

INFOMINE ADVERTISING NETWORK

MEDIA KIT 2017

"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

Your Global Mining Resource



INFOMINE ADVERTISING NETWORK

Two respected sites and read by decisions makers, MINING.com and InfoMine are the world's leading digital destinations serving the global mining industry.

There are over 70 staff and six offices across the globe to serve you.

1,443,674
Monthly Readers



34,467 Likes



63,598 Follows

Facebook, Twitter and Google Analytics data compiled Oct 2016



"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 2016



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, 2014



Use of Social Media



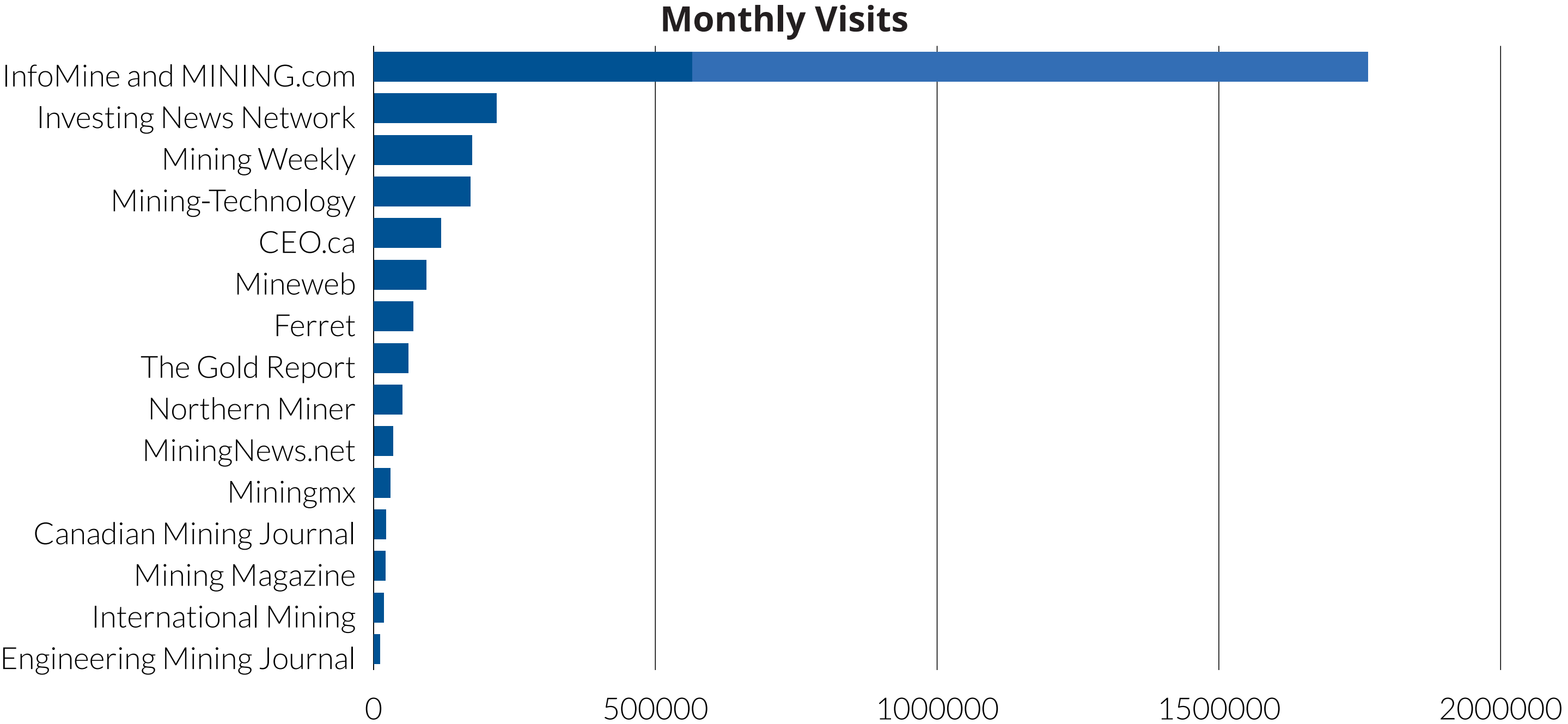
Email Newsletter Design and Engagement



Online Campaign



HOW WE STACK UP



Similarweb data for the month of Oct 2016



OUR GLOBAL AUDIENCE

PERCENTAGE OF MONTHLY SESSIONS BY CONTINENT

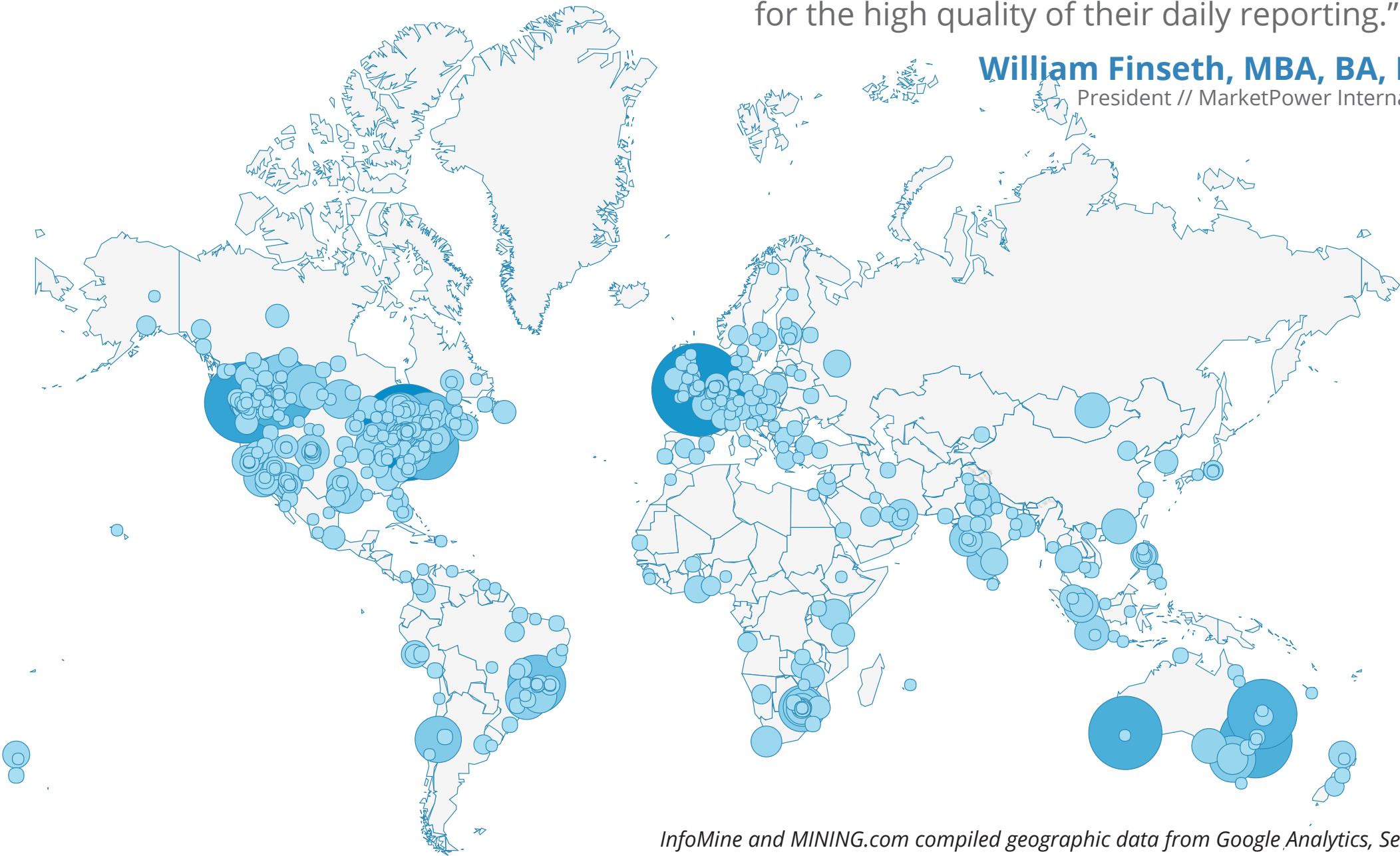
Americas	58%
Europe	13%
Asia	13%
Ocenia	7%
Africa	9%

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



InfoMine and MINING.com compiled geographic data from Google Analytics, Sep 2016



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.

READERS' JOB FUNCTIONS

Manager	24%
Executive or owner	22%
Technical	22%
Operations, administrative, other	32%

SECTOR

Mining company	33%
Consultancy	15%
Mining supplier	12%
Exploration company	8%
Educational institute, government, other	32%

Source: Reader survey conducted in the spring of 2012. There were 1,100 replies.



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 2014. There were 70 replies.



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 will fit within our news flow for better engagement and social sharing. Video, downloadable reports and sign up forms are all possible.

MINING.com Your source for global mining news

Home Gold Coal Copper Iron Ore More Commodities Regions Suppliers and Equipment Market Data Mining Jobs


SPONSOR CONTENT What's this?

The mining industry's key risk is access to water

MINING.com Editor | October 29, 2014

21 17 11 0

Tweet Like Share +1



