



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

2016 Editorial programme





Dear Industry Professional

There are few sectors of the mining industry that have not been impacted by the recent rapid and dramatic down-turn in demand for commodities. This has been made all the more serious by the speed with which this about-turn occurred. This reversal left many mining companies, equipment manufacturers and service providers (who had geared themselves up and leveraged their activities against a seemingly everlasting upward trading profile that did not materialise) into a precarious position when the market slumped.

However, those who have been involved in the mining industry for as long as I have been will take some comfort from the fact that such cycles are a way of life. However painful (and terminal) that things may seem at the moment, it is fact of life that the world will continue to need coal, copper, steel, nickel, lead and all the other commodities upon which progressive and evolving societies depend. Likewise, the equipment needed to drill, blast, shear, plow, cut, crush, grind and convey raw and semi-finished product, will still need to be maintained, whilst wear parts are replaced, and damaged units mended or upgraded. The wheels of industry will continue to demand cement, rebar, cable, steel girders, nickel plate and cheap power in the form of thermal coal.

Times are indeed challenging, but this period of adjustment is no time to simply “hunker-down” and assume that the storm will pass harmlessly overhead. It is true that the initial reaction of many industry leaders has been to close-down assets, strip equipment purchases to the very bone, initiate savage cost-cutting exercises, freeze hiring’s and implement round-after-round of redundancies. Some companies, particularly those whose markets are spread across several sectors - construction, quarrying, agriculture, transport, power distribution, or industrial manufacturing - may be better placed to accommodate this down-turn, but “pure” mining companies do not have that luxury - and this is not the time to dilute expertise away from an industry that is as important today, as it has always been.

Instead, this slump is an opportunity to concentrate on the research and development, incorporate cutting-edge technology into your operation, implement new training methods, recruit the next generation of industry leaders, develop new safety standards and embrace innovations that will keep your organisation at the vanguard of its game, and set your organisation apart from the rest of the pack.

The need to “invest in the future” should be at the very heart of your organisation’s strategy to weather this period and emerge leaner, stronger and more profitable. I, for one, view this period as an opportunity to consolidate and enhance my commitment to the industry that has kept me fed and watered over almost half a century. We are – after all – in this together, and for the long-haul.

Yours sincerely
Trevor Barratt

MD and Publisher
Mining World and Coal International.

Every issue of Coal International and Mining World contains feature articles, case studies, new plant, latest innovations in both underground and surface operations, global news roundup, finance, health and safety, site reports and one on one discussion with senior leaders and engineers within the industry.

Comprehensive coverage throughout the year for both hard rock and coal and covering a multitude of equipment topics.

It does not matter which issues you chose to promote your company as the quality readership remains the same throughout the year.

We understand after many years of publishing our journals the importance of reaching your targeted audience and giving your valuable people on the ground maximum exposure whether at the mine site or corporate office.

Quality v Quantity

Size of the media- Yes, costs per thousand usually goes down as circulation increases, but do you want to tell your story to a select group of targeted prospects or a larger group that your percentage of interest is less or virtually nil.

The most brilliantly conceived and demonstrated marketing message isn't going to do anybody any good unless the intended audience is exposed to it.

Circulation

Tradelink update and maintain daily over 14,000 mining companies and their operations on our database containing details of:

Head Office:

CEO's, Technical Directors, Procurement Departments and CFO's

Mine site:

Mine Manager, Electrical/Mechanical Engineers and Health/Safety officers

Based on the above personnel we have the facility to reach out to over 112,000 senior decision makers in both print and digital.

BPA audited

2016 will see a return to BPA audits for our journals in both print and digital derived from our database. We believe that this major investment will enhance the confidence of our valued advertisers for the foreseeable future.



Apple iPad

Apple iPhone

International Guide to the Coalfields

History

First published in 1948, the International Guide to the Coalfields is an annual directory listing global mining operations and operators, alongside production statistics, country profiles and more. Long regarded as the “coal industry Bible” by mine managers and engineers it acts as a comprehensive marketing tool within the industry.

