

PRINT MEDIA PACK 2021

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

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.

2021 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	R26 200 per issue	R28 000 per issue	R30 600 per issue
Single A4	R15 600 per issue	R16 200 per issue	R19 900 per issue
1/2 A4	R11 900 per issue	R12 300 per issue	R15 100 per issue
1/3 A4	R9 900 per issue	R11 800 per issue	R13 400 per issue
1/4 A4	R7 700 per issue	R8 400 per issue	R9 600 per issue
Strip	R5 700 per issue	R6 400 per issue	R7 800 per issue



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	R15 600	R27 300
	IBC - inside back cover		
	OBC - outside back cover		
Annual year planner	80 x 80mm	R12 300	-
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R14 000 per insert	-
Mining and Industrial Logo	Print logo with weblink	R4 700	-
Bookmark		R30 700	-
Bellyband		R30 700	-

ONLINE RATES AVAILABLE ON REQUEST

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

The online media pack covers:

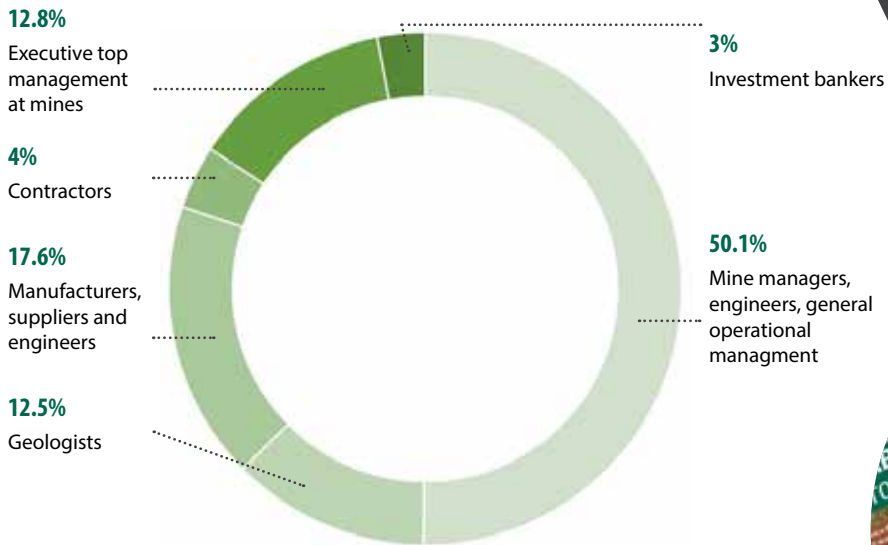
- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

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READERSHIP PROFILE

Breakdown by occupation/sector



CIRCULATION

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

PRINT	3 375	ABC January – March 2020
ONLINE	2 394	Due to Covid-19 Lockdown, May, June and July 2020 issues were not printed. Regular circulation commenced in August 2020.

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

10 125

INDUSTRY BRANDS

PRINT	African Mining	African Mines HANDBOOK	Mining and industrial ANNUAL SUPPLIERS DIRECTORY	EQUIPMENT Specs Handbook
EXHIBITION	MTE www.MTEexpos.co.za			
ONLINE	www.africanmining.co.za	www.mining.co.za	www.africanmining.co.za	www.equipmentandhire.co.za

SOCIAL MEDIA



African Mining Publication

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Please refer to detailed online media pack
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