Patrick Corser, senior VP at MWH Global, met with MINING.com in mid-October to discuss managing water at mines. MWH Global is a global infrastructure engineering firm that provides technical engineering, construction services and consulting solutions to protect, enhance, store and distribute water. [Mine Water Solutions in Extreme Environments](#) conference is being held in April 2015.

MINING.com: Why is water management so important?


Patrick Corser: You know, I have had a chance to work in a variety of environmental settings, climate settings, topographical settings and geochemical settings. In my experience water management is extremely important to make a site work. I think there are two critical points: one is that there is a comprehensive water management plan that can be communicated to the stakeholders and to the community members to ensure the mine has its social license to operate. And also the mine itself must know how to make sure it has enough water for normal operating conditions and extreme operating conditions.

[Attend Mine Water Solutions in Extreme Environments 2015](#)

MINING.com: What is an extreme environment for water management?

Patrick Corser: You know there is a whole range of extreme conditions, but the most obvious ones would be a very wet site or very dry site. At a wet site you are interested in how much water you've got to get rid of, how you control and divert water, how you discharge water, and whether water meets environmental standards. At a dry site it's whether you can find enough water to continue your operation during the life of the mine.

Patrick Corser, Canada Country Manager, Senior VP, MWH





WEBINARS

We are your webinar expert.

Our organization (MINING.com is a division of InfoMine.) has hosted over 100 webinars with registrants from all over the world. We have partnered with Antamina, Goldcorp, Barrick Gold, Rio Tinto and University of British Columbia to name a few. Events have been run in Spanish, Portuguese, French and even Mongolian!

We can handle the whole webinar experience:

- Marketing
- Landing page
- Registration
- Confirmation emails
- Moderators and hosts
- Guest speakers
- Standby technical help during live webinars
- Video and archiving



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