Up to date contact details together with relevant mine addresses, senior personnel and engineers The International Guide to the Coalfields is quite possibly the most useful reference tool available and is also available on-line.

Advertising Rates

Front cover	£3,500	Full page	£2,400
Back cover	£2,800	Half page landscape	£1,250
Inside covers	£2,500	Quarter page landscape	£660
Double page spread	£4,500	Classified (Various sizes)	from £125
Inserts	Up to A4 size contact us for competitive rates		

Please supply adverts as a PDF high resolution (300 dpi or more) with 3mm bleed in CMYK format - Advertisements received as RGB will be converted to CMYK and colour variation may occur

Note: Do not place text within 10mm of the edge of the page

Contents

Operating companies

Name, address and contact details of operating companies, with details of their subsidiary companies.

Mining operations

Name, address and contact details of operating mines throughout the World, with information on mine type, method of mining and production figures where available.

Industry suppliers

List of OEMs, parts and service providers to the coal mining industry. Branch details with contact person and short company profile. All companies cross-referenced to products and services.

Products and services section

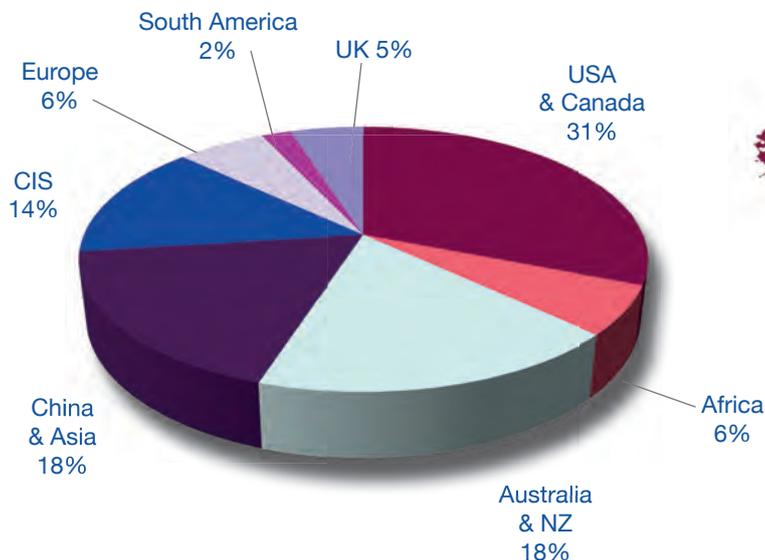
Alphabetical listing of goods and services provided by the industry suppliers.

Distribution

Complimentary copies are posted to the most productive operating companies around the World in return for their verification of our data. Contact admin@mqworld.com to see if you qualify for a free copy.



Circulation by geographical area



From Exploration through to Production and Transportation



Both *Mining World* and *Coal International* cover grassroots exploration from walking-the-ground through to aerial reconnaissance, evaluation drilling, trenching and pilot processing plants. Once feasibility studies have been conducted, we follow the process from construction, ramp-up and production through to end-of-mine-life, equipment recovery and site rehabilitation.

Our articles and news items cover all aspects of mining from the choice of mining method through to equipment evaluation, maintenance, automation, IT initiatives, commodity reviews and sector specific development work, indeed we are there covering every crucial step

of the way from inception through production and onto site remedy.

Mine Management and Specialist Engineers (including geologists, drilling companies, mechanical and maintenance personnel, construction contractors and electrical engineering personnel) at both senior levels and at mine sites, are at the forefront of the readership profiles for both of our journals. Whether one is examining, evaluation or reviewing an opencast or an underground operation, we aim to clearly promote all the



latest technological innovations, research and advances being made within the industry, in order to increase production, sustainability and cost efficiencies, as well as improve safety standards.

