANISH AND PORTUGUESE

We speak Spanish and Portuguese.

MINING.com has editorial offices in Lima, Peru and Sao Paulo, Brazil. We have dedicated editions for the following countries:

- Argentina
- Chile
- Brazil
- Mexico
- Peru

**LIMA**  
PERU

**BELO HORIZONTE**  
BRAZIL

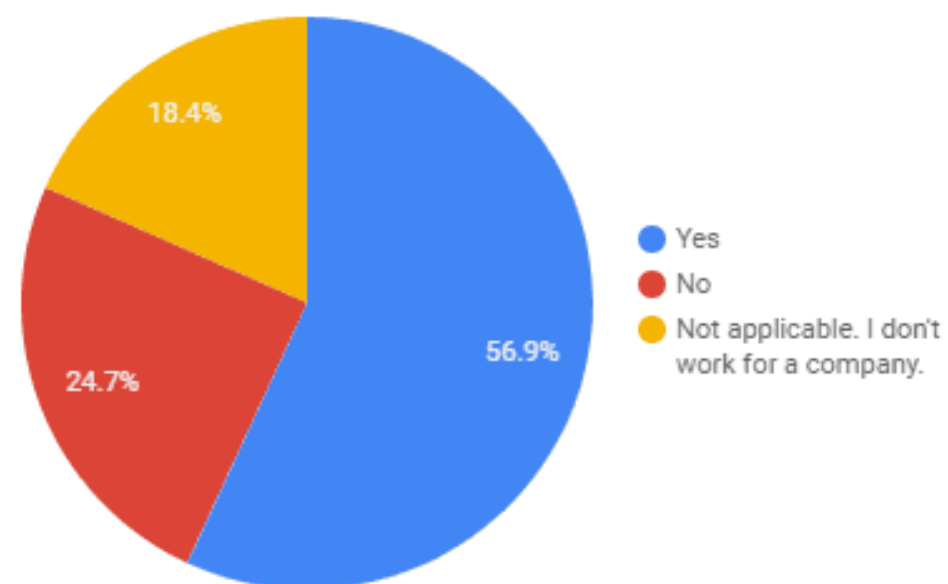




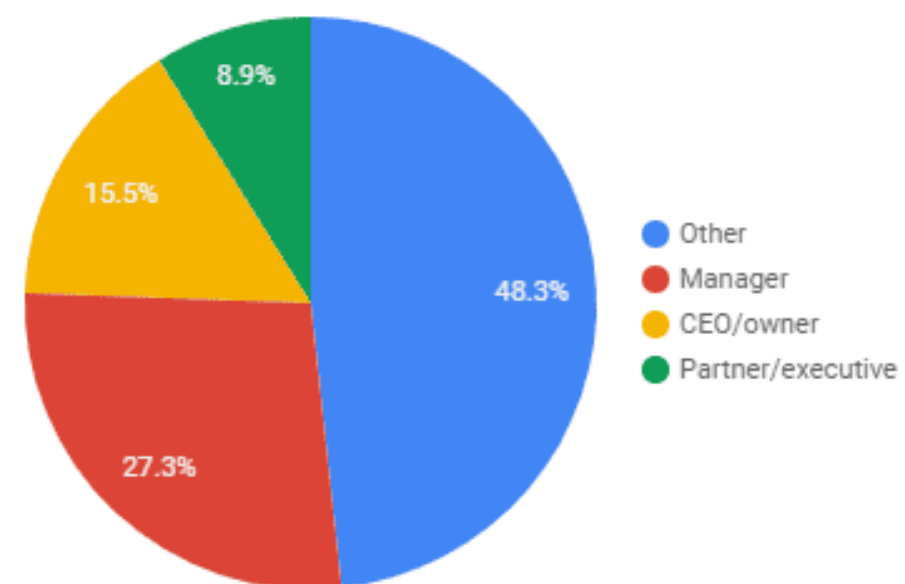
# TALK TO BUYERS

MINING.com is read by managers, executives and owners, people who make **buying decisions** for equipment and services.

Are you responsible for making or recommending buying decisions for your company?



Which of the following best describes your position?