Material handling

We cover the complete transport route from muck pile via trucks, scoop trams, loaders, conveyors, skips, hoppers and surge bins through to the pipework associated with processing plants, before its arrival at stockpiles and bulk-recovery, through to rail transport and shipping.



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

Overview

Tradelink Publishing's flagship publication, Coal International is probably the oldest English language coal magazine in the world. Established in 1858 as the Colliery Guardian, it is distributed to an international database of mining professionals involved in the buying cycle that include:

- Operating companies
- Senior management i.e. CEO, CFO and Directors
- Procurement departments
- Mine managers
- Mine Electrical Engineers
- Mine Mechanical Engineers
- Safety and sustainability departments

Coal International expanded to become an international publication when the UK's coal industry was privatised in the mid-1980s, and is now regarded Worldwide as the No 1 magazine within the coal industry for equipment suppliers and service companies.

- Published six times a year
- Available as hardcopy and downloadable PDF
- Coal International is also printed in Chinese, Russian and Polish languages. First ever coal journal established in the Russia and Chinese markets over 14 years ago.
- Besides a wealth of feature and technical articles, site visits and industry news, Coal International also covers health & safety, sustainability and financial news, alongside new products & equipment in every issue covering both underground and surface operations.



Advertising Rates

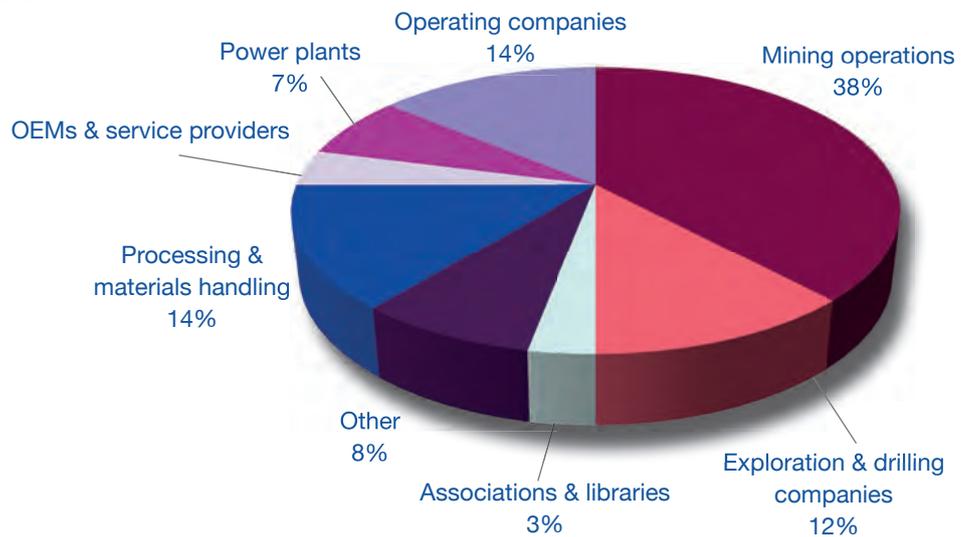
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Circulation by business sector

14%	Processing & materials handling
38%	Mining operations
12%	Exploration & drilling companies
14%	Operating companies
7%	Power plants
3%	Associations & libraries
4%	OEMs & service providers
8%	Other



Others include - smelters, steel processes and PR companies

Proposed subjects for CI

Every issue of Coal International contains the latest news, new plant and equipment, health safety and sustainability issues affecting the industry.

Site visits plus a one on one interview with top executives and engineers within the industry. All year round focused articles from exploration through to production.

January - February 2016

Underground and surface material handling.
Crushers
Screens
Surface and underground pumps
Surface and underground drilling and blasting
Bauma preview
Bonus copies: Bauma- Munich –11-17 April
Mining Vietnam – 29-31 March

Copy date: 29 January

July-August

Conventional Mining
Room and Pillar developments
SSS- Switchgear Signals and Sensors
Feeder breakers
Minexpo preview
Bonus copies: Minexpo Las Vegas – 26-28 September

Copy date: 29 July

March April

Coal preparation plant
Underground roof bolting developments.
Longwall automation innovations.
Underground and surface Communications.
Water management

Copy date: 25 March

September-October

Dragline, Excavator and Shovels developments
Highwall mining
Articulated dump trucks
Wheel loaders
Road header developments
Bonus copies: IMME 2016 – 16 – 19 November
Copy date: 30 September

May-June

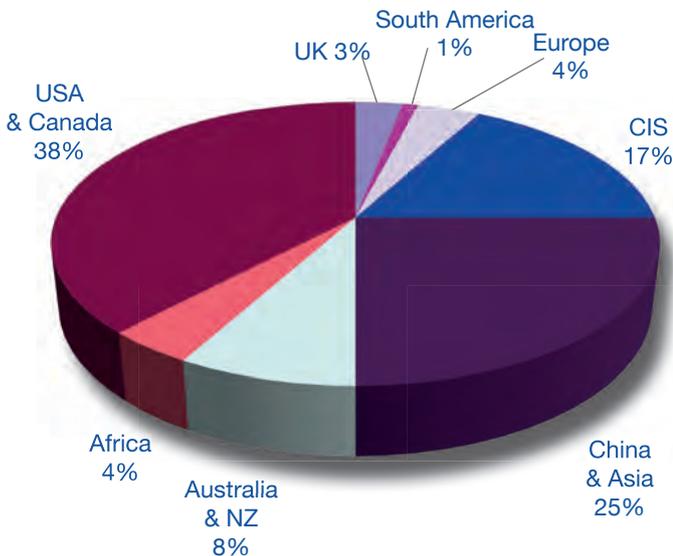
IPCC latest developments
Drives and Gears
Latest developments in mine software
Ship loaders-stackers and reclaimers
Shaft winding equipment
Copy date: 27 May

November-December

Life cycle management
AFC's
Land restoration
Shaft sinking
2016 Technical Innovations
Copy date: 25 November

Further articles of interest to be added throughout the year.

Circulation by geographical area



Overview

Mining World covers the surface and underground mining sectors. Besides a wealth of technical articles, site visits and industry news, Mining World also covers health & safety, financial news, alongside new products & equipment in every issue.

Further articles of interest will be added throughout the year. Should your company wish to contribute any articles or white papers of interest please note the copy deadlines.

- Over 12000 qualified email addresses
- A Worldwide circulation concentrating on the English speaking countries and Europe
- Published six times per year
- Posted free of charge to mine operators, managers, drilling and processing companies.
- Addressed directly to the people who influence the purchasing decisions within their companies
- Other recipients include trade associations, educational establishments, libraries, OEMs and service providers
- Extra copies distributed at exhibitions and conferences



Advertising Rates

Front cover	£3,500	Full page	£2,400
Back cover	£2,800	Half page landscape	£1,250
Inside covers	£2,500	Quarter page landscape	£660
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Circulation by commodity



16%	Coal	3%	Diamond
15%	Gold	6%	Nickel
8%	Silver	14%	Iron ore
3%	Uranium	10%	Potash
9%	Other/combination	11%	Copper
5%	Molybdenum		

Circulation by business sector



17%	Exploration & drilling companies
32%	Mining operations
7%	OEMs & service providers
18%	Operating companies
8%	Other
18%	Processing & materials handling

Others include - smelters, steel processes and PR companies

Every issue will contain news relating to health and safety. Latest plant and equipment updates, global news roundup, finance, movers and shakers plus interviews with top executives and engineers worldwide.