Source: Reader survey conducted in the spring of 2017.



# TALK TO INVESTORS

“Lisheen Mine received a super response for its expression of interest that was promoted on InfoMine and MINING.com. The account executive, Greg Fenrick, was able to work with us and recommend a campaign that best suited our goals.”

**Louise Cleere**

Purchasing/Procurement Manager // Lisheen Mine

MINING.com’s readers are **likely** to be **avid investors** and **looking for financial services**.

# 89%

Of our readers **invest** in the resource sector

# 83%

Of our readers **describe** themselves **do-it-yourself investors**

*Source: Reader survey conducted in the fall of 2017.*



# DISPLAY UNITS

MINING.com offers a wide range of IAB-compliant ad units:

300x250



Mobile 300x50



728x90



970x90



970x250



300x600





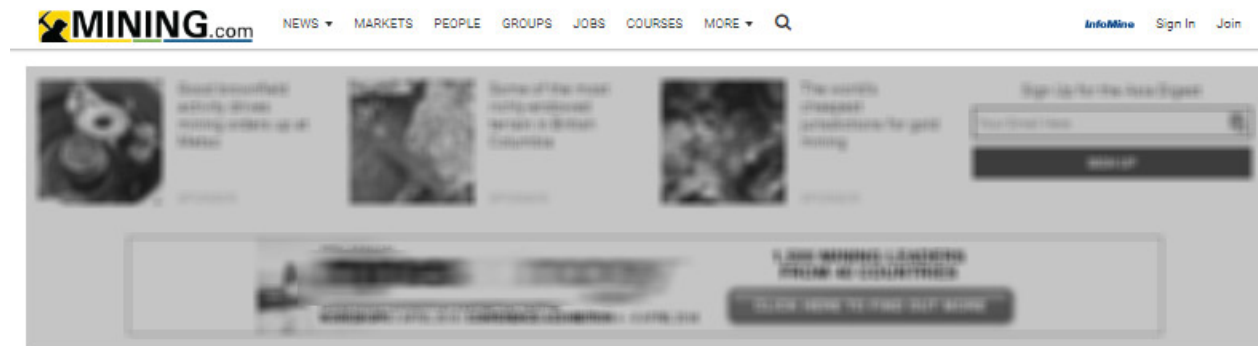


# NATIVE ADVERTISING

Let us work with you to develop a message that fits perfectly within our editorial, for better response and sharing. We can help with professional writing, interviews, videos, and callouts for better engagement.

## Generate Leads

“Are you satisfied with “leads”, when you can have high-quality market qualified leads (MQL)? At MINING.com, we are experts at lead generation campaigns. Through sponsored messaging, we can magnify your message using whitepaper downloads and newsletter sign-ups to generate quality, CASL compliant leads for your business development needs.



## Huge silver deposit discovered in Inner Mongolia

Andrew Topf | about 22 hours ago | 3,346 | 1

PEOPLEMINE FACEBOOK LINKEDIN TWITTER EMAIL PRINT



Chinese media is reporting that a large deposit of silver has been found in the autonomous region of Inner Mongolia.

According to [Xinhua](#), the state-owned news agency, the deposit contains over 100 million tonnes of silver ore. It wasn't clear from the media report whether that number refers to resources or reserves, but it must be resources, since Chinese silver reserves currently only stand at 39,000 tonnes, states the [US Geological Survey](#). The deposit is located in Shuangjianzi Mountain in Inner Mongolia. Accurate mining statistics are notoriously difficult to pin down from China, which often inflates them.

The USGS puts China in fifth place in terms of silver production and reserves, behind the United States, Australia, Bolivia and Chile. The largest silver producer is Mexico, at 5,600 tonnes, and the country with the largest reserves is Peru, at 120,000 tonnes.

In 2015 [Kitco](#) pegged China as producing 128,603,000 ounces of silver, primarily as a byproduct of lead and zinc mining. The two primary silver mines are Canada-based Silvercorp's (NYSE:TSX:SVM) Ying mine, which produced 6.5 million ounces in 2017, and the Shizishan mine owned by China Polymetallic, which produced 2.4 million ounces in 2013 (current production numbers unavailable).

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