February:

Surface drilling/blasting
 Mineral processing
 Haul trucks
 Pump developments.
 Underground and surface communications.
 Bauma preview
 Bonus copies: Bauma Munich – 11-17 April
 Mining Vietnam – 29-31 March

Copy date: 22 January

April:

Underground and surface transportation
 Pump developments.
 Underground drilling developments
 Crushing developments
 Dense media separation
 Hillhead preview – 28-30 June

Copy date: 18 March

June:

Conveyors and auxiliary equipment
 Screening
 Drives and gears
 Pumps
 Surface trucks
 Mine software
 Bonus copies: Hillhead UK – 28-30 June
 MMMM 2016 – 10-12 August

Copy date: 20 May

August:

LHD development
 Scoop trams
 Longwall and continuous miner developments
 Life cycle management
 SSS-Signals-Sensors-Switchgear
 MinExpo preview
 Bonus copies: MinExpo – 26-28 September

Copy date: 22 July

October:

Roof bolting/shotscreening
 Automation innovations
 Dragline, shovel and excavator developments
 Grinding solutions
 Bonus copies: IMME 2016 – 16-19 November

Copy date: 23 September

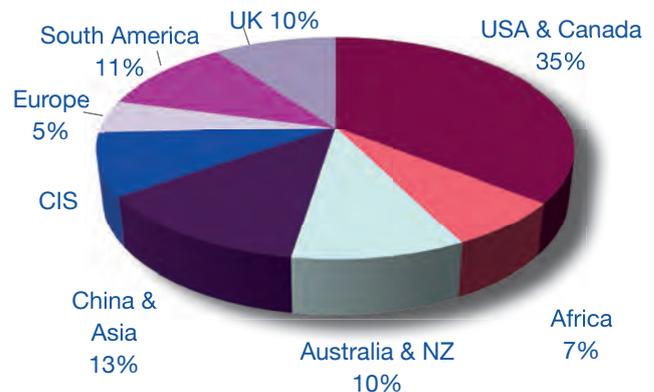
December:

Ball mills
 2016 mining innovation of the year
 Wheel loaders
 ADT developments
 Water management and dust control

Copy date: 18 November

Most of these articles plus others will also appear in our monthly digital App available for iPhone and iPad.

Circulation by geographical area



Overview

Mining World Link: a five star rated app available to download in the app store.

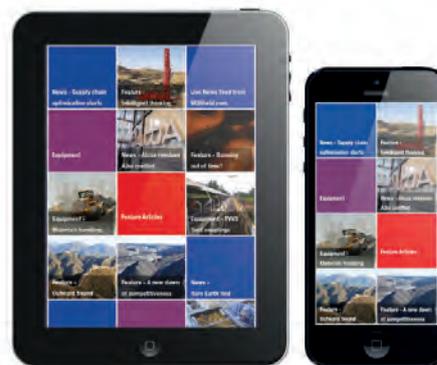
A rich multi-media experience for the global mining industry offering unique advertising opportunities.

Promoted to over 500,000 senior mining professionals and key decision makers within the industry.

Regularly updated with:

- Worldwide news and live RSS feed
- Industry Comment
- Country Feature
- Feature Articles
- Recruitment
- Education
- Finance
- New plant and equipment

Available to **download free** in the app store to Apple devices .



Apple iPad

Apple iPhone

Advertising Rates

Front cover	£1,000
Full page	£600
Classified (Various sizes)	from £80

Please supply adverts as a PDF high resolution (300 dpi or more) in RGB format

To advertise in Mining World Link, contact gordon.barratt@tradelinkpub.com

Best of both worlds

- **A total package to all our advertisers that offers real-time customer support in print, digital and PR support**
- **Creating innovative content and marketing opportunities**
- **A multi-media experience to reach your target audience**

Reach – Reputation – Reliability

Quality never goes out of style

Exhibitions and conferences

Over the last 20 years Tradelink with both Coal International and Mining World has always maintained a presence at major exhibitions in India, China, Russia, USA, Poland, South Africa and Europe. Our policy has always been especially with our foreign language issues that every single operating company and operations Management and Engineers within the region have all received copies of the journals before the event leaving us to distribute further bonus copies from our stand. We very rarely over the many years we have attended see any other International journals present especially so in Russia, India and China

2016 We will be present at:

Bauma – Germany	Russia – Novokuznetsk
Hillhead – UK	Ukraine – TBC
Mining Vietnam – Hanoi	MINExpo – Las Vegas
Electra Mining – Johannesburg	China – TBC

A service that is second to none.

Benefits of advertising with us:

1. **Print** – Quality circulation mail merged from our daily updated database of 14000 operating companies and mines. BPA audit will be applied for.
2. **Online news** – guaranteed press coverage throughout the year on www.mqworld.com currently attracting over 3-4 thousand visitors per day and growing.
3. **Regular feedback** on visitor interest
4. **Your news uploaded** to all social media and a further 58 mining groups within our LinkedIn contacts.
5. **Mining World Link App.** – Guaranteed inclusion in our 5 star monthly app available across all mobile platforms with downloads growing month by month. According to Apple statistics in Feb.2015 most downloaded mining app.
6. **Monthly e-newsletter**

Your press releases guaranteed and mailed to our database.

THIS BEST OF BOTH WORDS PACKAGE IS ONLY AVAILABLE TO ADVERTISERS

To discuss rates for digital only solutions please contact: gordon.barratt@tradelinkpub.com

Agency discount	10% on application
Multiple booking discount	Please contact our Sales Department for available offers
Foreign language journals	Same rates and data as English issues
Restrictions	Advertisements published with the approval of the publisher

Internet Services

Digital Media	Description	Per Annum
Company link	Company logo linked to your own website and entry in the Industry Suppliers section of www.mqworld.com 220(w) x 150(h) pixels	£350.00
Title banner	1200(w) x 130(h) pixels (72 dpi)	£1,000.00
Title banner on smart phone	600(w) x 200(h) pixels (72 dpi)	
Border banner	300(w) x 228(h) pixels (72 dpi)	£1,200.00
Border banner on smart phone	300(w) x 100(h) pixels (72 dpi)	
Video link		£POA
Bespoke multimedia packages	Available on application to include: Mining World Link, Mining World, Coal International and The International Guide to the Coalfields	

Please supply banners as an animated GIF or JPEG file to admin@mqworld.com

Position & Size	Mechanical Data
Front cover MW	210mm x 250mm 3mm bleed on all sides
Front cover CI	210mm x 240mm 3mm bleed on all sides
Front cover GTTC	210mm x 225mm 3mm bleed on all sides

Front covers are compiled of an operational image and company name or logo with contact details inside the publication

Back & Inside covers	210mm x 297mm 3mm bleed on all sides
Double page spread	420mm x 297mm 3mm bleed on all sides
Full page	210mm x 297mm 3mm bleed on all sides
Half page landscape	185mm x 131mm no bleed
Half page portrait	90mm x 263mm no bleed
Quarter page landscape	185mm x 65mm no bleed
Quarter page portrait	90mm x 131mm no bleed
Classified	116 x 56mm or 56 x 56mm no bleed

App	iPad	iPhone
Front cover	768 x 1024 pixels	320 x 450 pixels

Front covers are compiled of an operational image and company name or logo

Full page	768 x 1024 pixels	320 x 450 pixels
Classified	300 x 300 pixels	300 x 300 pixels
Banner ads	468 x 68 pixels	468 x 68 pixels

Subscriptions to Publications

Title	Language	ISSN/ISBN	Issues and Cost Per Annum	
Mining World	English	2045-2578 2045-2586 (online)	6	£70.00 £60.00 (UK)
Coal International	English	1357-6941 2045-2985 (online)	6	£160.00 £140.00 (UK)
Coal International	Chinese	1357-6941	1	£30.00
Coal International	Polish	1357-6941	1	£30.00
Coal International/Mining World	Russian	1357-6941	2	£60.00
International Guide to the Coalfields	English	1364-7512 978-0-9554436-8-8	1	£150.00
Mining and Commodity Reports	English	On-line shop		POA
Agency discount	10%			

